

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	-42.7 %	-7.6 %	-49.2 %	-6.6 %	-1.0 %	5.2 %
South East	-41.0 %	-3.6 %	-34.7 %	-10.8 %	0.3 %	8.2 %
High Street Index(Historic Town)	-44.6 %	-3.1 %	-34.7 %	-8.0 %	1.0 %	0.9 %
UK	-44.8 %	-2.2 %	-42.3 %	-7.3 %	0.3 %	5.1 %

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 41.9% down on the previous year.

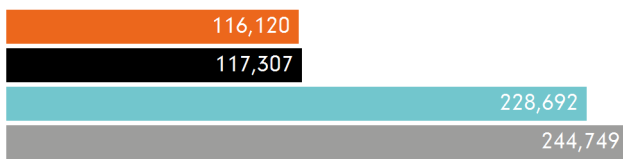
Footfall for the year to date is 42.7% down on the previous year.

The number of visitors counted for week commencing 14 December 2020 was 116,120.

The busiest day in week commencing 14 December 2020 was Saturday with 23,406 visitors.






















The peak hour of the week was 14:00 on Saturday 19 December 2020 with footfall of 3,094

Footfall by week

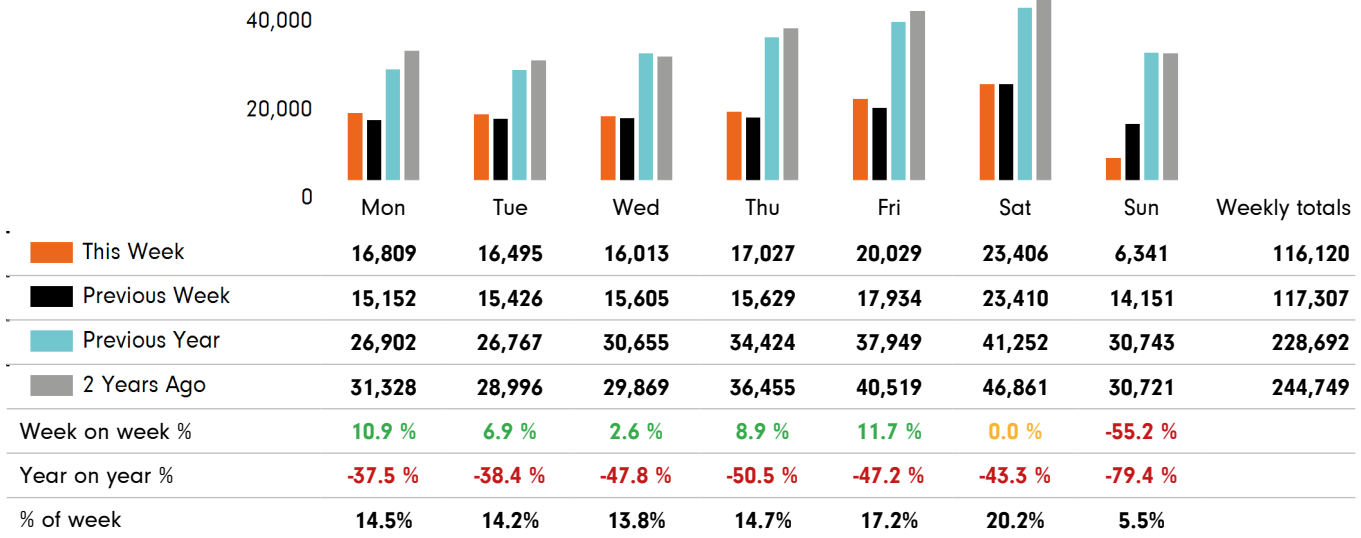


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

