

Footfall Report for: Canterbury City Centre

Weeks This Month: 5
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Canterbury City Centre	1.3 %		1.3 %		-17.5 %	-22.0 %
South East	-3.1 %	-3.2 %	-3.1 %	-3.2 %	-13.4 %	-15.8 %
High Street Index(Historic Town)	-3.5 %	-2.6 %	-3.5 %	-2.6 %	-16.0 %	-18.3 %
UK	-1.6 %	-1.3 %	-1.6 %	-1.3 %	-17.3 %	-18.6 %

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 1.3% up on the previous year.

The number of visitors counted for month commencing 30 December 2019 was 868,169.

The busiest day in month commencing 30 December 2019 was Saturday 1 February with 39,034 visitors.

The peak hour of the month was 13:00 on Monday 30 December 2019 with footfall of 4,445

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month

Weather



Number of days this month	15	8	12	
Number of days same month last year	9	11	7	1

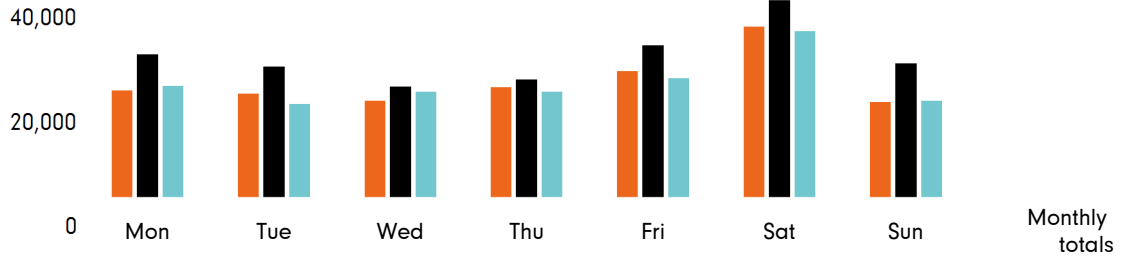
Average temperature

	Maximum temperature	Minimum temperature
2020	9°	5°
2019	7°	2°

SPRINGBOARD.

Footfall by day

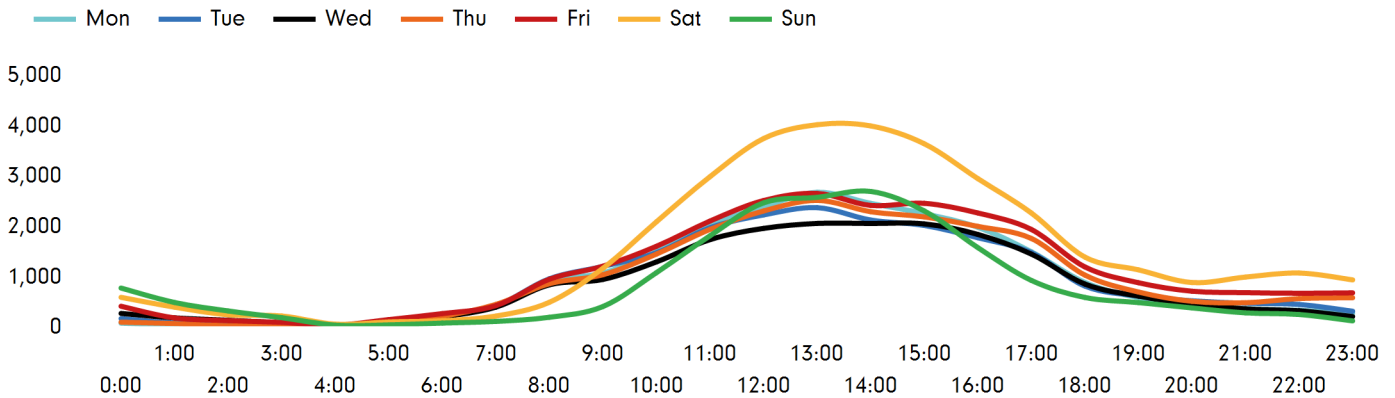
The figures shown below are calculated using weekly averages.



This Month	22,972	22,359	20,851	23,678	27,039	36,123	20,610	173,632
Previous Month	30,509	27,962	23,837	25,324	32,386	41,688	28,647	210,353
Previous Year	23,994	20,171	22,718	22,789	25,564	35,303	20,868	171,407
Month on month %	-24.7 %	-20.0 %	-12.5 %	-6.5 %	-16.5 %	-13.3 %	-28.1 %	
Year on year %	-5.1 %	11.6 %	-9.4 %	3.6 %	0.1 %	4.3 %	0.9 %	

