

# 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	-44.8 %	-6.7 %	-17.4 %	-8.5 %	-9.1 %	-1.4 %
South East	-42.2 %	-2.6 %	-27.9 %	-4.7 %	-1.5 %	-0.7 %
High Street Index(Historic Town)	-46.5 %	-2.5 %	-26.7 %	-3.4 %	-1.5 %	-0.8 %
UK	-44.7 %	-1.5 %	-31.2 %	-2.1 %	-1.3 %	-3.0 %

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 32.8% down on the previous year.

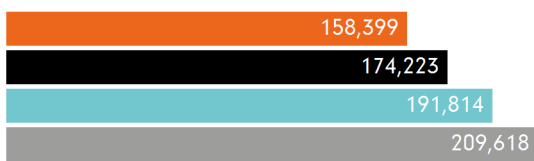
Footfall for the year to date is 44.8% down on the previous year.

The number of visitors counted for week commencing 31 August 2020 was 158,399.

The busiest day in week commencing 31 August 2020 was Saturday with 27,548 visitors.

The peak hour of the week was 14:00 on Monday 31 August 2020 with footfall of 3,479

## Footfall by week

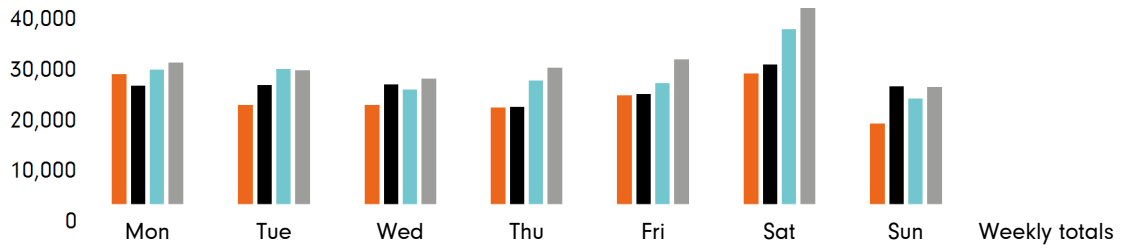


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

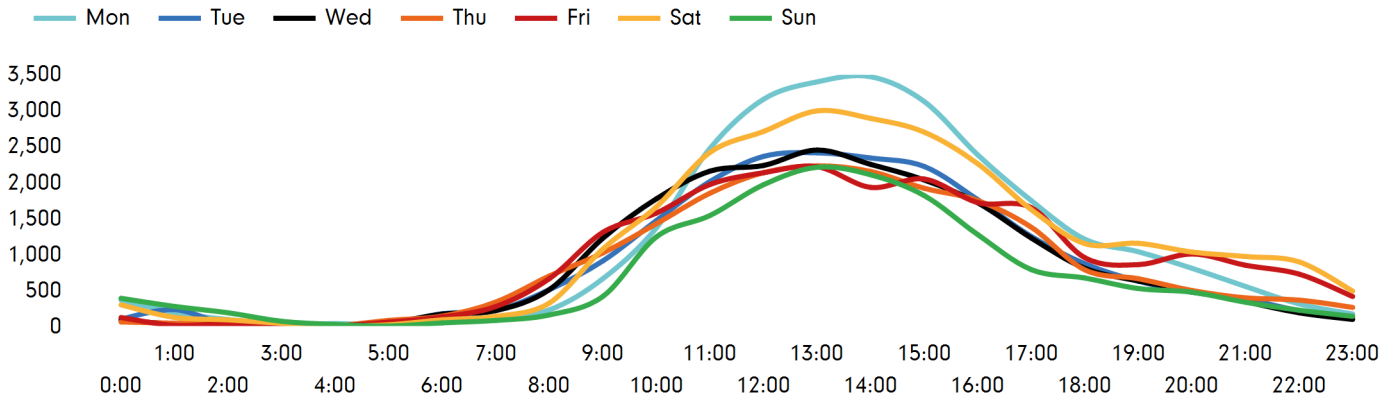
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	17°	19°	20°	22°	22°	20°	20°
Previous week	21°	22°	22°	20°	20°	18°	18°
Previous year	22°	23°	22°	19°	20°	19°	18°

## Footfall by day

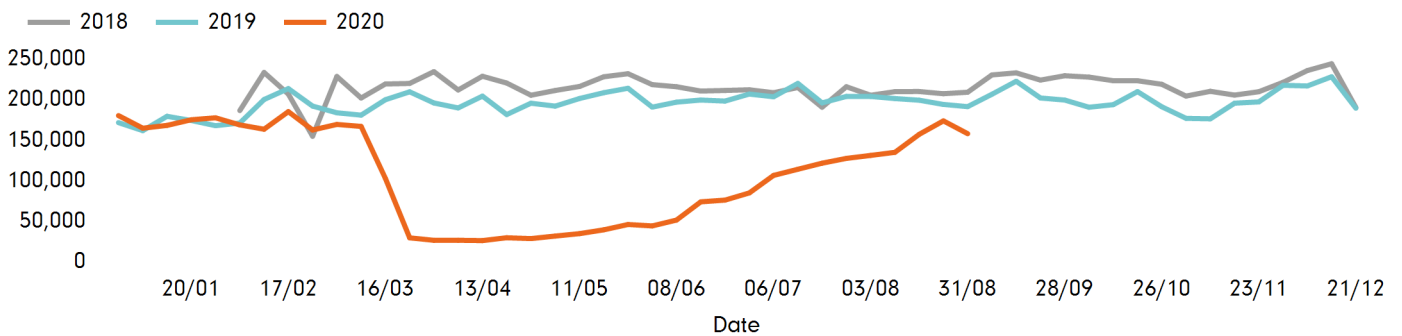


Week on week %	9.5 %	-16.2 %	-16.7 %	-0.8 %	-1.3 %	-6.5 %	-30.2 %	
Year on year %	-2.8 %	-25.9 %	-13.1 %	-21.2 %	-9.7 %	-24.6 %	-22.4 %	
% of week	17.4%	13.3%	13.3%	13.0%	14.6%	17.4%	11.0%	

## Footfall by hour

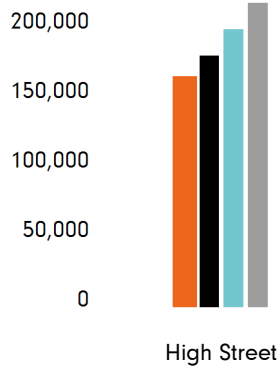


## Footfall by week



## Footfall by location

This week Previous week Previous year 2 Years ago



This Week	<b>158,399</b>
Previous Week	<b>174,223</b>
Previous Year	<b>191,814</b>
2 Years Ago	<b>209,618</b>
Week on week %	<b>-9.1 %</b>
Year on Year %	<b>-17.4 %</b>

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2020 to Week 36, 2020 Vs Week 1, 2019 to Week 36, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 36, 2020 Vs Week 36, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 36 2020 Vs Week 35 2020