

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	<b>-42.2 %</b>	<b>-7.8 %</b>	<b>-56.4 %</b>	<b>-11.8 %</b>	<b>-46.3 %</b>	<b>-6.8 %</b>
South East	<b>-41.4 %</b>	<b>-3.4 %</b>	<b>-55.6 %</b>	<b>-6.7 %</b>	<b>-38.5 %</b>	<b>-1.7 %</b>
High Street Index(Historic Town)	<b>-45.0 %</b>	<b>-3.1 %</b>	<b>-59.4 %</b>	<b>-6.6 %</b>	<b>-41.9 %</b>	<b>-3.2 %</b>
UK	<b>-44.9 %</b>	<b>-2.1 %</b>	<b>-59.5 %</b>	<b>-4.6 %</b>	<b>-34.5 %</b>	<b>-2.2 %</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 42.2% down on the previous year.

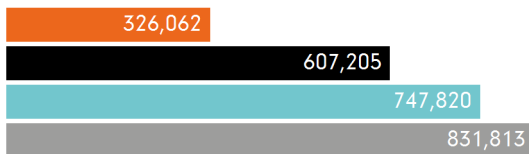
The number of visitors counted for month commencing 2 November 2020 was 326,062.

The busiest day in month commencing 2 November 2020 was Wednesday 4 November with 28,098 visitors.

The peak hour of the month was 13:00 on Wednesday 4 November 2020 with footfall of 2,927

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



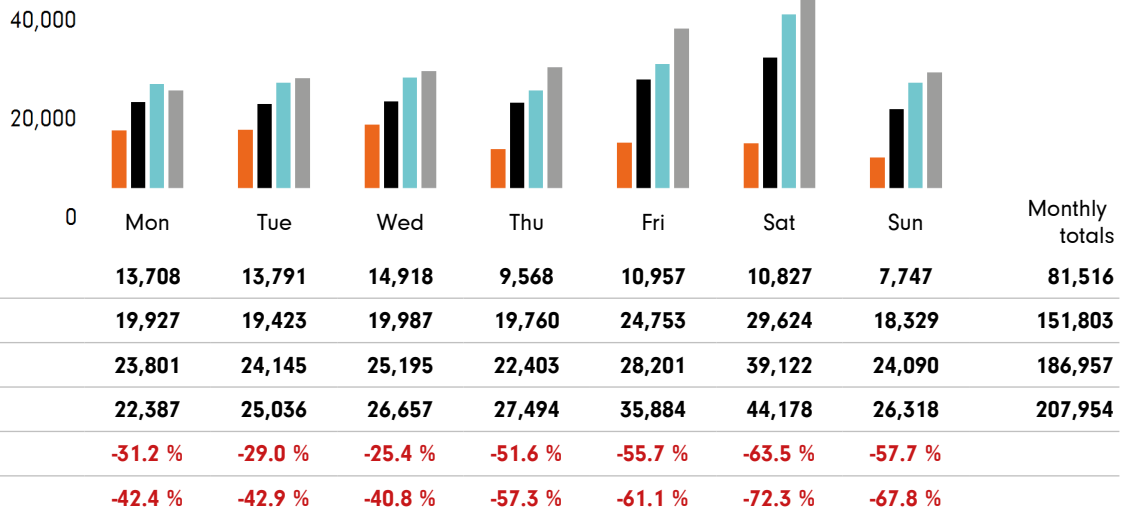
	Sun	Cloud	Rain	Wind
Number of days this month	8	7	12	1
Number of days same month last year	9	4	15	

### Average temperature

	Maximum temperature	Minimum temperature
2020	13°	7°
2019	9°	5°

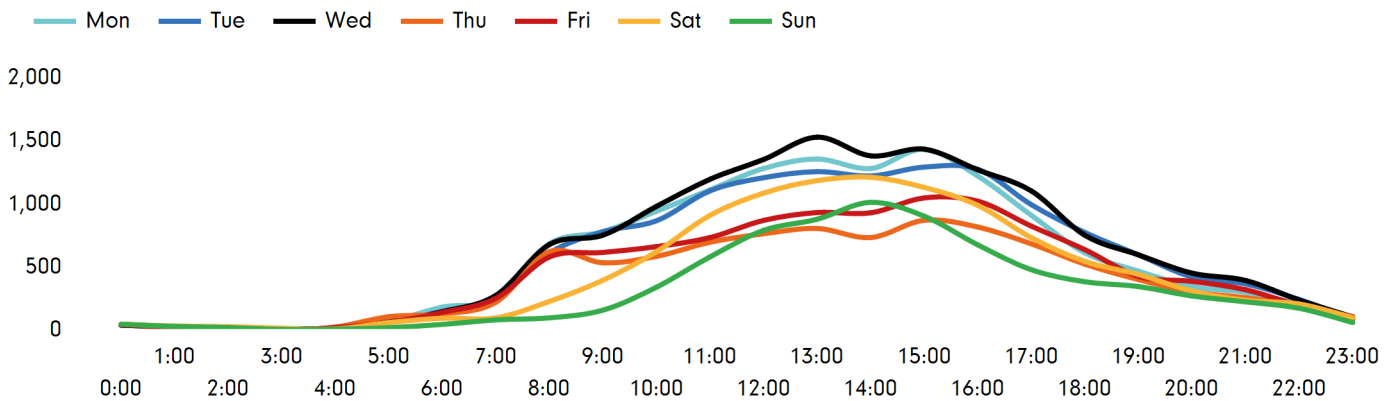
## Footfall by day

The figures shown below are calculated using weekly averages.



