



**Chester**

January 2015

05/01/2015 to 01/02/2015



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	▼ -1.6 %	▼ -0.1 %	▼ -1.6 %	▼ -0.1 %	▼ -24.0 %	▼ -34.2 %
North & Yorkshire	▼ -0.6 %	▼ -0.9 %	▼ -0.6 %	▼ -0.7 %	▼ -25.0 %	▼ -32.0 %
UK	▼ -2.0 %	▼ -0.1 %	▼ -2.0 %	▼ -0.6 %	▼ -20.6 %	▼ -23.7 %

**Headlines**

Footfall for the year to date is 1.6% down on the previous year.

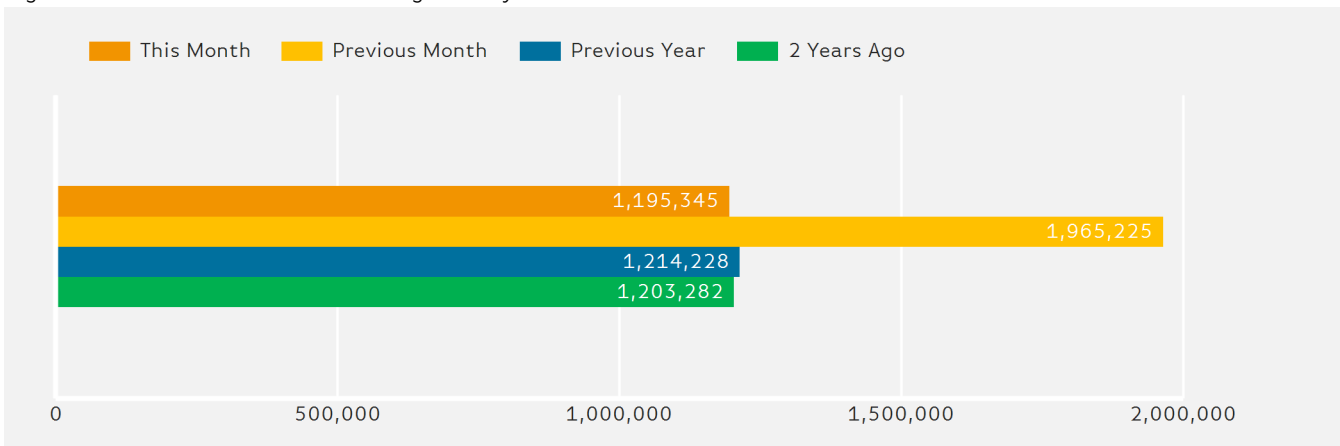
Footfall month commencing 5 January 2015 was 1,195,345.

The busiest day in month commencing 5 January 2015 was Saturday 31 January with 68,996 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 8,016

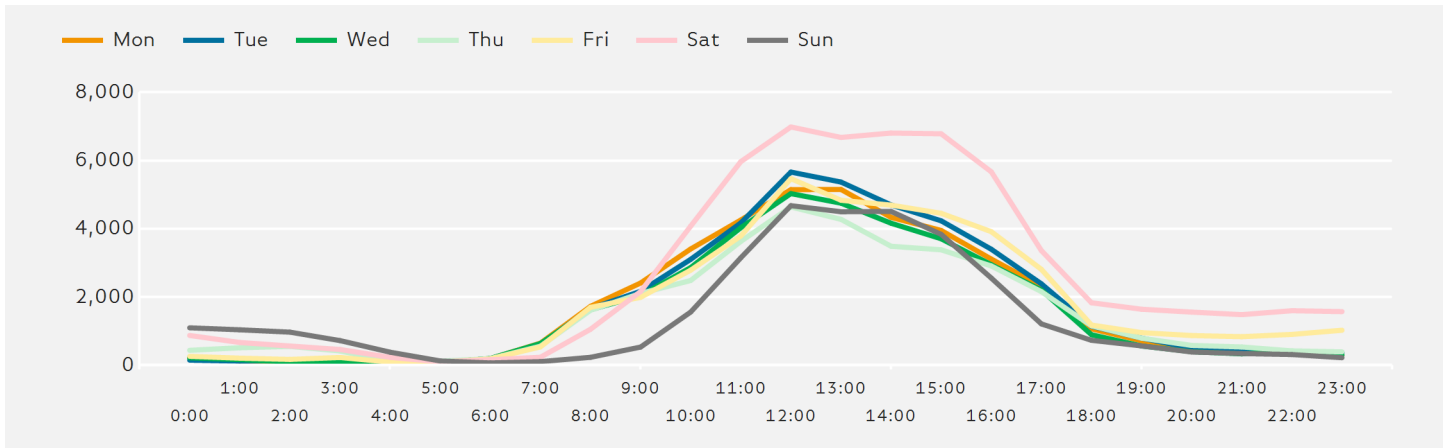
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



