



Chester

February 2015

02/02/2015 to 01/03/2015



REGION - North & Yorkshire

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Chester	▼ -1.4 %	▼ -4.1 %	▼ -1.2 %	▼ -8.4 %	▲ 5.3 %	▲ 6.5 %
North & Yorkshire	▼ -0.3 %	▼ -2.2 %	▼ -0.2 %	▼ -5.0 %	▲ 11.1 %	▲ 7.9 %
UK	▼ -1.1 %	▼ -1.3 %	▼ -0.2 %	▼ -5.3 %	▲ 8.2 %	▲ 3.9 %

Headlines

Footfall for the year to date is 1.4% down on the previous year.

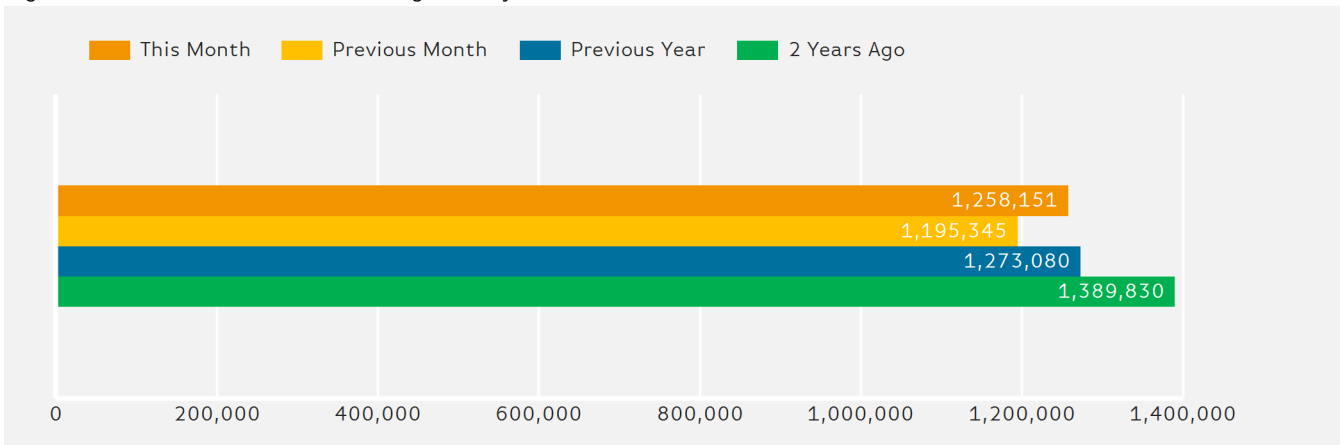
Footfall month commencing 2 February 2015 was 1,258,151.

The busiest day in month commencing 2 February 2015 was Saturday 7 February with 64,167 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 8,294

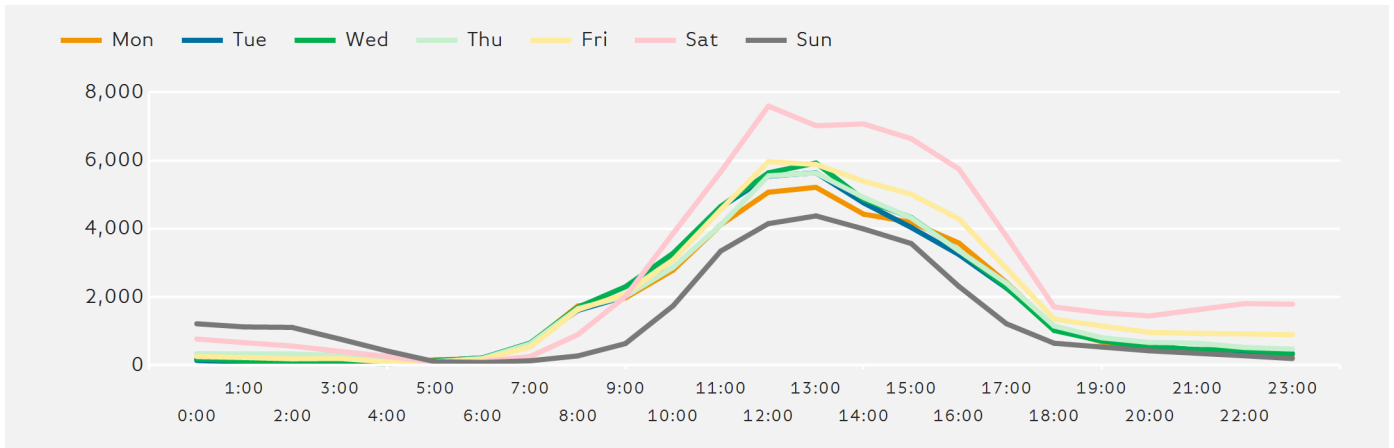
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



