

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	-43.3 %	-7.5 %	-78.6 %	-0.4 %	-65.0 %	-17.0 %
South East	-41.3 %	-3.6 %	-56.2 %	-5.0 %	-44.4 %	-20.5 %
High Street Index(Historic Town)	-44.6 %	-3.2 %	-44.6 %	-4.4 %	-31.2 %	-20.5 %
UK	-45.0 %	-2.2 %	-55.3 %	-2.3 %	-35.6 %	-17.2 %

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

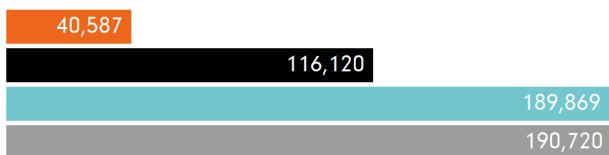
Footfall for the year to date is 43.3% down on the previous year.

The number of visitors counted for week commencing 21 December 2020 was 40,587.

The busiest day in week commencing 21 December 2020 was Tuesday with 7,938 visitors.

The peak hour of the week was 14:00 on Sunday 27 December 2020 with footfall of 969

Footfall by week

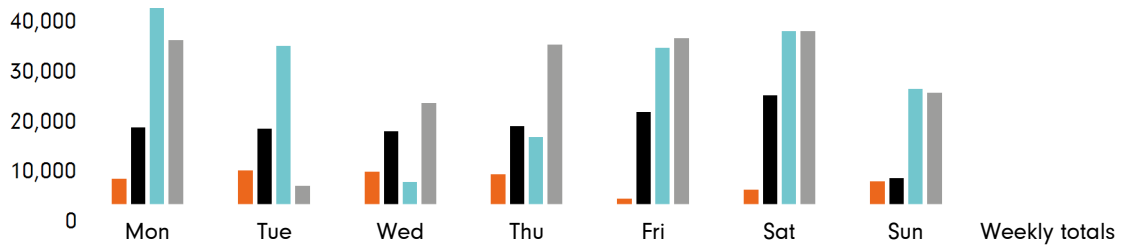


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

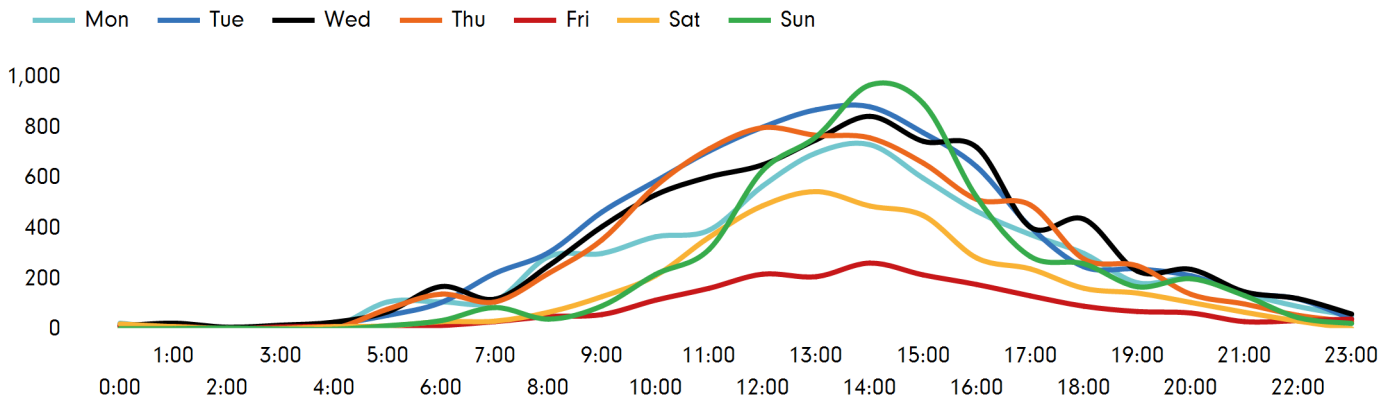
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	13°	13°	13°	7°	4°	10°	9°
Previous week	12°	11°	10°	11°	11°	11°	10°
Previous year	9°	11°	8°	10°	10°	8°	8°

Footfall by day

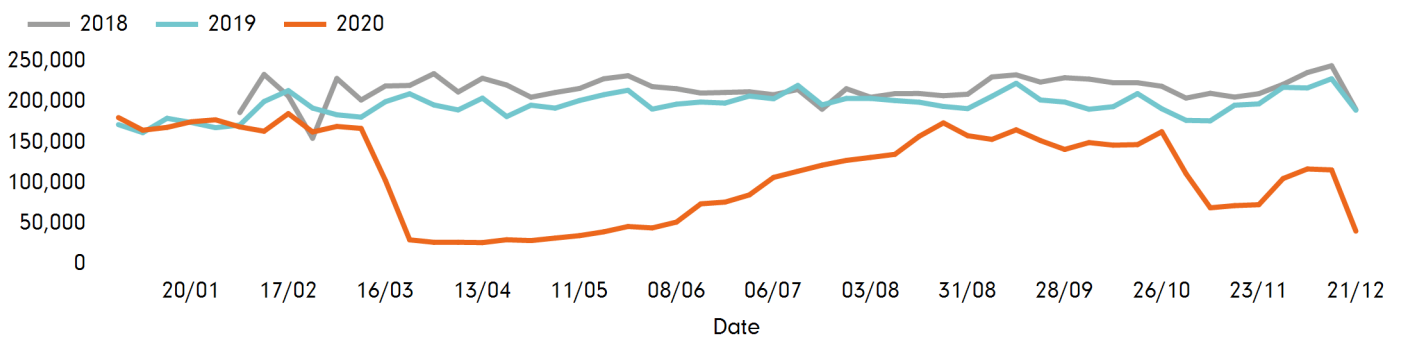


Week on week %	-63.3 %	-51.9 %	-52.4 %	-58.3 %	-89.7 %	-83.1 %	-9.4 %	
Year on year %	-85.1 %	-76.4 %	39.0 %	-52.1 %	-93.8 %	-89.2 %	-76.8 %	
% of week	15.2%	19.6%	18.8%	17.5%	5.1%	9.7%	14.2%	

Footfall by hour

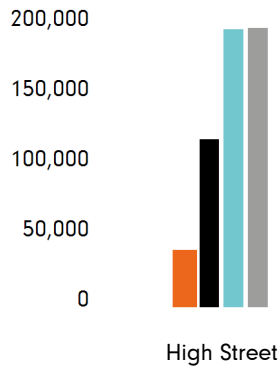


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	40,587
Previous Week	116,120
Previous Year	189,869
2 Years Ago	190,720
Week on week %	-65.0 %
Year on Year %	-78.6 %

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 52, 2020 Vs Week 1, 2019 to Week 52, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week52, 2020 Vs Week 52, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week52 2020 Vs Week 51 2020