



Chester

November 2014

03/11/2014 to 30/11/2014



REGION - North & Yorkshire

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2014	2013	2014	2013	2014	2013
Chester	▼ -3.8 %	▲ 3.1 %	▼ -4.0 %	▼ -2.3 %	▲ 4.5 %	▼ -0.3 %
North & Yorkshire	▼ -0.2 %	▼ -2.2 %	▼ -3.1 %	▼ -2.5 %	▲ 1.9 %	▲ 7.3 %
UK	▼ -1.0 %	▼ -0.9 %	▼ -3.9 %	▼ -4.2 %	▲ 0.4 %	▲ 1.5 %

Headlines

Footfall for the year to date is 3.8% down on the previous year.

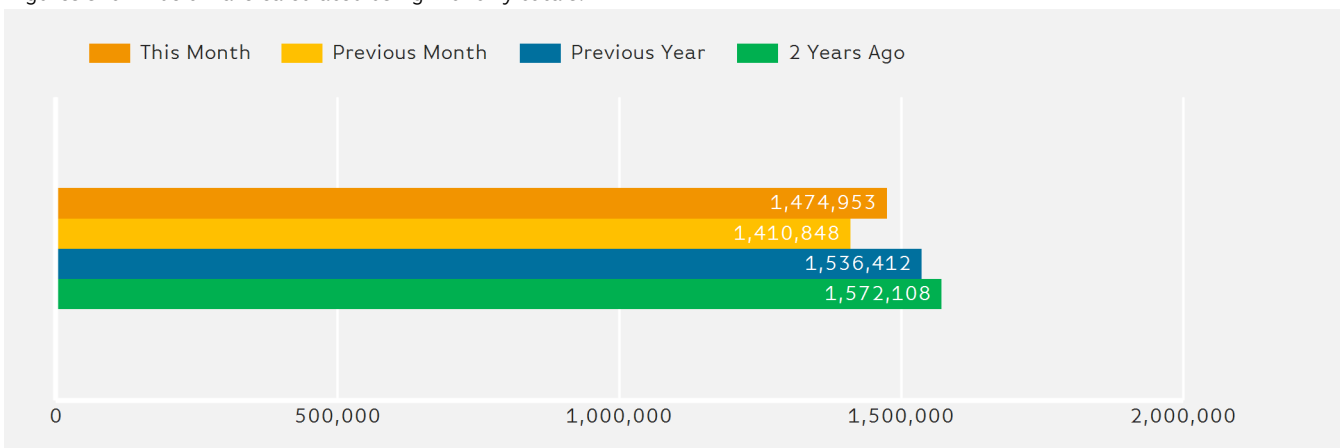
Footfall month commencing 3 November 2014 was 1,474,953.

The busiest day in month commencing 3 November 2014 was Saturday 29 November with 83,388 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 8,883

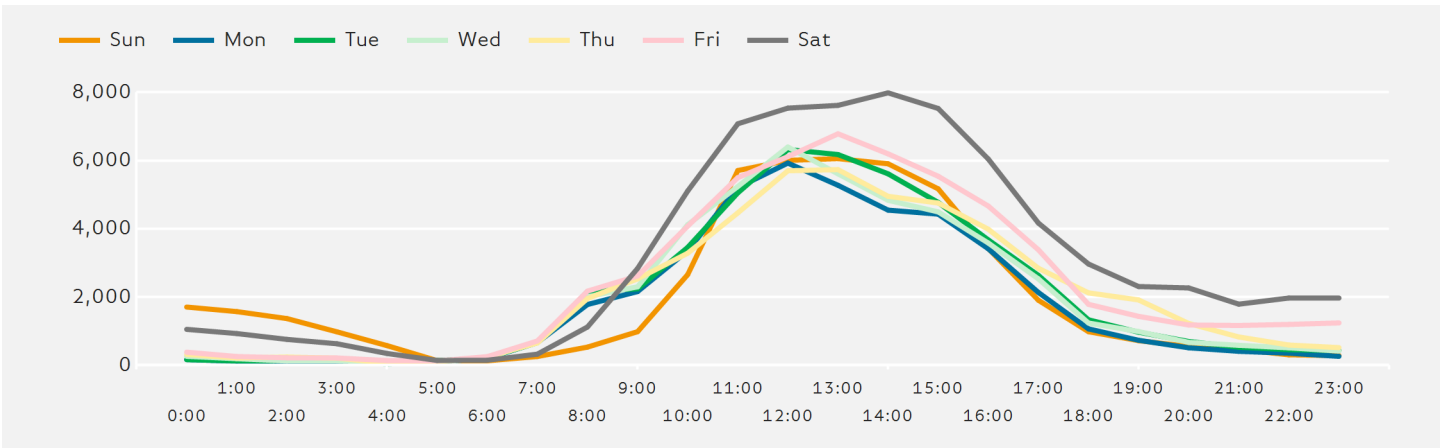
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



