

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	-7.5 %		-4.7 %		13.4 %	5.0 %
South East	-3.6 %	-4.1 %	-5.9 %	-1.5 %	5.4 %	4.1 %
High Street Index(Historic Town)	-3.2 %	-2.3 %	-5.1 %	-3.0 %	-0.2 %	-0.5 %
UK	-2.2 %	-2.5 %	-3.6 %	-2.1 %	5.8 %	4.9 %

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 7.5% down on the previous year.

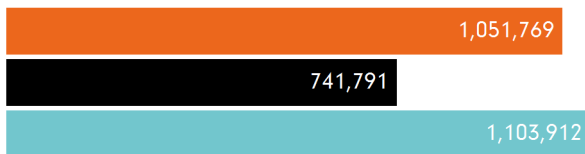
The number of visitors counted for month commencing 25 November 2019 was 1,051,769.

The busiest day in month commencing 25 November 2019 was Saturday 14 December with 47,392 visitors.

The peak hour of the month was 13:00 on Saturday 14 December 2019 with footfall of 5,213

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month

Weather



Number of days this month **13** **3** **19**

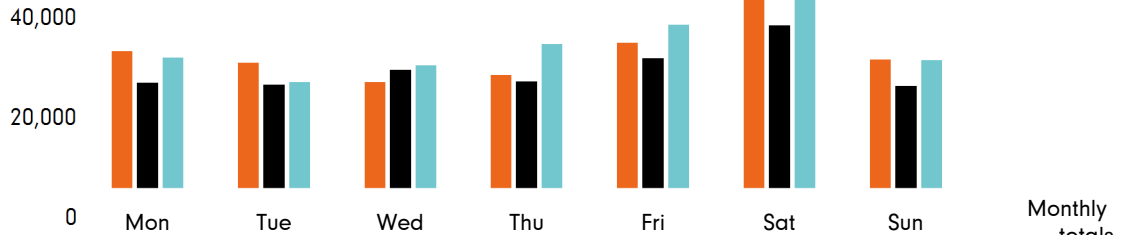
Number of days same month last year **16** **1** **18**

Average temperature

	Maximum temperature	Minimum temperature
2019	9°	5°
2018	10°	5°

Footfall by day

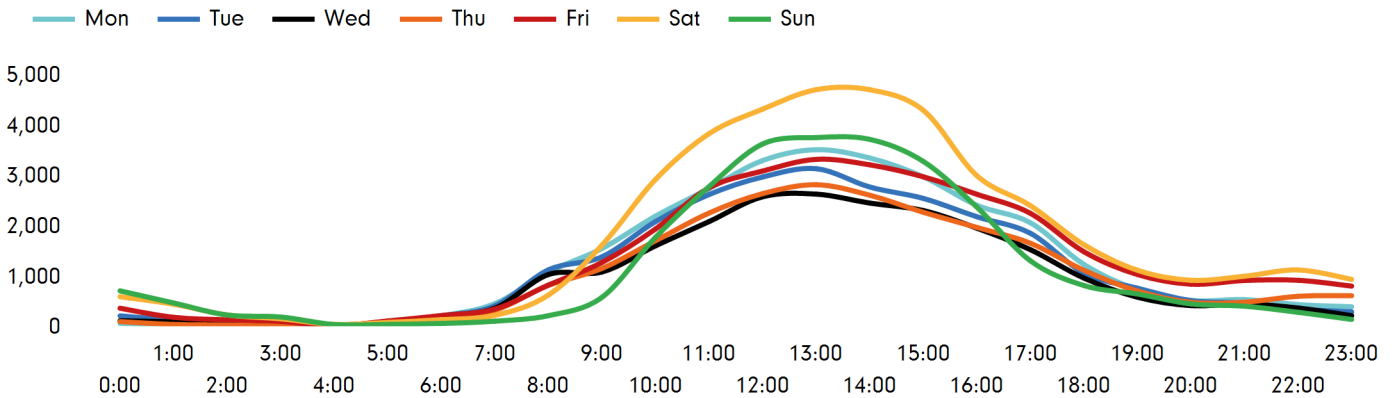
The figures shown below are calculated using weekly averages.



This Month	30,509	27,962	23,837	25,324	32,386	41,688	28,647	210,353
Previous Month	23,695	23,262	26,493	23,993	29,001	36,000	23,001	185,445
Previous Year	29,139	23,866	27,421	32,073	36,176	43,463	28,642	220,780
Month on month %	28.8 %	20.2 %	-10.0 %	5.5 %	11.7 %	15.8 %	24.5 %	
Year on year %	4.7 %	17.2 %	-13.1 %	-21.0 %	-10.5 %	-4.1 %	0.0 %	