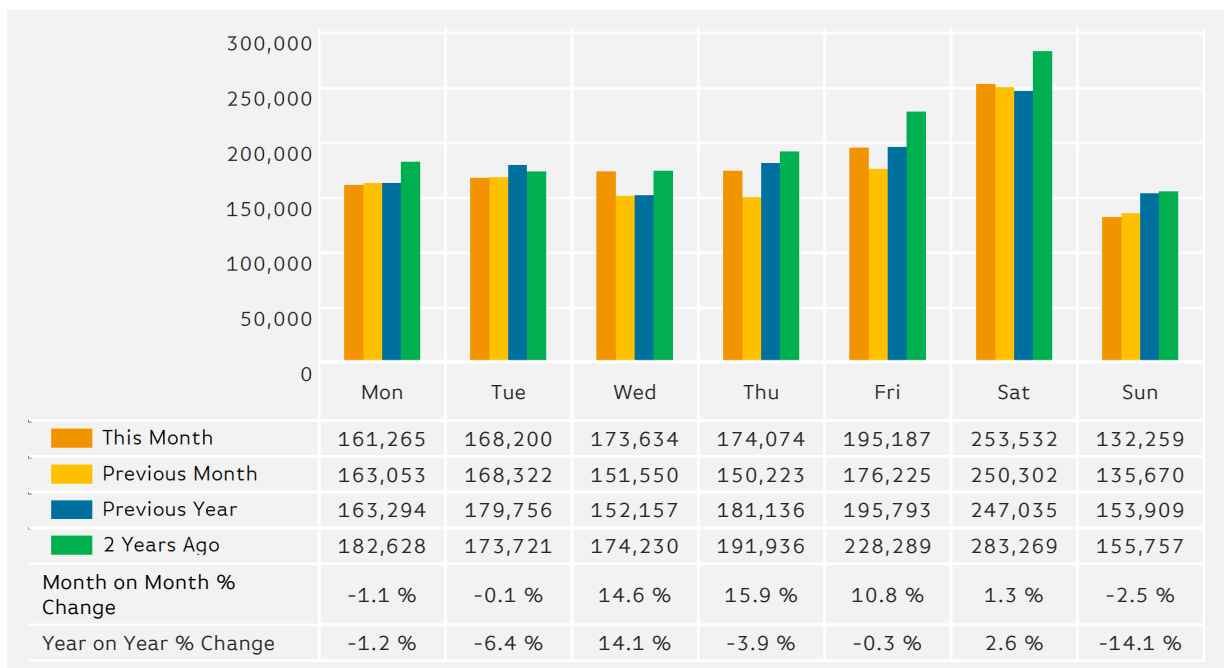
Number of days this month	19	7	2
Number of days same month last year	19	3	6

