

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Canterbury City Centre	<b>-5.2 %</b>	<b>-6.7 %</b>	<b>-12.4 %</b>	<b>-6.7 %</b>	<b>-1.8 %</b>	<b>9.5 %</b>
South East	<b>-6.0 %</b>	<b>-3.2 %</b>	<b>-9.8 %</b>	<b>-3.2 %</b>	<b>1.2 %</b>	<b>5.7 %</b>
High Street Index(Historic Town)	<b>-7.3 %</b>	<b>-3.7 %</b>	<b>-11.0 %</b>	<b>-5.3 %</b>	<b>4.4 %</b>	<b>11.7 %</b>
UK	<b>-4.5 %</b>	<b>-1.4 %</b>	<b>-8.1 %</b>	<b>-1.5 %</b>	<b>1.6 %</b>	<b>7.9 %</b>

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 5.2% down on the previous year.

The number of visitors counted for month commencing 3 February 2020 was 681,752.

The busiest day in month commencing 3 February 2020 was Saturday 8 February with 37,298 visitors.

The peak hour of the month was 12:00 on Saturday 8 February 2020 with footfall of 3,930

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month     ■ Previous Year  
■ Previous Month     ■ 2 Years Ago

## Weather



Number of days this month     **8**     **2**     **18**

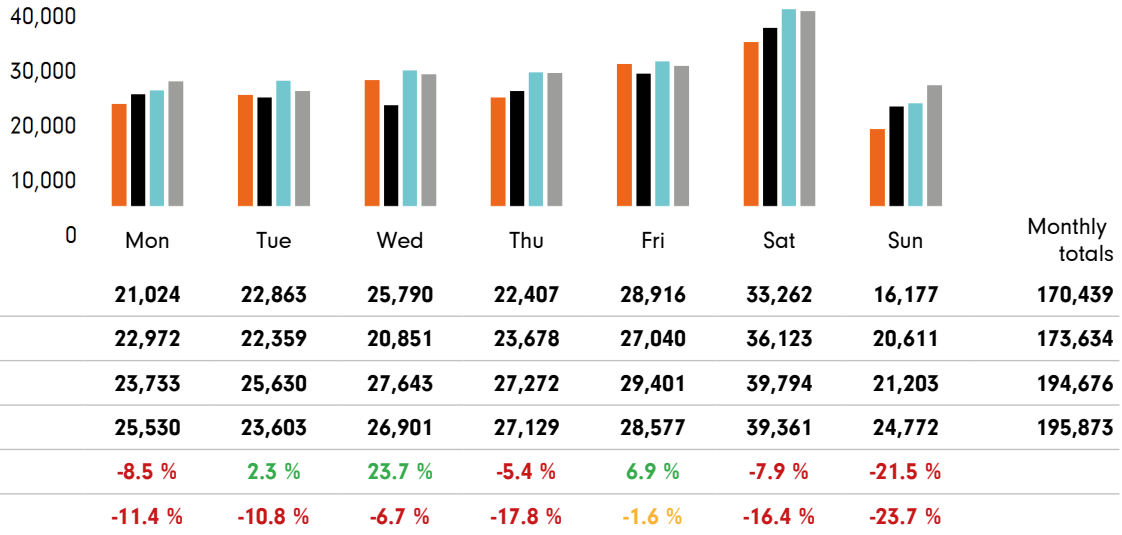
Number of days same month last year     **15**     **2**     **11**

### Average temperature

	Maximum temperature	Minimum temperature
2020	<b>10°</b>	<b>5°</b>
2019	<b>11°</b>	<b>5°</b>

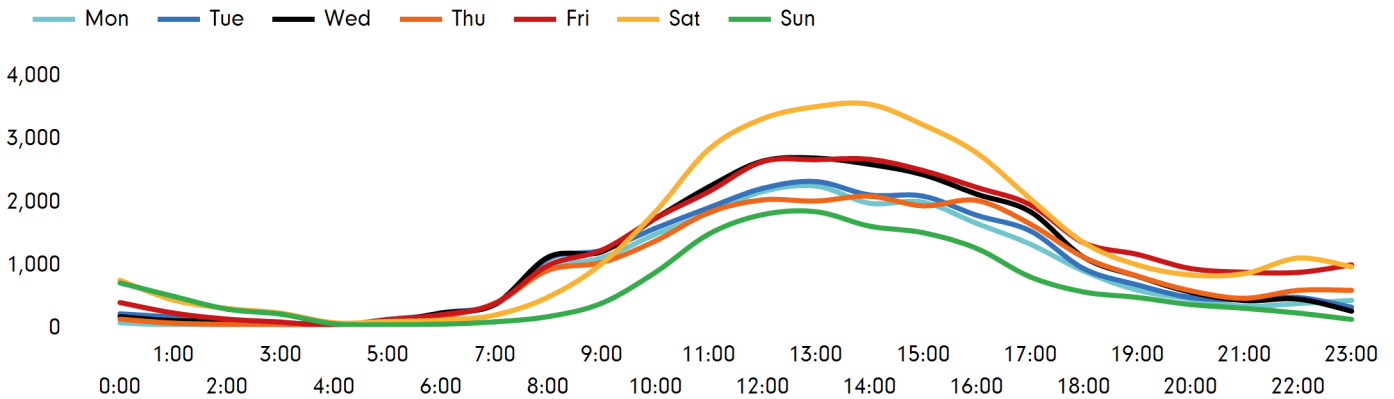
## Footfall by day

The figures shown below are calculated using weekly averages.



