

# Footfall Report for: Canterbury City Centre

## Weekly Footfall

|                                  | Year to date % |               | Year on year % |               | Week on week % |               |
|----------------------------------|----------------|---------------|----------------|---------------|----------------|---------------|
|                                  | 2020           | 2019          | 2020           | 2019          | 2020           | 2019          |
| Canterbury City Centre           | <b>-46.6 %</b> | <b>-6.6 %</b> | <b>-21.1 %</b> | <b>-5.1 %</b> | <b>16.4 %</b>  | <b>-1.0 %</b> |
| South East                       | <b>-43.1 %</b> | <b>-2.4 %</b> | <b>-33.9 %</b> | <b>-0.6 %</b> | <b>7.1 %</b>   | <b>3.6 %</b>  |
| High Street Index(Historic Town) | <b>-47.7 %</b> | <b>-2.4 %</b> | <b>-34.3 %</b> | <b>-0.1 %</b> | <b>9.3 %</b>   | <b>-0.1 %</b> |
| UK                               | <b>-45.5 %</b> | <b>-1.5 %</b> | <b>-39.3 %</b> | <b>2.1 %</b>  | <b>4.7 %</b>   | <b>4.2 %</b>  |

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

## Headlines

The change in footfall for Canterbury City Centre over the last 52 weeks is 32.5% down on the previous year.

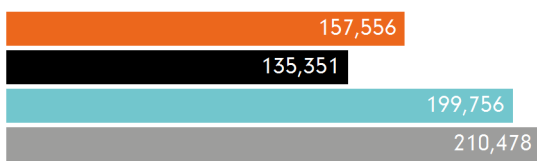
Footfall for the year to date is 46.6% down on the previous year.

The number of visitors counted for week commencing 17 August 2020 was 157,556.

The busiest day in week commencing 17 August 2020 was Saturday with 26,970 visitors.

The peak hour of the week was 13:00 on Saturday 22 August 2020 with footfall of 2,973

## Footfall by week

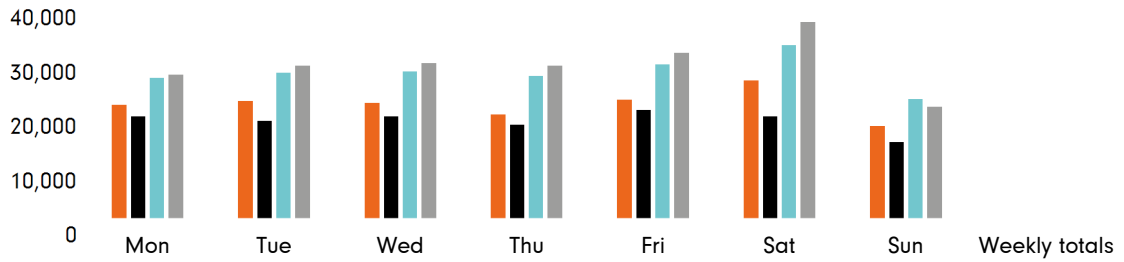


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

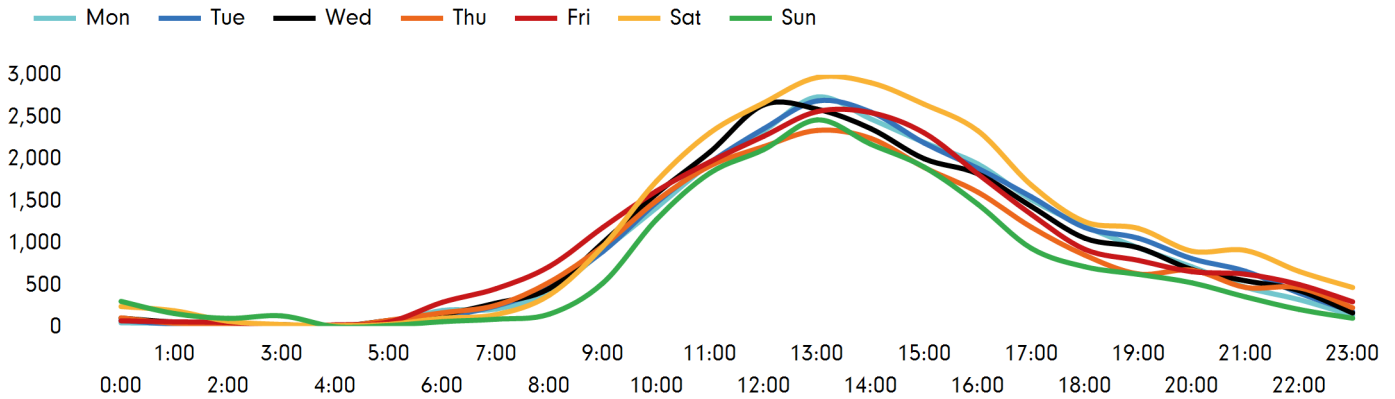
|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 23° | 23° | 22° | 25° | 24° | 23° | 23° |
| Previous week | 31° | 31° | 31° | 28° | 25° | 24° | 25° |
| Previous year | 21° | 22° | 22° | 24° | 24° | 28° | 30° |