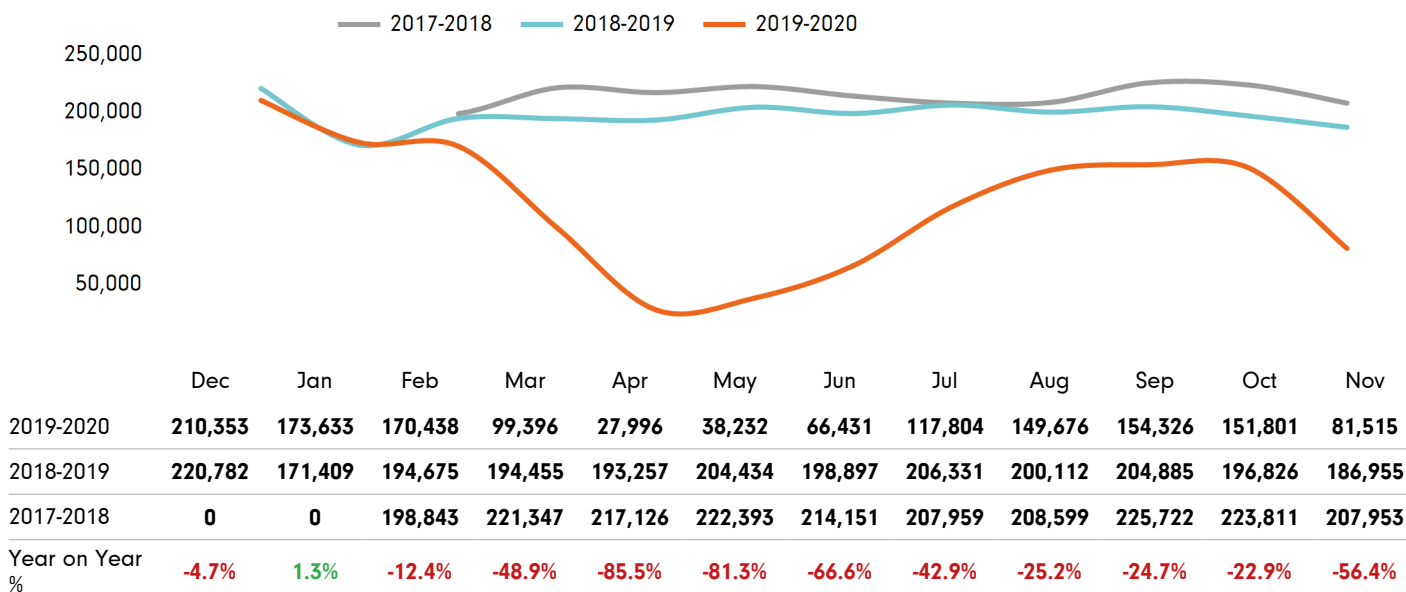
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

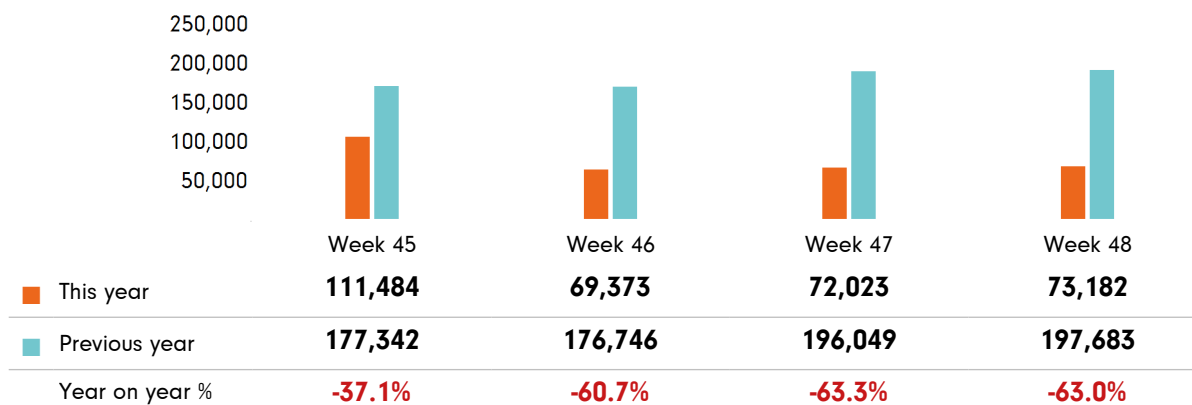
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

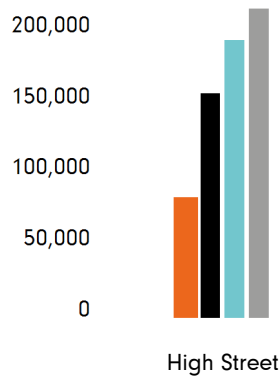
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>81,515</b>
Previous Month	<b>151,801</b>
Previous Year	<b>186,955</b>
2 Years Ago	<b>207,953</b>
Year on Year %	<b>-56.4 %</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 November, 2020 Vs January, 2019 to November, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2020 Vs 10 2020