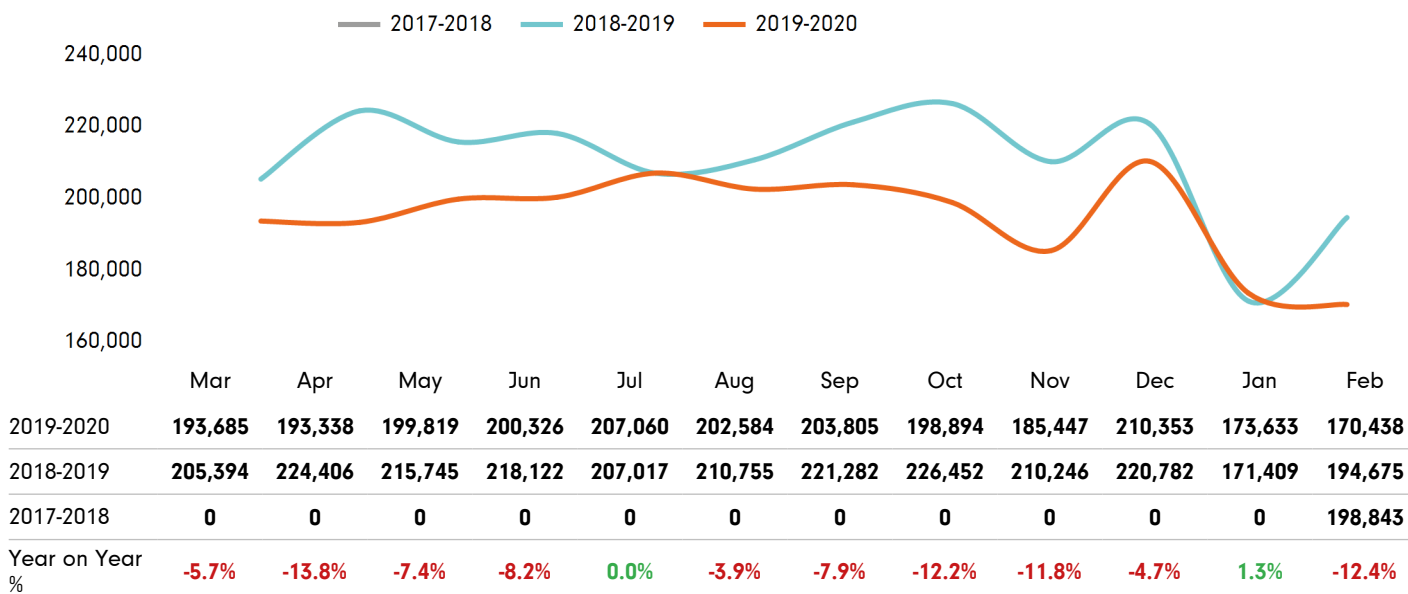
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

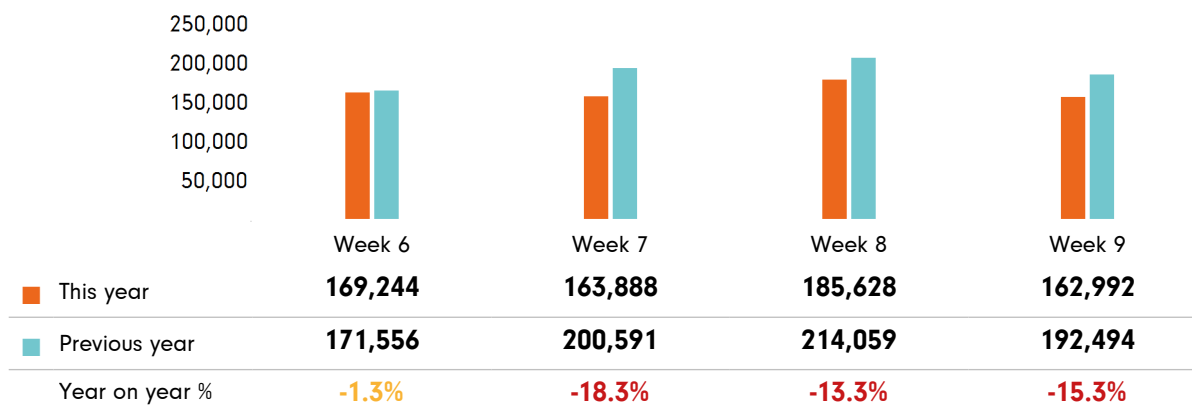
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

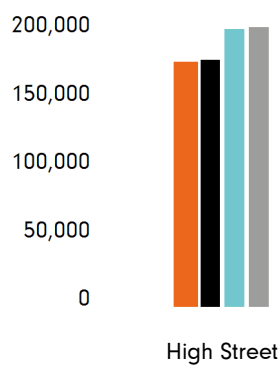
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

■ This month   ■ Previous month   ■ Previous year   ■ 2 Years ago



This Month	<b>170,438</b>
Previous Month	<b>173,633</b>
Previous Year	<b>194,675</b>
2 Years Ago	<b>195,873</b>
Year on Year %	<b>-12.4 %</b>

### 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 February, 2020 Vs January, 2019 to February, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2020 Vs 1 2020