## Footfall by day

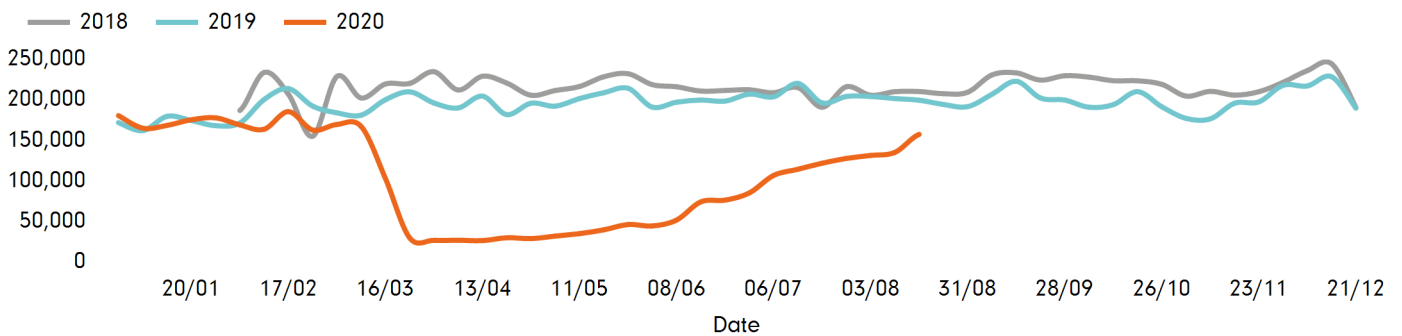


|                |         |         |         |         |         |         |         |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|--|
| Week on week % | 10.8 %  | 19.3 %  | 12.4 %  | 10.3 %  | 9.2 %   | 33.4 %  | 20.5 %  |  |
| Year on year % | -18.5 % | -19.0 % | -20.7 % | -26.1 % | -22.4 % | -19.9 % | -21.4 % |  |
| % of week      | 14.2%   | 14.6%   | 14.4%   | 13.0%   | 14.8%   | 17.1%   | 11.7%   |  |

## Footfall by hour

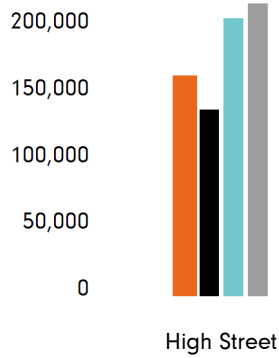


## Footfall by week



## Footfall by location

This week Previous week Previous year 2 Years ago



|                |                |
|----------------|----------------|
| This Week      | <b>157,556</b> |
| Previous Week  | <b>135,351</b> |
| Previous Year  | <b>199,756</b> |
| 2 Years Ago    | <b>210,478</b> |
| Week on week % | <b>16.4 %</b>  |
| Year on Year % | <b>-21.1 %</b> |

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2020 to Week 34, 2020 Vs Week 1, 2019 to Week 34, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 34, 2020 Vs Week 34, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 34 2020 Vs Week 33 2020