

Footfall Report for: Canterbury City Centre

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Canterbury City Centre	-8.8 %		-13.8 %		-0.2 %	9.3 %
South East	-1.7 %	-6.6 %	-3.9 %	-6.0 %	3.0 %	8.3 %
High Street Index(Historic Town)	-1.5 %	-2.9 %	-2.8 %	-2.4 %	1.5 %	8.1 %
UK	0.2 %	-4.9 %	-1.5 %	-4.0 %	5.4 %	10.4 %

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 8.8% down on the previous year.

The number of visitors counted for month commencing 1 April 2019 was 773,352.

The busiest day in month commencing 1 April 2019 was Saturday 6 April with 36,841 visitors.

The peak hour of the month was 13:00 on Saturday 20 April 2019 with footfall of 4,134

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month
■ Previous Month
■ Previous Year

Weather



Number of days this month: 14 (sun), 4 (cloud), 10 (rain)

Number of days same month last year: 11 (sun), 17 (rain)

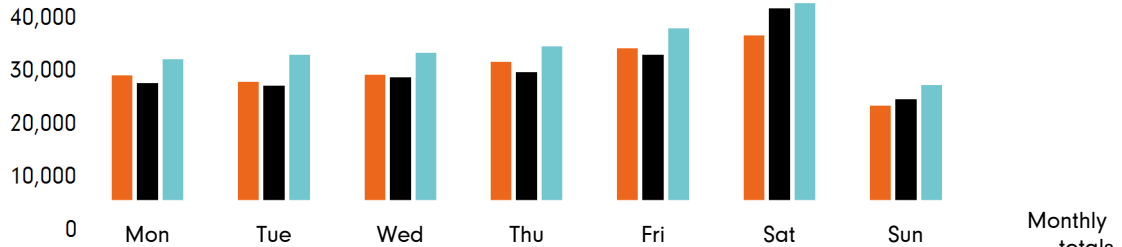
Average temperature

	Maximum temperature	Minimum temperature
2019	14°	6°
2018	16°	8°

SPRINGBOARD.

Footfall by day

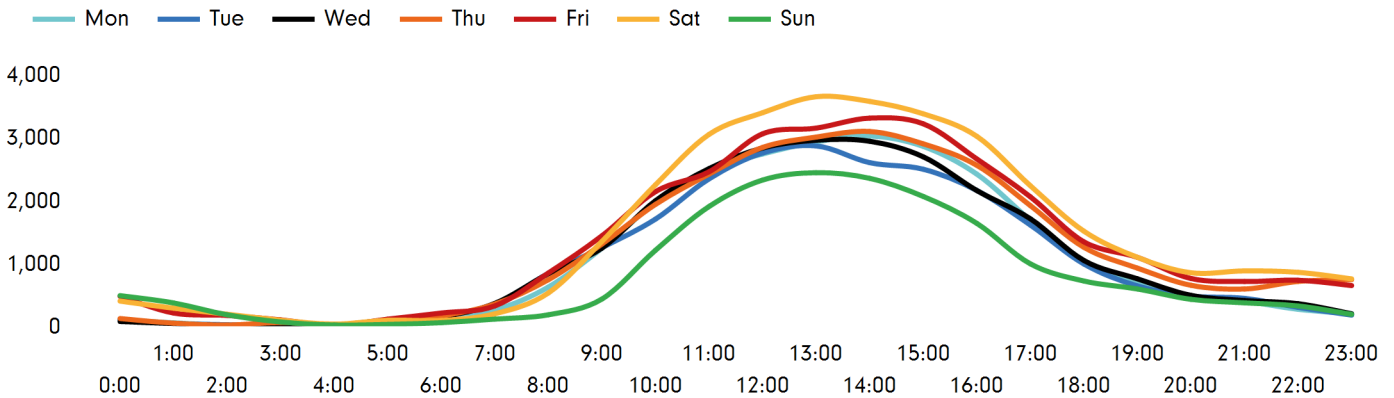
The figures shown below are calculated using weekly averages.



This Month	26,370	25,027	26,503	29,085	31,853	34,381	20,116	193,335
Previous Month	24,733	24,175	25,960	26,978	30,435	39,989	21,412	193,682
Previous Year	29,535	30,495	30,942	32,191	35,898	41,015	24,328	224,404
Month on month %	6.6 %	3.5 %	2.1 %	7.8 %	4.7 %	-14.0 %	-6.1 %	
Year on year %	-10.7 %	-17.9 %	-14.3 %	-9.6 %	-11.3 %	-16.2 %	-17.3 %	