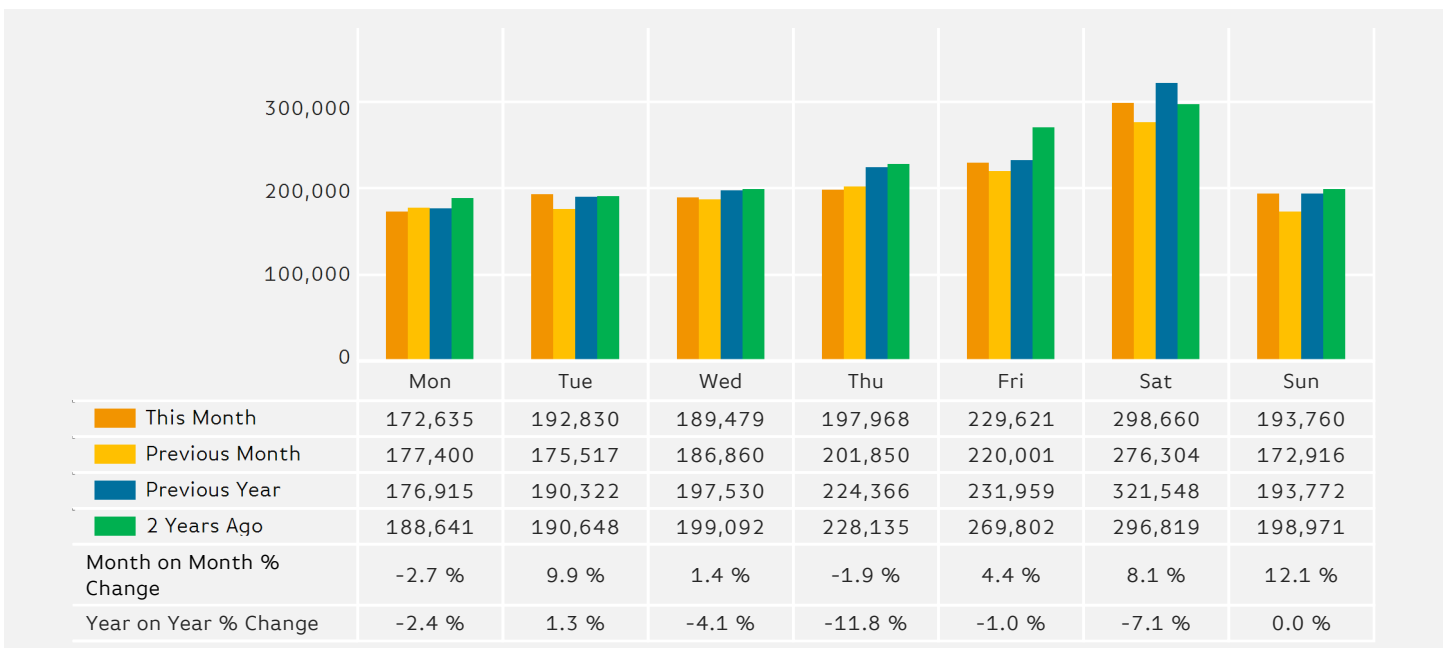
Number of days this month	10	7	11
Number of days same month last year	13	1	14

