

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Canterbury City Centre	-44.9 %	-8.4 %	-81.3 %	-7.4 %	36.6 %	3.4 %
South East	-40.4 %	-2.1 %	-75.2 %	-3.8 %	27.4 %	2.5 %
High Street Index(Historic Town)	-44.3 %	-2.0 %	-81.8 %	-4.3 %	35.2 %	3.1 %
UK	-41.5 %	-0.7 %	-77.8 %	-5.1 %	30.9 %	0.0 %

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 44.9% down on the previous year.

The number of visitors counted for month commencing 4 May 2020 was 152,929.

The busiest day in month commencing 4 May 2020 was Wednesday 27 May with 8,160 visitors.

The peak hour of the month was 10:00 on Wednesday 27 May 2020 with footfall of 1,149

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



	Sun	Cloud	Rain
Number of days this month	24	1	3
Number of days same month last year	13	4	11

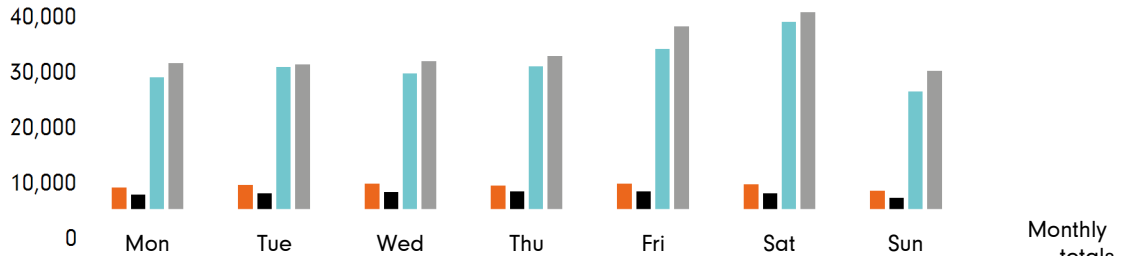
Average temperature

	Maximum temperature	Minimum temperature
2020	18°	8°
2019	17°	8°

SPRINGBOARD.

Footfall by day

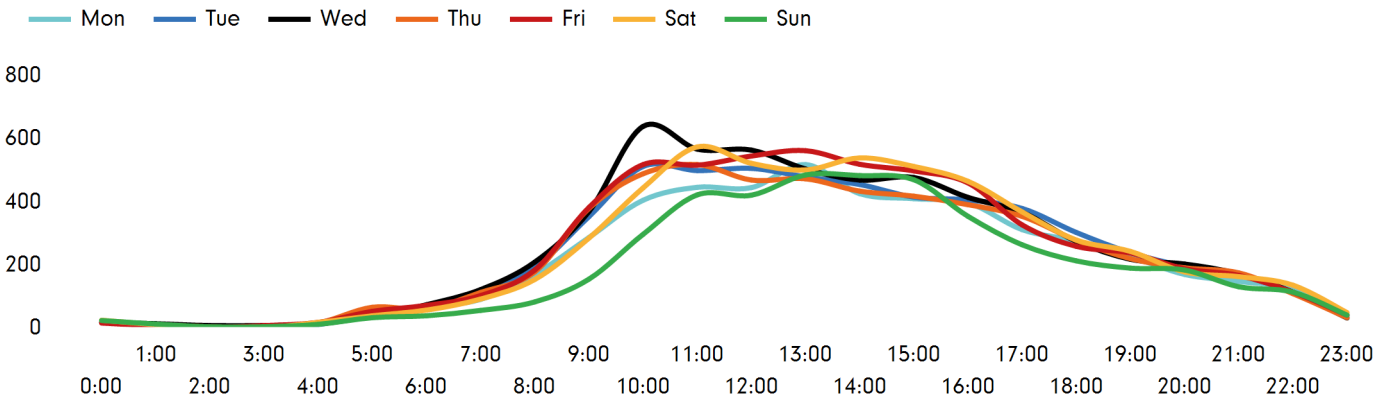
The figures shown below are calculated using weekly averages.



This Month	5,119	5,590	5,946	5,460	5,855	5,713	4,549	38,232
Previous Month	3,799	4,051	4,268	4,339	4,368	4,005	3,168	27,998
Previous Year	26,640	28,580	27,311	28,678	32,061	37,343	23,822	204,435
2 Years Ago	29,289	29,075	29,697	30,784	36,462	39,293	27,796	222,396
Month on month %	34.8 %	38.0 %	39.3 %	25.8 %	34.0 %	42.6 %	43.6 %	
Year on year %	-80.8 %	-80.4 %	-78.2 %	-81.0 %	-81.7 %	-84.7 %	-80.9 %	