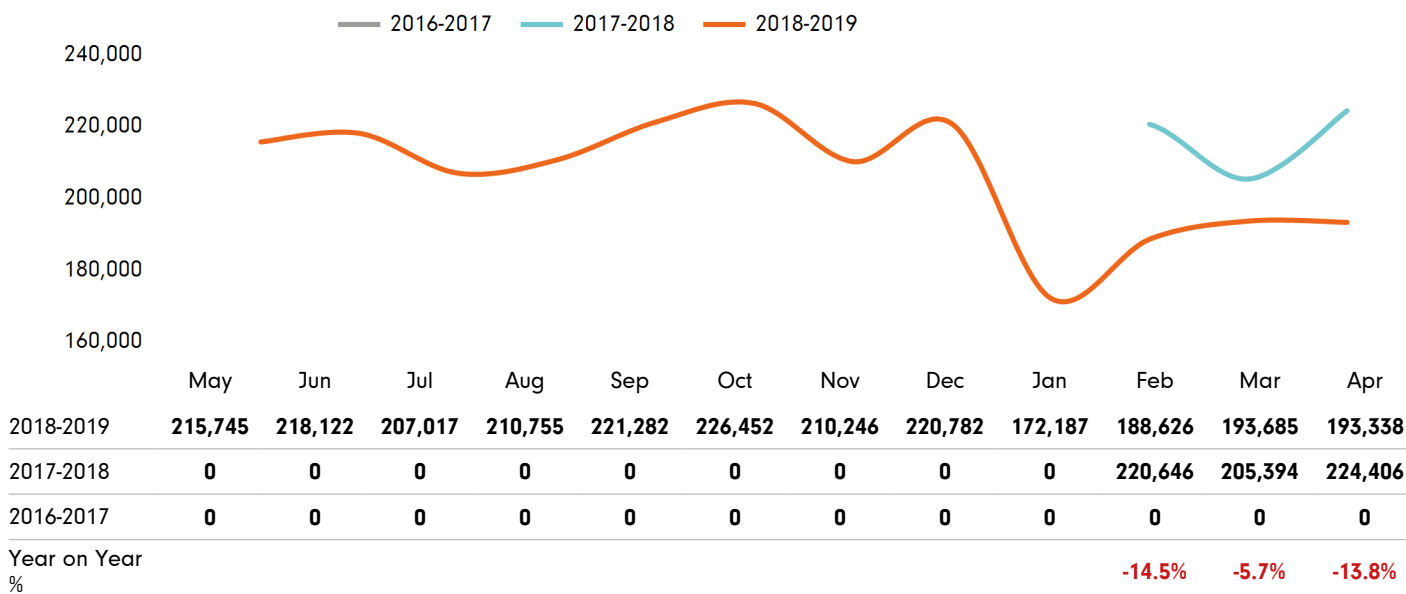
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

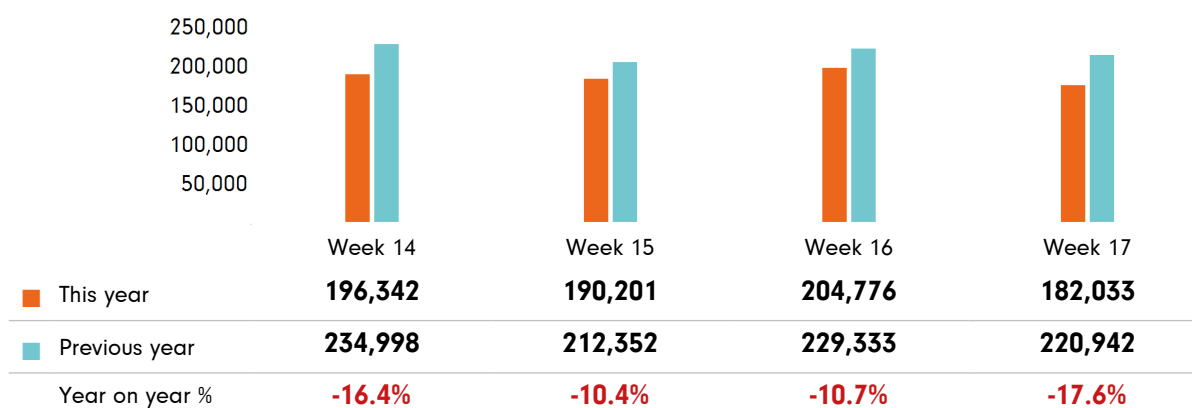
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for April compares April 2019 to April 2018

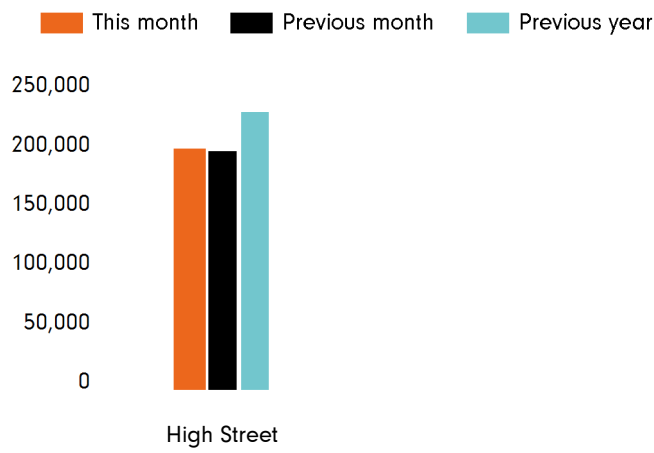
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	193,338
Previous Month	193,685
Previous Year	224,406
Year on Year %	-13.8 %

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 April, 2019 Vs January, 2018 to April, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2019 Vs 3 2019