PFM FOOTFALL INTELLIGENCE.

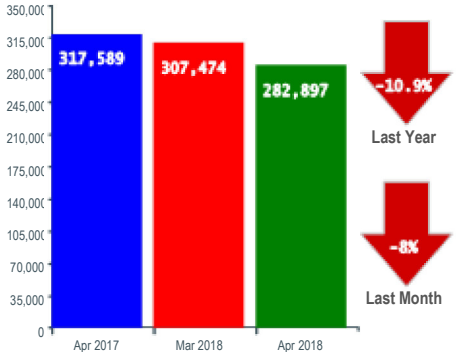
Northwich Town Centre

Monthly Report

Month : April 2018

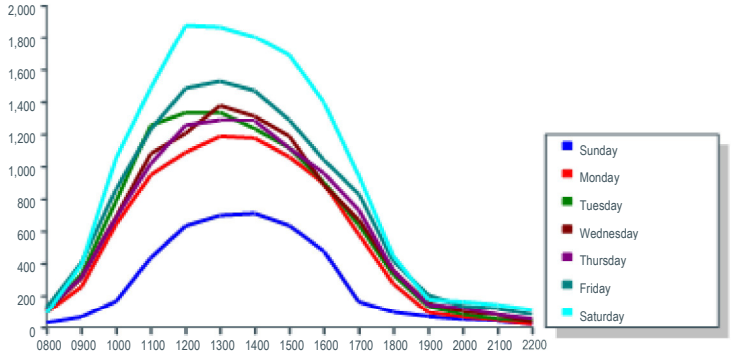
NORTHWICH BID Our town, our vision

Monthly Comparison



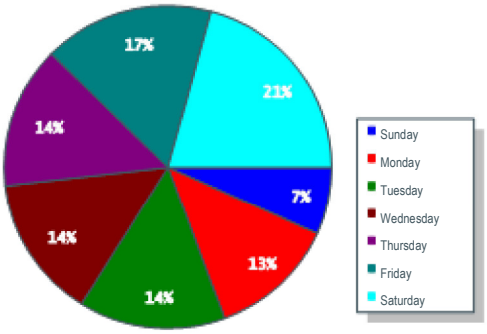
Year	Monthly Average	Year to Date	Pct Change	
2016	199,469	0		
2017	307,960	1,174,066	0.00	▲
2018	283,154	1,121,125	(4.51)	▼

Average Daily Visits

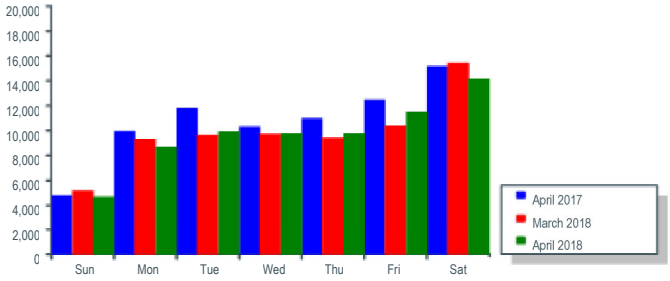


Period	Sun	Mon	Tue	Wed	Thu	Fri	Sat
08:00 - 11:00	15.6%	22.1%	24.8%	22.0%	21.4%	22.5%	21.6%
11:00 - 14:00	47.9%	41.4%	40.8%	41.2%	40.7%	40.4%	41.0%
14:00 - 17:00	29.9%	30.4%	27.7%	29.1%	29.8%	28.5%	29.8%
17:00 - 22:00	6.6%	6.1%	6.7%	7.7%	8.1%	8.7%	7.7%

Daily Visits - % of Monthly Total

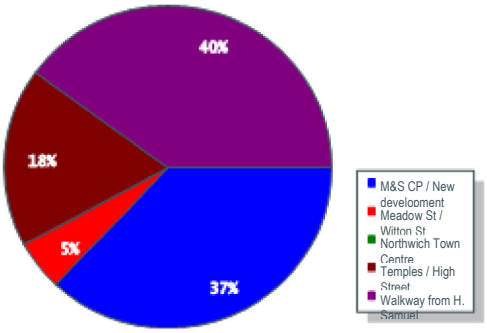
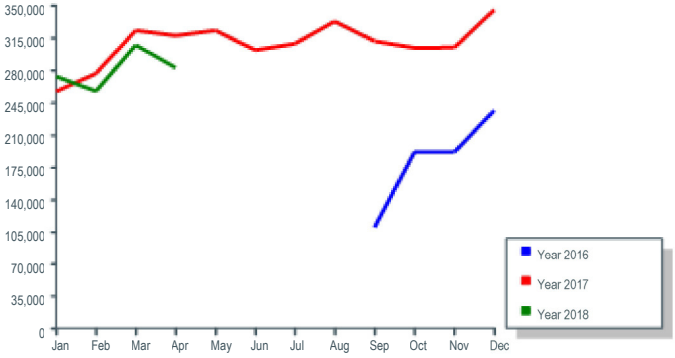


Average Weekly Visits



Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
March 2018	5,045	9,163	9,528	9,589	9,279	10,267	15,289	68,160
April 2018	4,548	8,525	9,769	9,642	9,611	11,360	14,002	67,457
Pct Change	(9.9)	(7.0)	2.5	0.6	3.6	10.6	(8.4)	(1.0)

Entrance Visits - % of Monthly Total



Annual Performance