

Footfall Report for: Canterbury City Centre

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Canterbury City Centre	-6.1 %		-5.7 %		2.7 %	
South East	-1.1 %	-6.7 %	1.8 %	-10.9 %	2.7 %	-1.5 %
High Street Index(Historic Town)	-1.2 %	-2.8 %	1.0 %	-7.0 %	-0.9 %	-7.9 %
UK	0.8 %	-5.1 %	2.7 %	-9.3 %	2.5 %	-3.6 %

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

Footfall for the year to date is 6.1% down on the previous year.

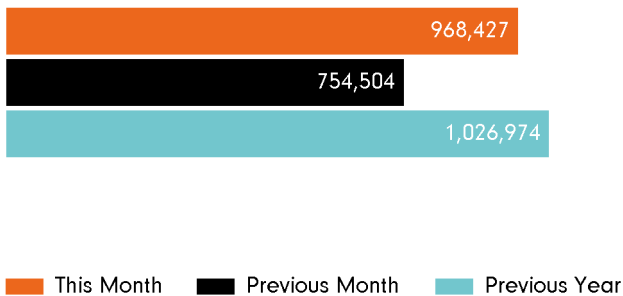
The number of visitors counted for month commencing 25 February 2019 was 968,427.

The busiest day in month commencing 25 February 2019 was Saturday 30 March with 43,907 visitors.

The peak hour of the month was 13:00 on Saturday 30 March 2019 with footfall of 4,754

Footfall by month

Figures shown below are calculated using monthly totals.



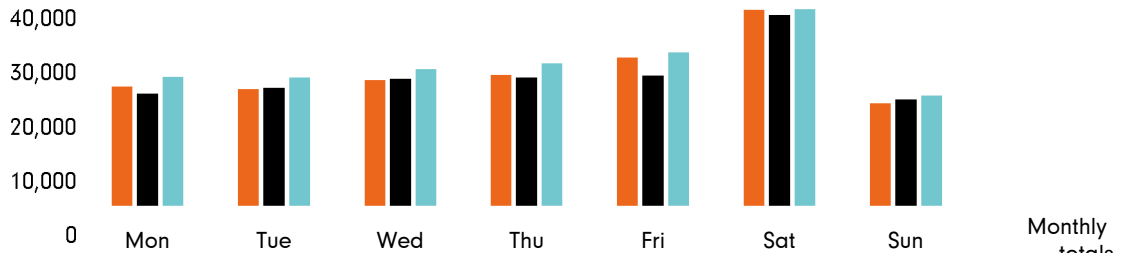
Weather



Number of days this month	10	10	15	
Number of days same month last year	10	5	16	4
Average temperature				
	Maximum temperature	Minimum temperature		
2019	13°	5°		
2018	8°	2°		

Footfall by day

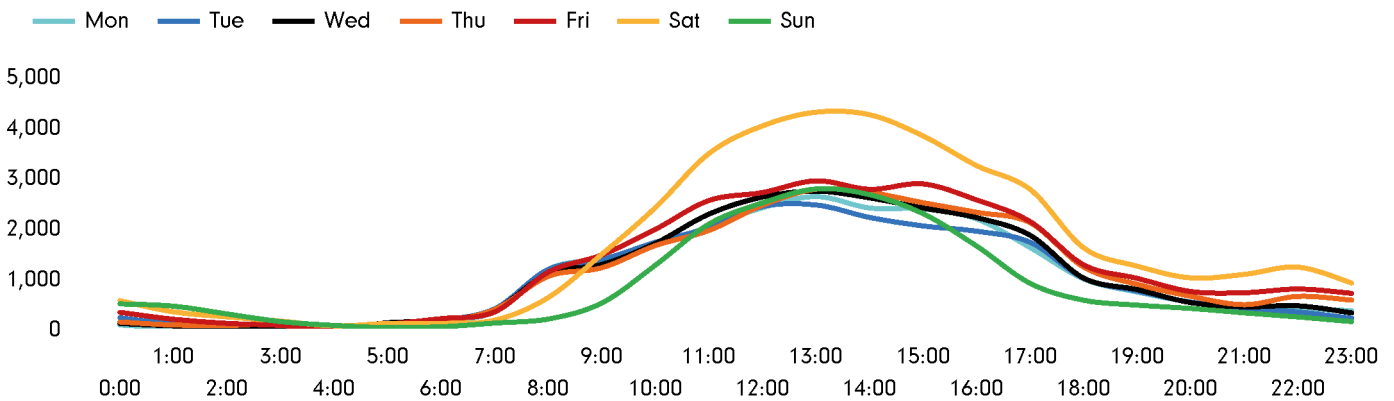
The figures shown below are calculated using weekly averages.



This Month	24,733	24,175	25,960	26,978	30,435	39,989	21,412	193,682
Previous Month	23,270	24,497	26,206	26,579	26,871	39,007	22,195	188,625
Previous Year	26,676	26,518	28,224	29,380	31,545	40,148	22,901	205,392
Month on month %	6.3 %	-1.3 %	-0.9 %	1.5 %	13.3 %	2.5 %	-3.5 %	
Year on year %	-7.3 %	-8.8 %	-8.0 %	-8.2 %	-3.5 %	-0.4 %	-6.5 %	

Footfall by hour

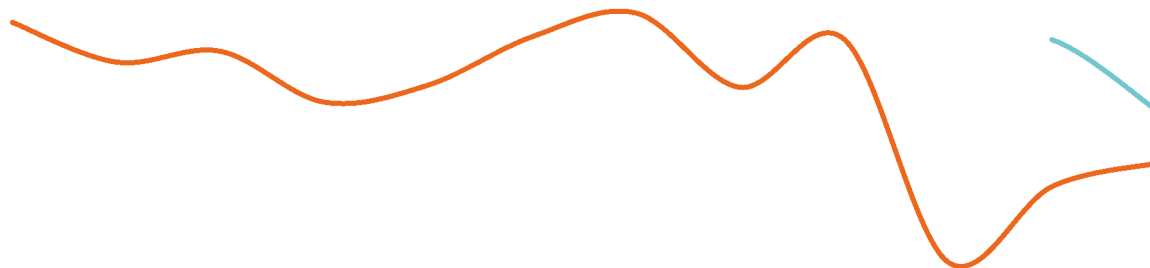
The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	224,406	215,745	218,122	207,017	210,755	221,282	226,452	210,246	220,782	172,187	188,626	193,685
2018-2017	0	0	0	0	0	0	0	0	0	0	220,646	205,394
2017-2016	0	0	0	0	0	0	0	0	0	0	0	0
Year on Year %											-14.5%	-5.7%

Footfall by week of month

The figures shown below are calculated using weekly totals.

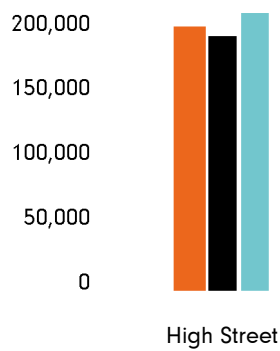
250,000
200,000
150,000
100,000
50,000

	Week 9	Week 10	Week 11	Week 12	Week 13
This year	192,494	184,199	181,301	200,328	210,105
Previous year	155,237	229,042	202,464	219,767	220,464
Year on Year %	24.0%	-19.6%	-10.5%	-8.8%	-4.7%

Footfall by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year



This month	193,685
Previous month	188,626
Previous year	205,395
Year on year %	-5.7 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to March, 2019 Vs January, 2018 to March, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2019 Vs March, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019