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	8.2	2.0
2014	9.6	3.3

Footfall by Day

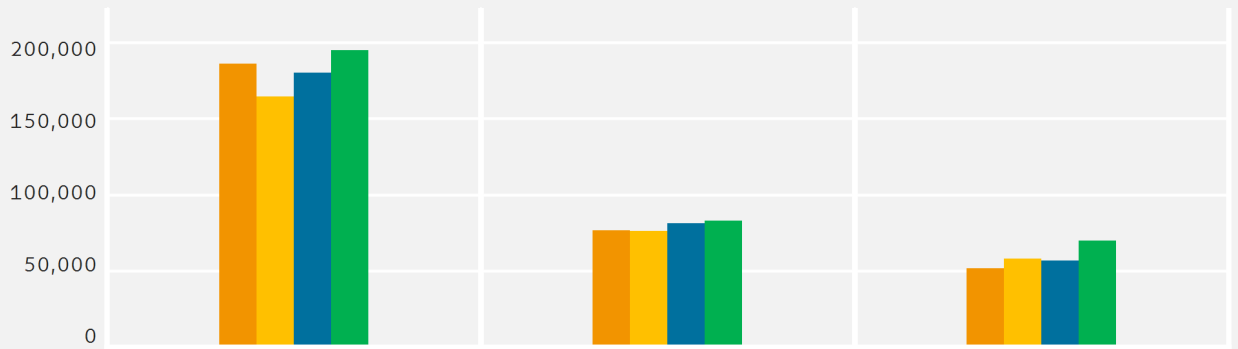
The figures shown below are calculated using monthly totals.



Footfall Totals

The figures shown below is calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago

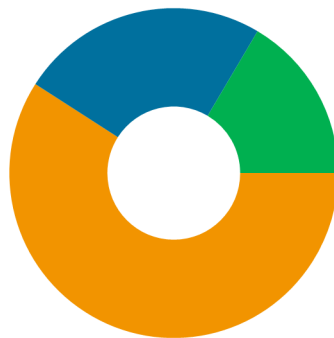


	The Cross	Foregate Street	Northgate
This Month	185,812	76,865	51,861
Previous Month	164,572	76,217	58,048
Previous Year	179,880	81,390	57,000
2 Years Ago	194,666	82,883	69,909
Year on Year % Change	3.3 %	-5.6 %	-9.0 %

Footfall Totals

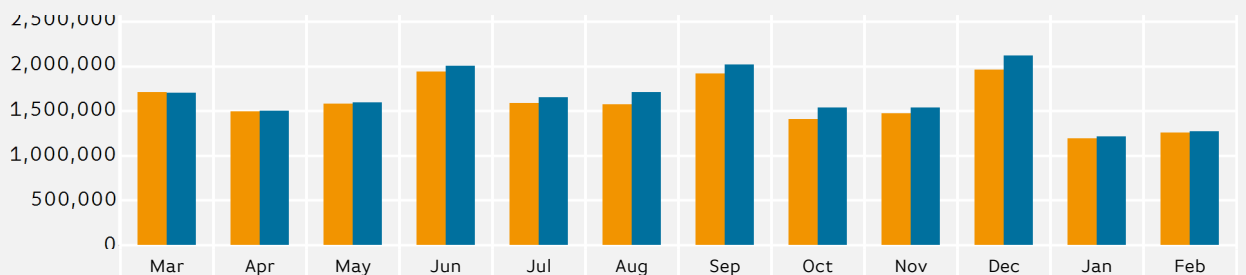
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



■ The Cross, 59.1 %
■ Foregate Street, 24.4 %
■ Northgate, 16.5 %

Footfall by Month



	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	1,714,320	1,498,523	1,578,408	1,942,573	1,588,091	1,576,022	1,920,004	1,410,848	1,474,953	1,965,225	1,195,345	1,258,151
Previous Year	1,703,727	1,502,138	1,594,071	2,009,903	1,654,650	1,710,916	2,023,277	1,541,212	1,536,412	2,124,205	1,214,228	1,273,080
Annual % Change	0.6%	-0.2%	-1.0%	-3.3%	-4.0%	-7.9%	-5.1%	-8.5%	-4.0%	-7.5%	-1.6%	-1.2%

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.