

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	-36.1 %	-8.8 %	-85.5 %	-13.8 %	-71.8 %	-0.2 %
South East	-32.5 %	-1.7 %	-80.3 %	-3.9 %	-63.5 %	3.0 %
High Street Index(Historic Town)	-35.9 %	-1.5 %	-86.5 %	-2.8 %	-73.4 %	1.5 %
UK	-33.3 %	0.2 %	-83.4 %	-1.5 %	-66.1 %	5.4 %

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 36.1% down on the previous year.

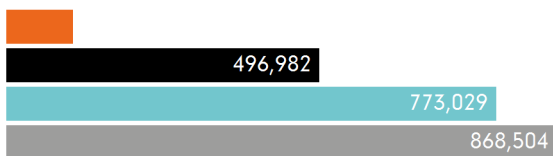
The number of visitors counted for month commencing 6 April 2020 was 111,986.

The busiest day in month commencing 6 April 2020 was Friday 24 April with 4,744 visitors.

The peak hour of the month was 10:00 on Tuesday 21 April 2020 with footfall of 643

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	21	1	6
Number of days same month last year	14	4	10

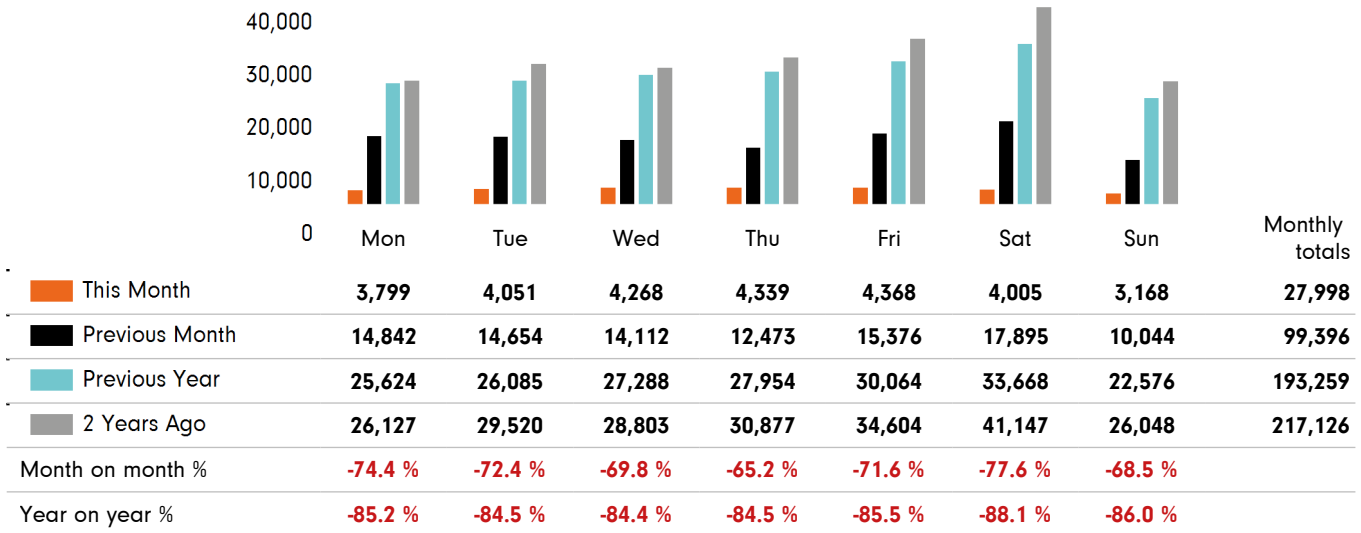
Average temperature

	Maximum temperature	Minimum temperature
2020	16°	7°
2019	14°	6°

SPRINGBOARD.

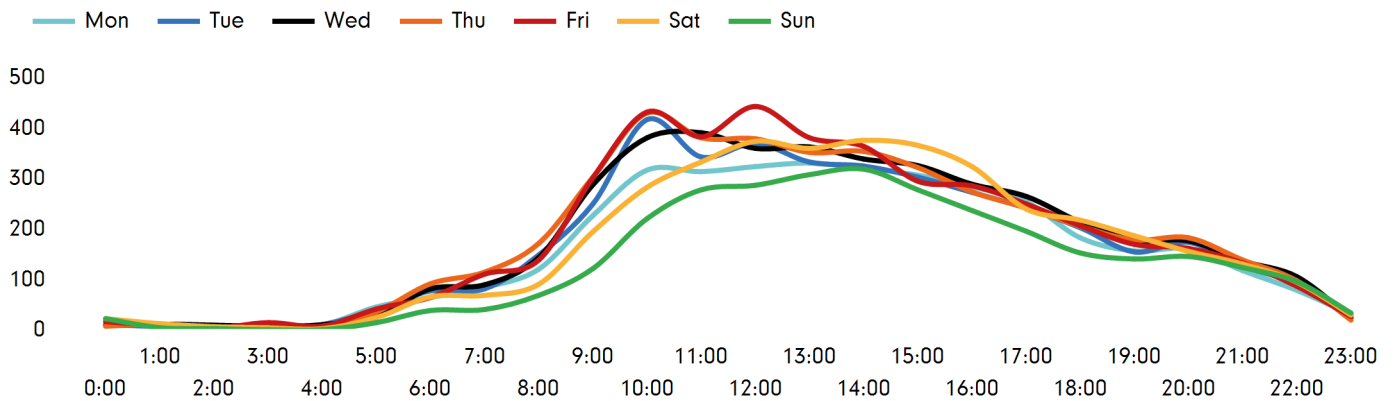
Footfall by day

The figures shown below are calculated using weekly averages.



