



Chester

October 2014

06/10/2014 to 02/11/2014



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	▼ -3.7 %	▲ 3.6 %	▼ -8.5 %	▼ -6.6 %	▼ -8.1 %	▼ -4.8 %
North & Yorkshire	▲ 0.1 %	▼ -2.4 %	▲ 2.3 %	▼ -5.3 %	▼ -2.3 %	▼ -5.0 %
UK	▼ -0.8 %	▼ -0.9 %	▼ -1.6 %	▼ -3.6 %	▼ -1.8 %	▼ -3.8 %

Headlines

Footfall for the year to date is 3.7% down on the previous year.

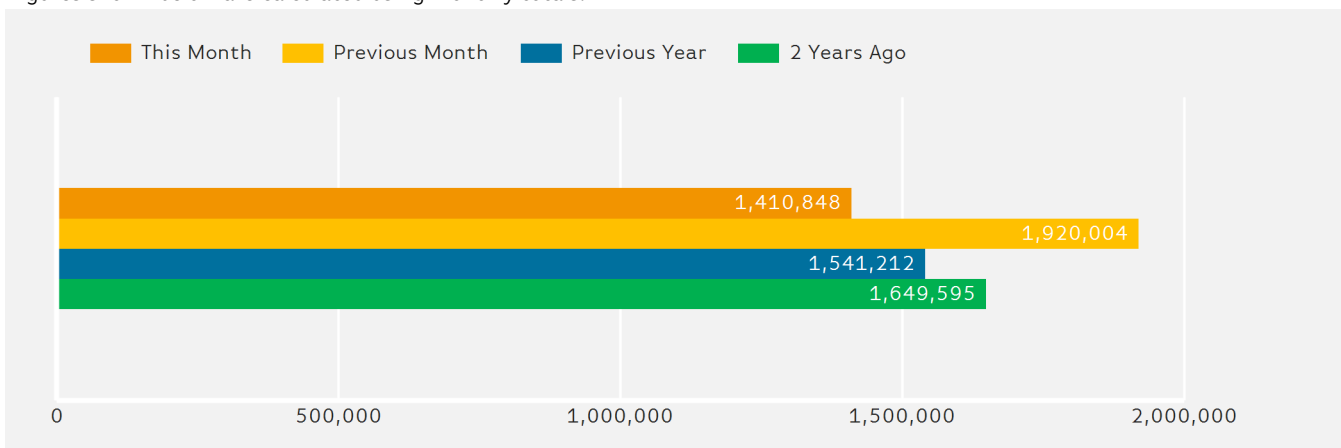
Footfall month commencing 6 October 2014 was 1,410,848.

The busiest day in month commencing 6 October 2014 was Saturday 11 October with 72,555 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 9,229

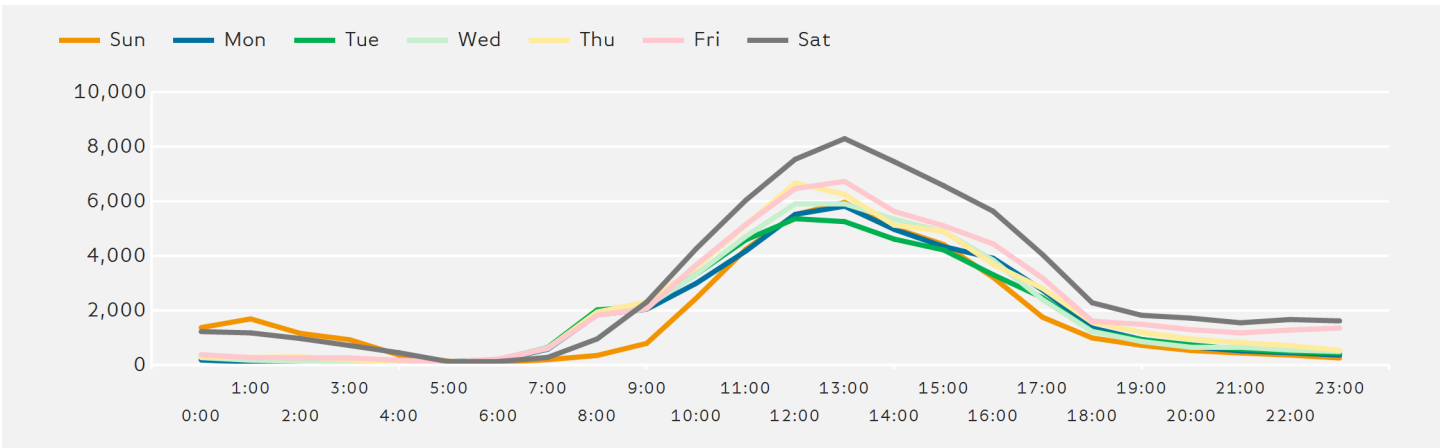
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



