PFM FOOTFALL INTELLIGENCE.

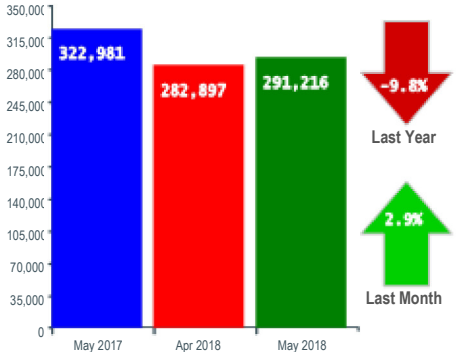
Northwich Town Centre

Monthly Report

Month : May 2018

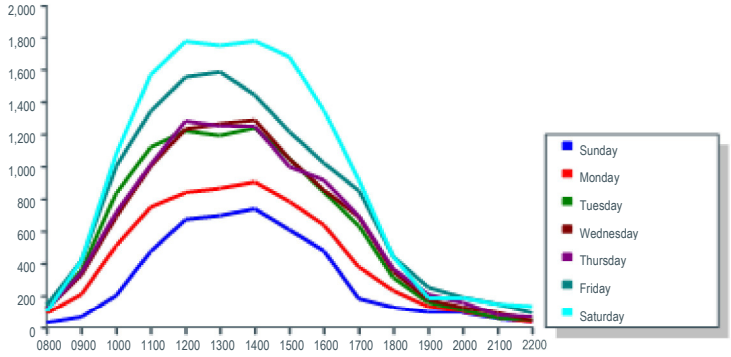
NORTHWICH BID Our town, our vision

Monthly Comparison



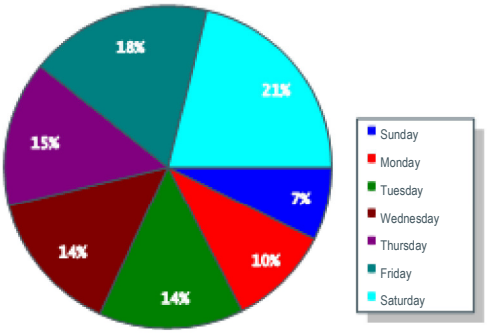
Year	Monthly Average	Year to Date	Pct Change	
2016	199,469	0		
2017	307,960	1,497,047	0.00	▲
2018	283,154	1,412,341	(5.66)	▼

Average Daily Visits

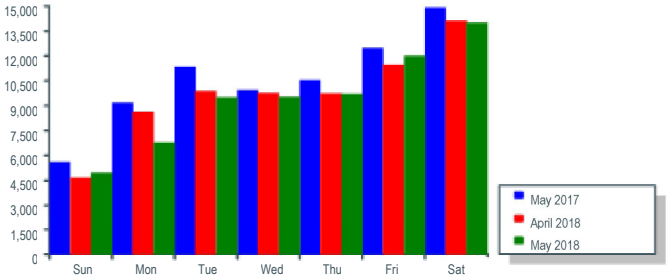


Period	Sun	Mon	Tue	Wed	Thu	Fri	Sat
08:00 - 11:00	16.4%	22.8%	25.2%	22.0%	22.2%	23.9%	22.8%
11:00 - 14:00	46.5%	40.5%	39.8%	41.2%	40.4%	39.6%	39.5%
14:00 - 17:00	28.0%	28.0%	27.5%	28.2%	28.0%	26.7%	29.4%
17:00 - 22:00	9.1%	8.7%	7.5%	8.6%	9.4%	9.8%	8.2%

Daily Visits - % of Monthly Total

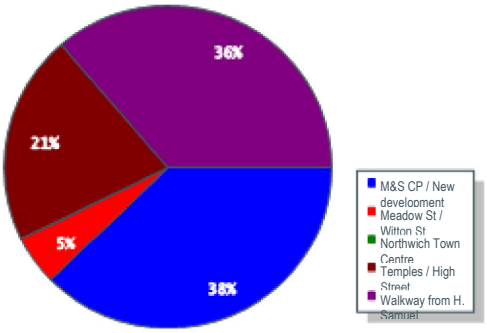
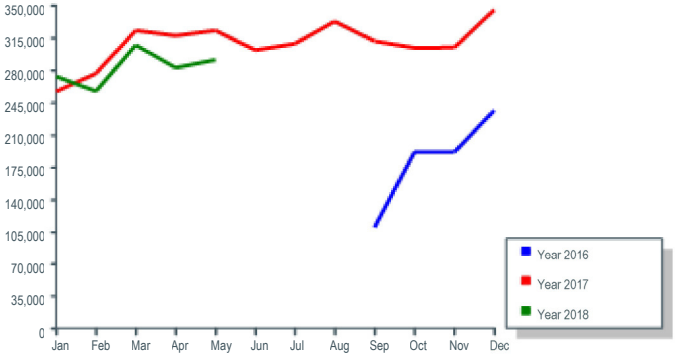


Average Weekly Visits



Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
April 2018	4,548	8,525	9,769	9,642	9,611	11,360	14,002	67,457
May 2018	4,848	6,665	9,397	9,423	9,583	11,902	13,886	65,704
Pct Change	6.6	(21.8)	(3.8)	(2.3)	(0.3)	4.8	(0.8)	(2.6)

Entrance Visits - % of Monthly Total



Annual Performance