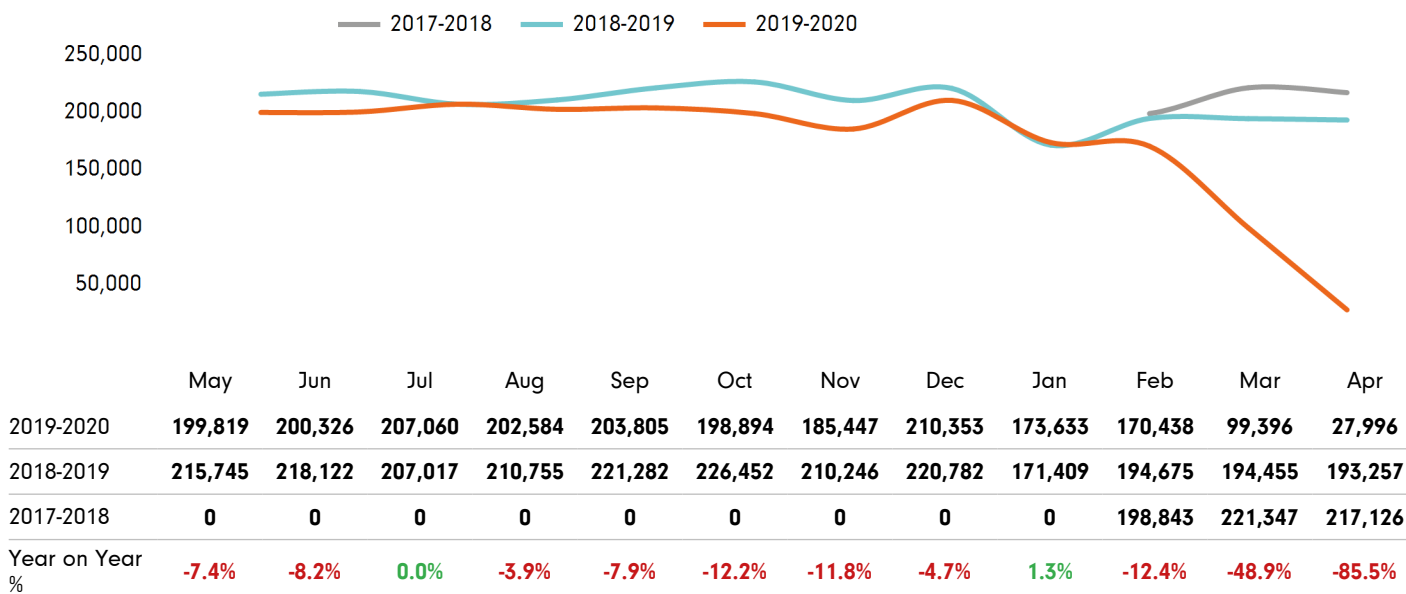
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

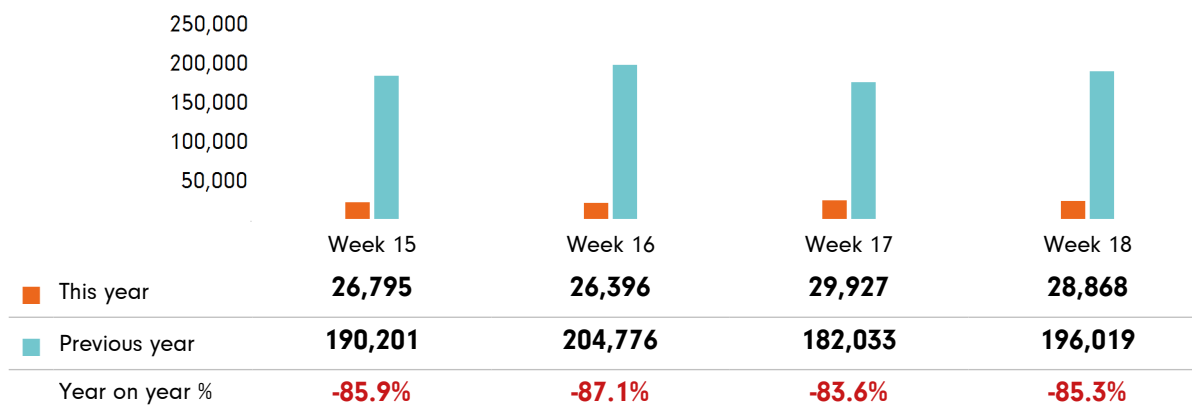
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

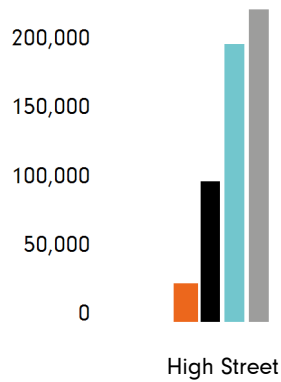
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	27,996
Previous Month	99,396
Previous Year	193,257
2 Years Ago	217,126
Year on Year %	-85.5 %

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 April, 2020 Vs January, 2019 to April, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2020 Vs 3 2020