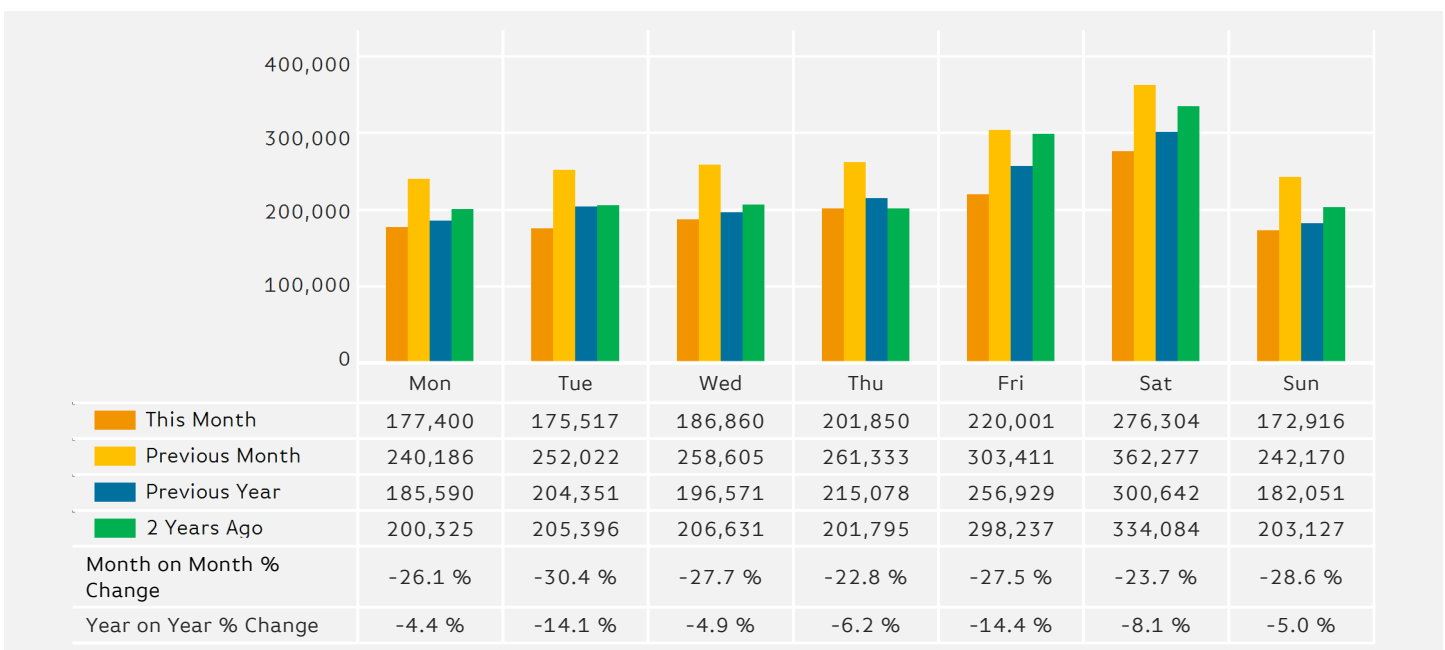
Number of days this month	13	3	12
Number of days same month last year	9	2	17