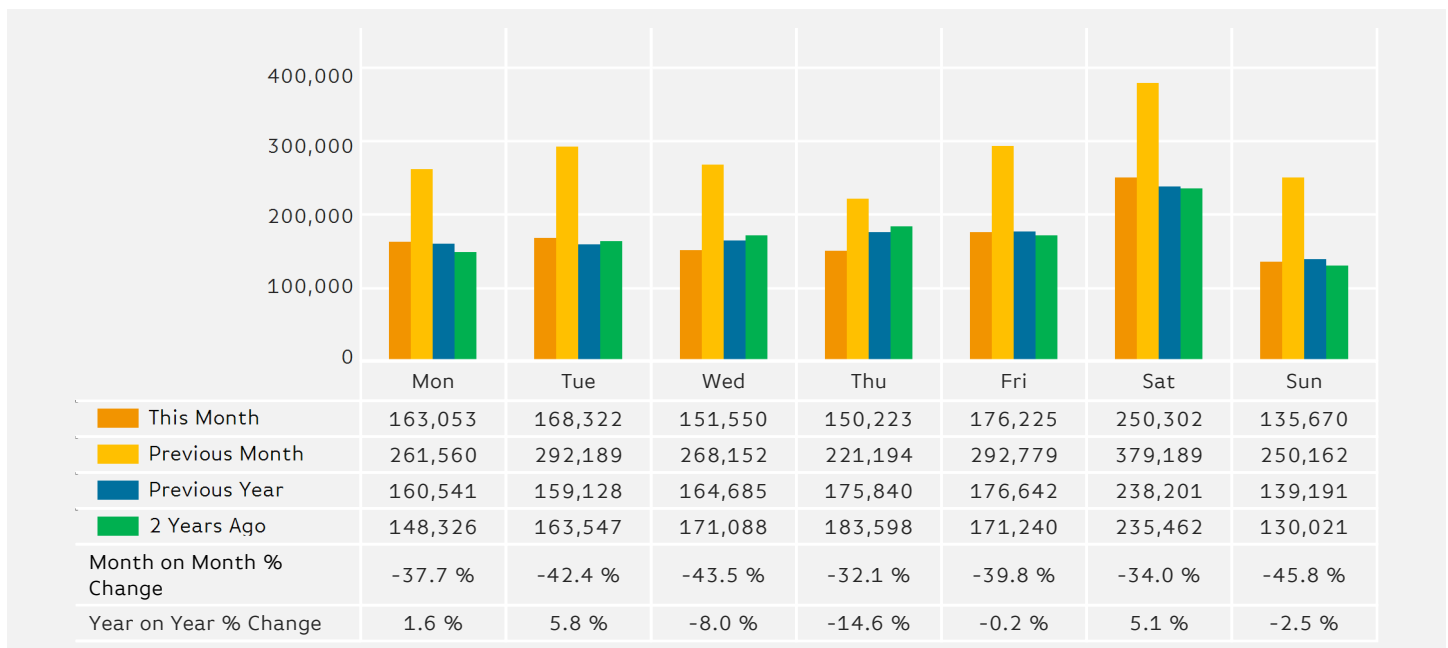
Number of days this month	9	4	14	1
Number of days same month last year	9	6	20	