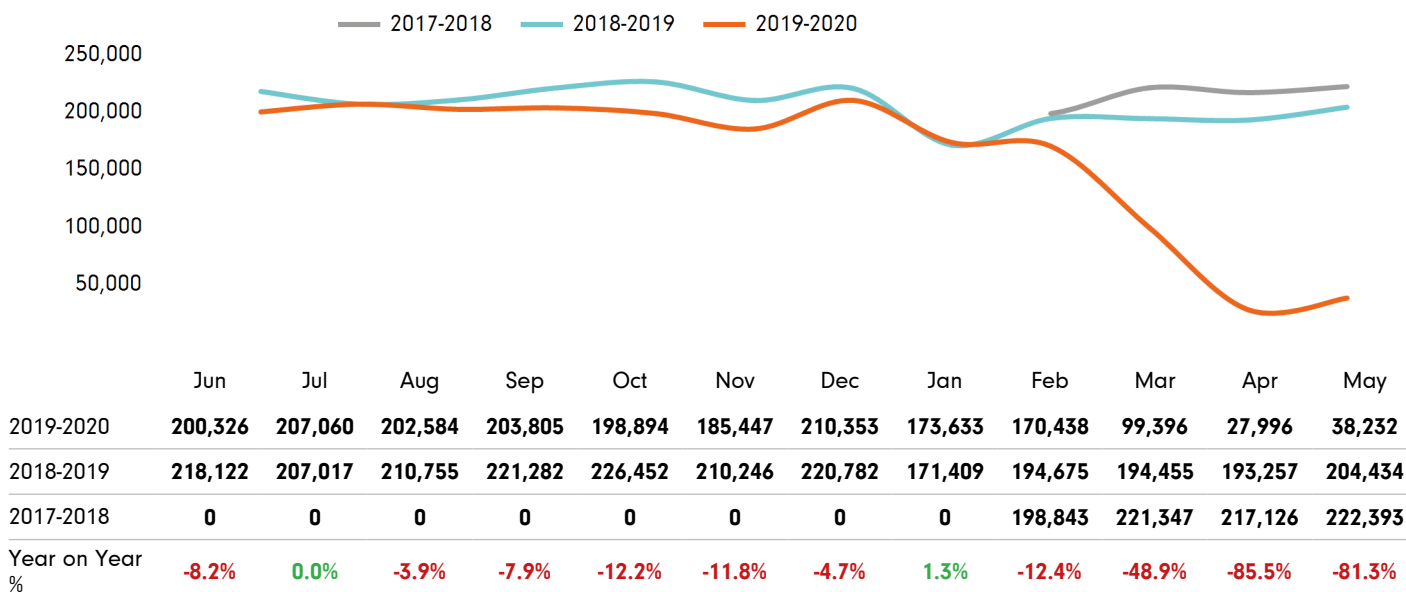
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

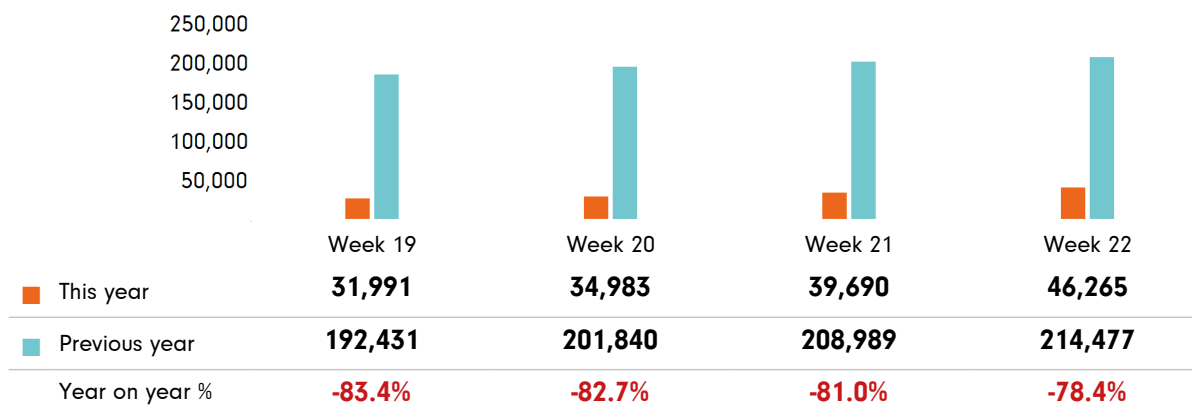
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

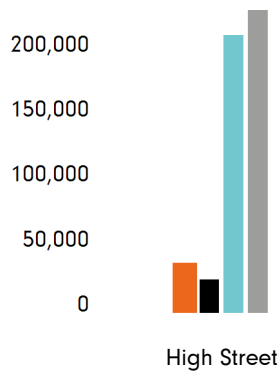
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	38,232
Previous Month	27,996
Previous Year	204,434
2 Years Ago	222,393
Year on Year %	-81.3 %

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 May, 2020 Vs January, 2019 to May, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2020 Vs 4 2020