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014	15.8	9.6
2013	15.5	9.5

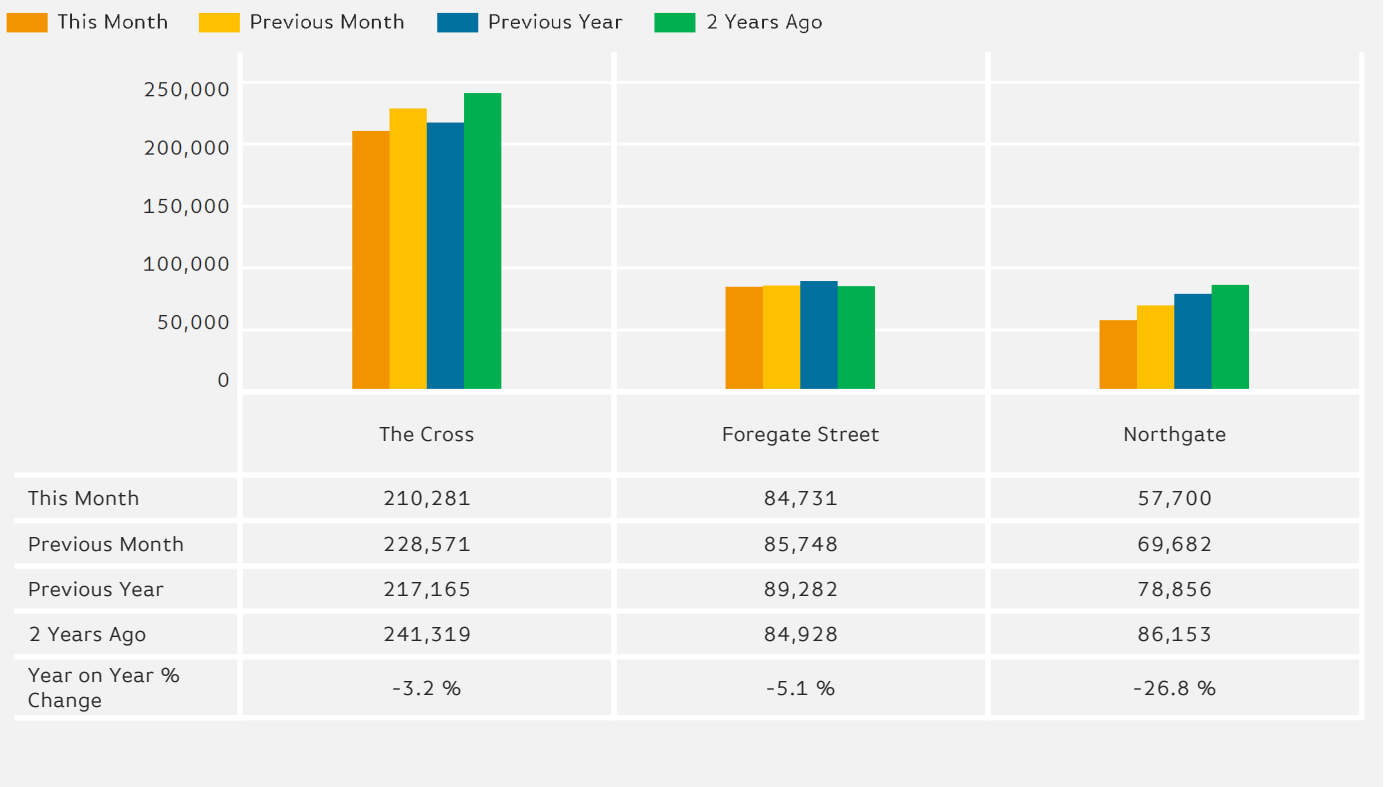
Footfall by Day

The figures shown below are calculated using monthly totals.



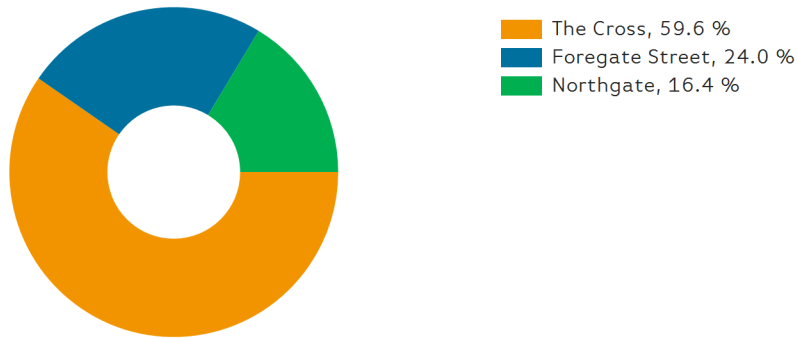
Footfall Totals

The figures shown below is calculated using weekly averages.

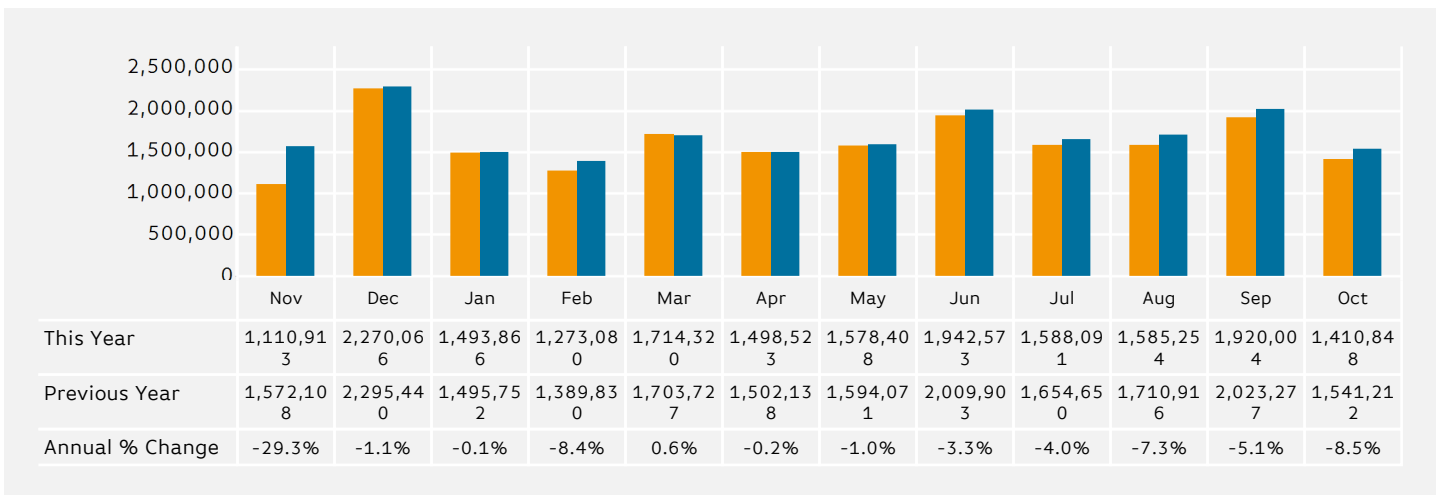


Footfall Totals

Counting By Location - Main Locations Only The figures shown below are based on weekly averages



Footfall by Month



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.