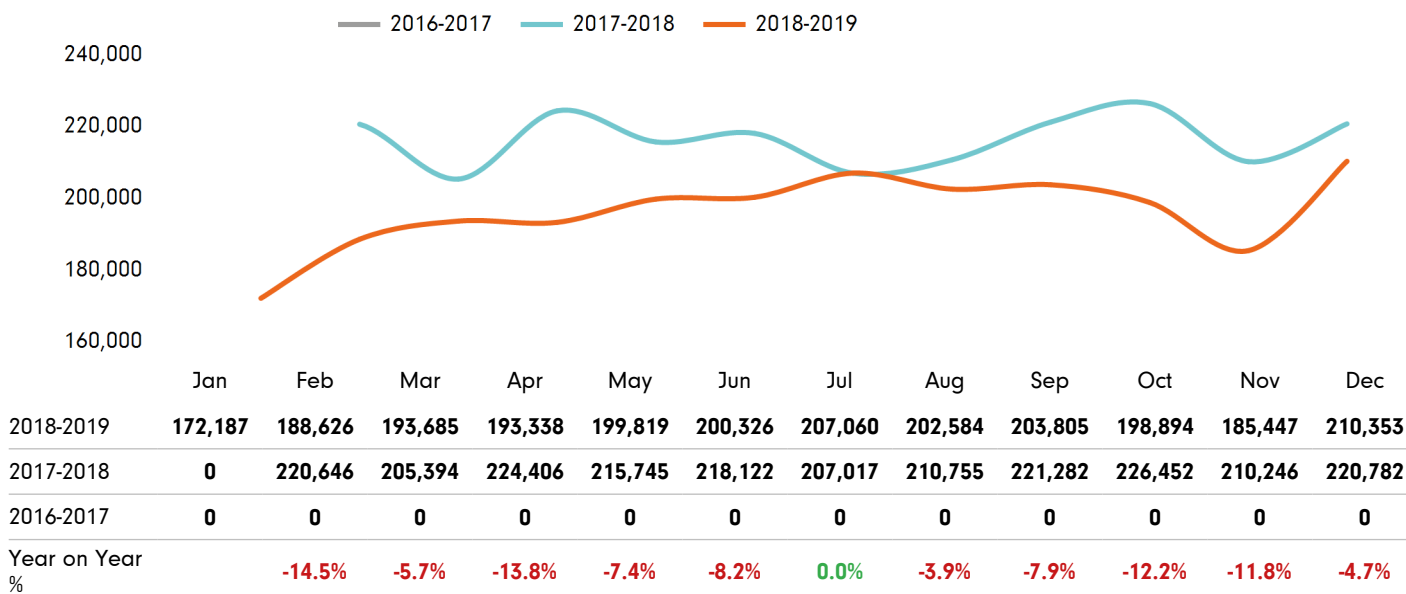
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

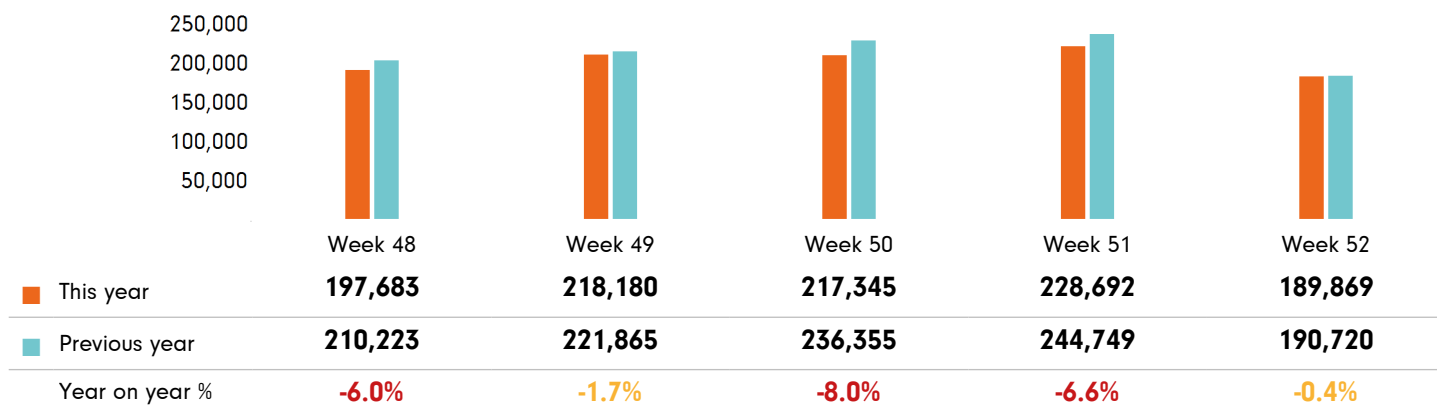
The figures shown below are calculated using weekly averages.



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

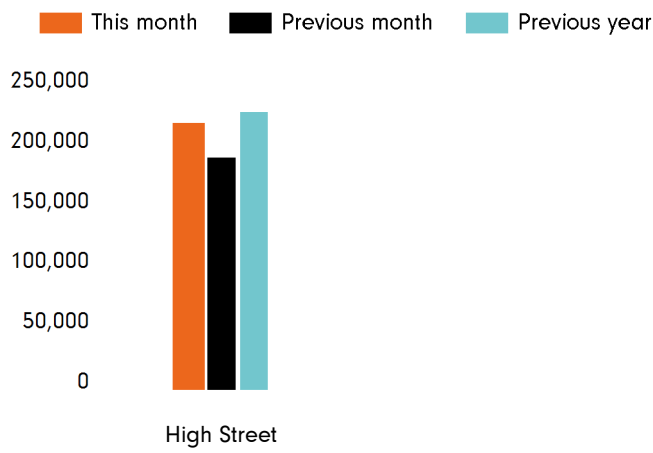
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	210,354
Previous Month	185,448
Previous Year	220,782
Year on Year %	-4.7 %

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 December, 2019 Vs January, 2018 to December, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2019 Vs 11 2019