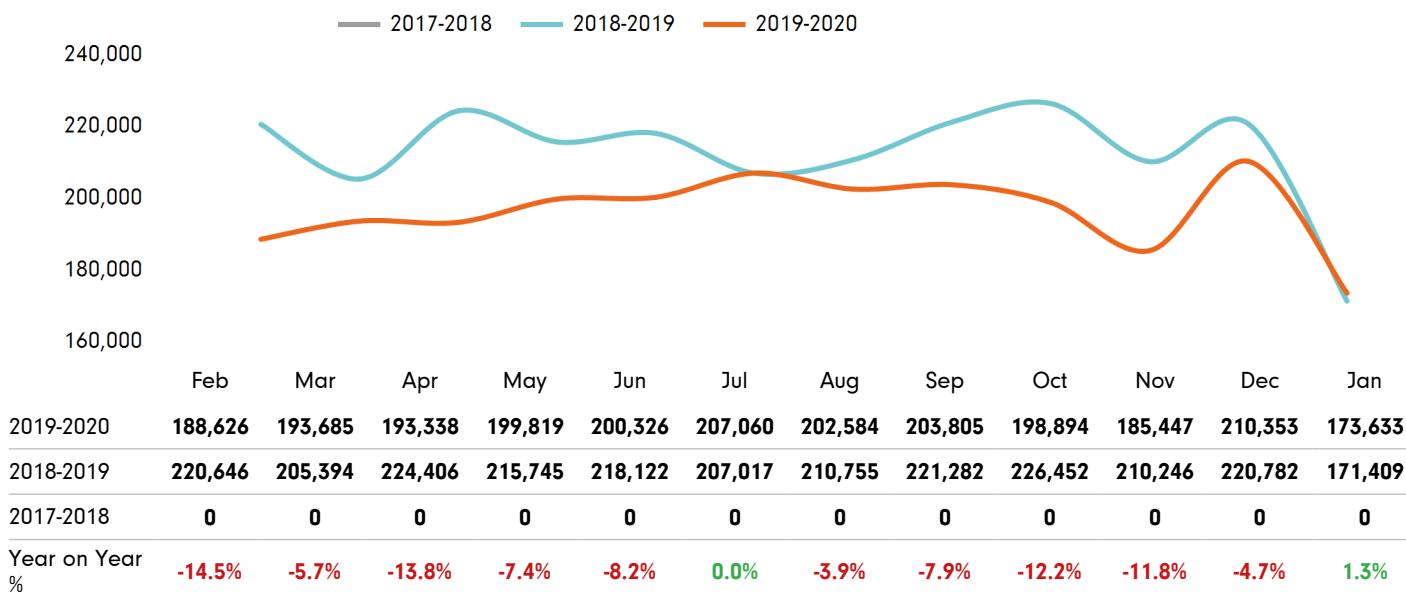
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

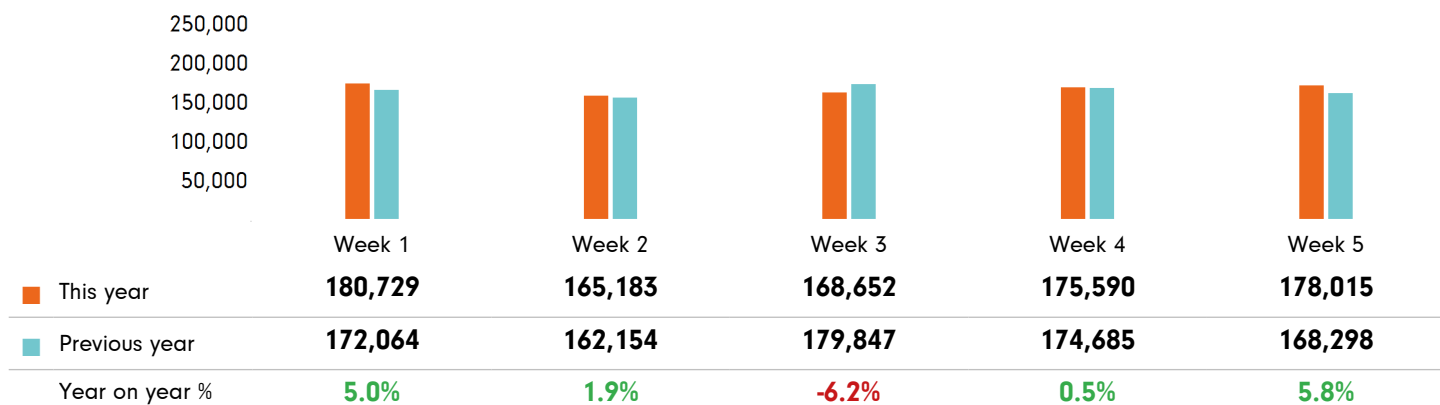
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for January compares January 2020 to January 2019

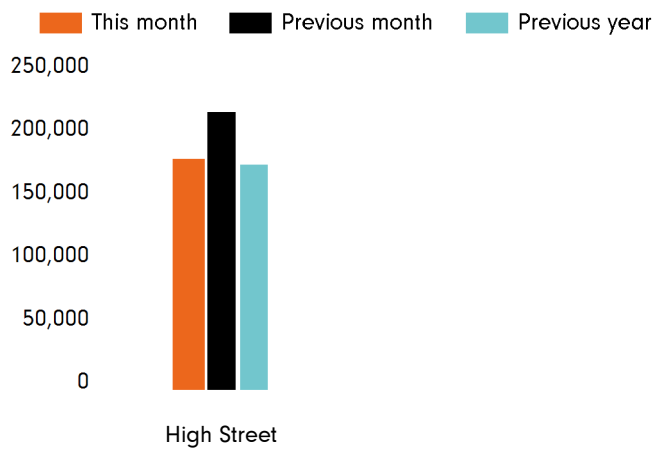
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	173,634
Previous Month	210,354
Previous Year	171,410
Year on Year %	1.3 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2020 to January, 2020 Vs January, 2019 to January, 2019

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2020 Vs January, 2019

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2020 Vs December 2019