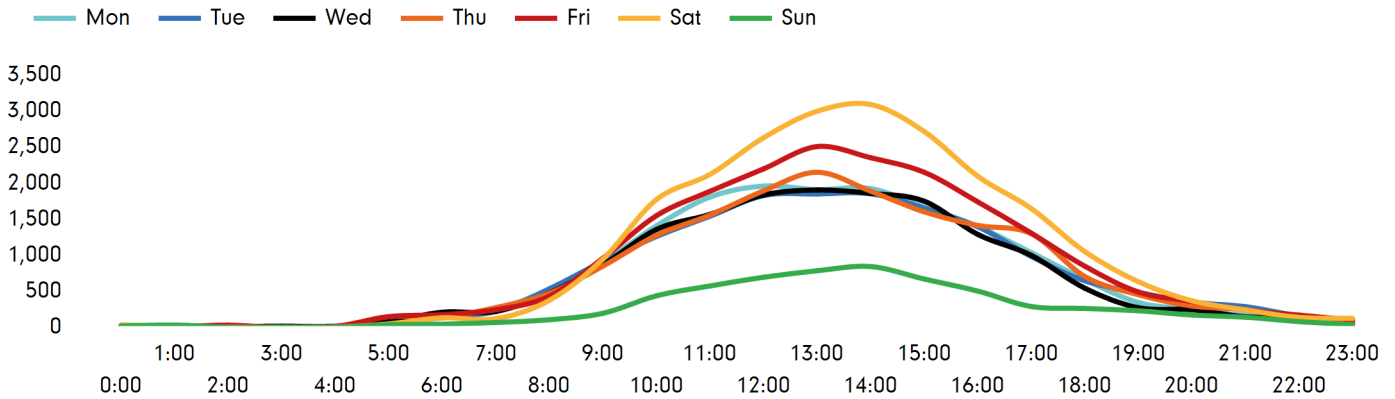
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 12°	 11°	 10°	 11°	 11°	 11°	 10°
Previous week	 4°	 5°	 6°	 6°	 11°	 9°	 10°
Previous year	 9°	 9°	 9°	 12°	 12°	 10°	 10°

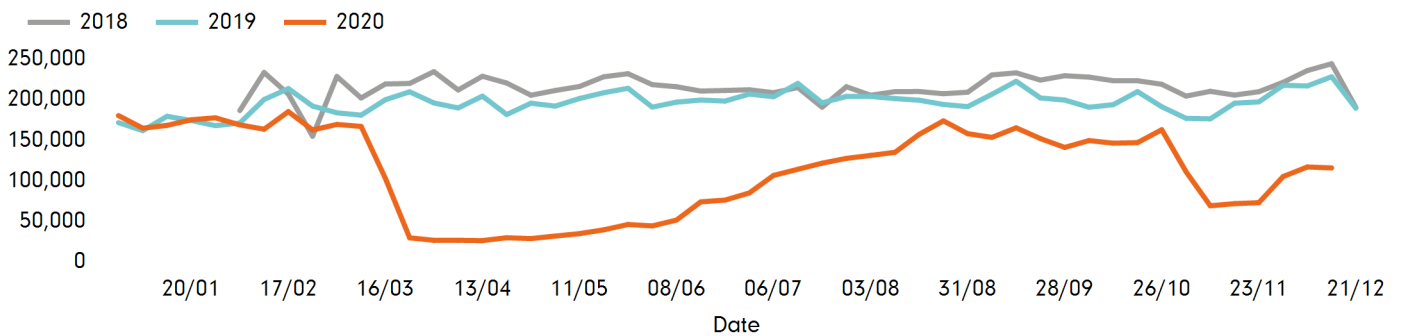
Footfall by day



Footfall by hour

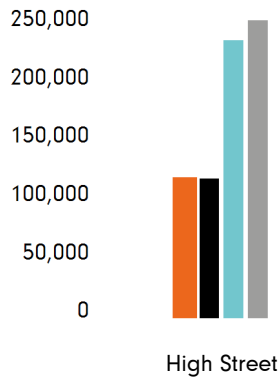


Footfall by week



Footfall by location

This week Previous week Previous year 2 Years ago



This Week	116,120
Previous Week	117,307
Previous Year	228,692
2 Years Ago	244,749
Week on week %	-1.0 %
Year on Year %	-49.2 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2020 to Week 51, 2020 Vs Week 1, 2019 to Week 51, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week51, 2020 Vs Week 51, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week51 2020 Vs Week 50 2020