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	7.4	3.1
2014	8.8	2.8

### Footfall by Day

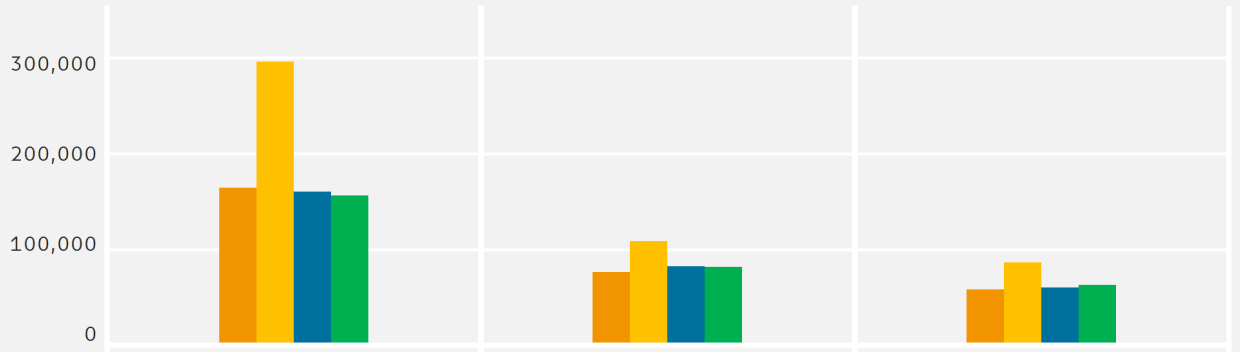
The figures shown below are calculated using monthly totals.



### 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	164,572	76,217	58,048
Previous Month	295,793	108,996	86,518
Previous Year	160,271	82,663	60,624
2 Years Ago	156,316	81,667	62,838
Year on Year % Change	2.7 %	-7.8 %	-4.2 %

### Footfall Totals

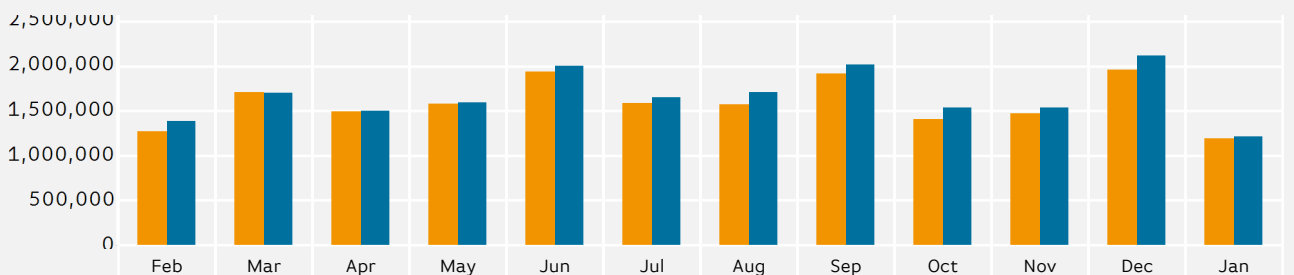
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



■ The Cross, 55.1 %  
■ Foregate Street, 25.5 %  
■ Northgate, 19.4 %

### Footfall by Month



Month	This Year	Previous Year	Annual % Change
Feb	1,273,080	1,389,830	-8.4%
Mar	1,714,320	1,703,727	0.6%
Apr	1,498,523	1,502,138	-0.2%
May	1,578,408	1,594,071	-1.0%
Jun	1,942,573	2,009,903	-3.3%
Jul	1,588,091	1,654,650	-4.0%
Aug	1,576,022	1,710,916	-7.9%
Sep	1,920,004	2,023,277	-5.1%
Oct	1,410,848	1,541,212	-8.5%
Nov	1,474,953	1,536,412	-4.0%
Dec	1,965,225	2,124,205	-7.5%
Jan	1,195,345	1,214,228	-1.6%

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.