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014	10.8	6.0
2013	10.1	3.8

Footfall by Day

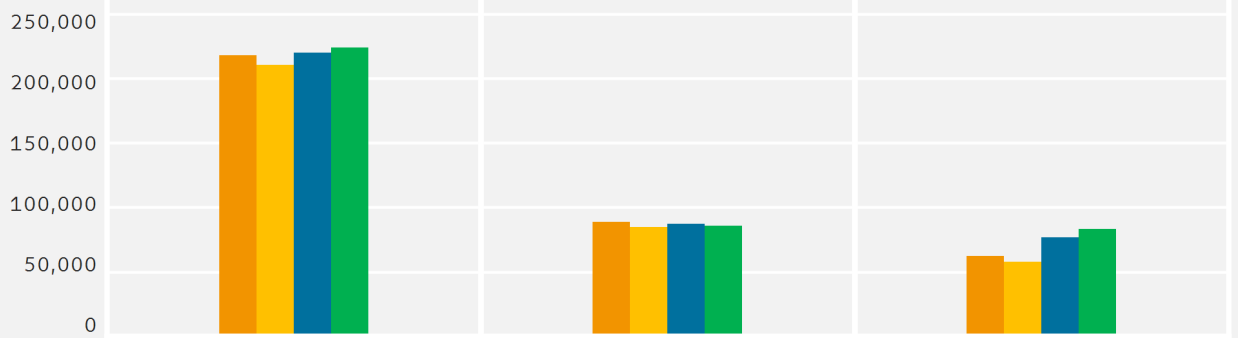
The figures shown below are calculated using monthly totals.



Footfall Totals

The figures shown below is calculated using weekly averages.

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

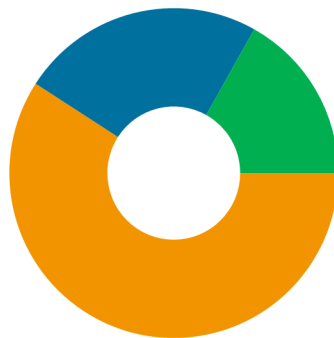


	The Cross	Foregate Street	Northgate
This Month	218,026	88,536	62,177
Previous Month	210,281	84,731	57,700
Previous Year	219,801	87,360	76,943
2 Years Ago	223,724	85,917	83,387
Year on Year % Change	-0.8 %	1.3 %	-19.2 %

Footfall Totals

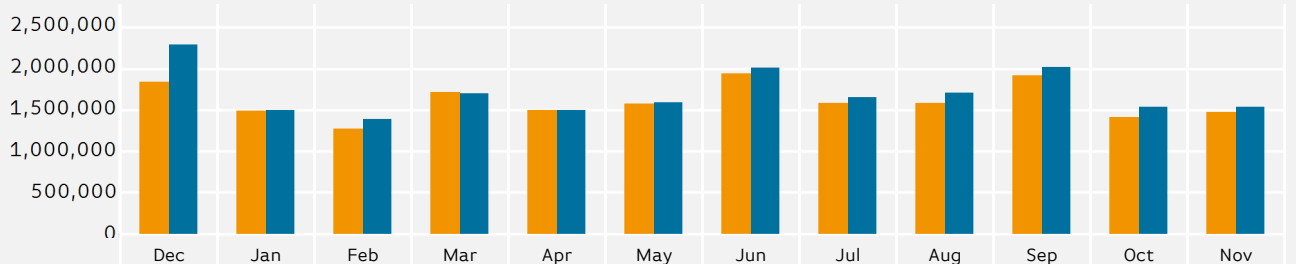
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



■ The Cross, 59.1 %
■ Foregate Street, 24.0 %
■ Northgate, 16.9 %

Footfall by Month



Month	This Year	Previous Year	Annual % Change
Dec	1,844,567	2,295,440	-19.6%
Jan	1,493,866	1,495,752	-0.1%
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	1,585,254	1,710,916	-7.3%
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%

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.