



### Huntingdon

May 2017

01/05/2017 to 28/05/2017



REGION - East

Monday to Sunday

COUNT TYPE: Footfall Counts

#### Monthly Footfall

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

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2017	2016	2017	2016	2017	2016
Huntingdon	▲ 17.0 %	▼ -9.8 %	▲ 16.7 %	▼ -11.6 %	▼ -4.7 %	▼ -9.3 %
East	▲ 4.7 %	▼ -1.9 %	▲ 3.5 %	▲ 0.1 %	▼ -1.2 %	▲ 1.1 %
UK	▲ 0.5 %	▼ -2.0 %	▼ -2.1 %	▲ 1.5 %	▼ -1.0 %	▲ 3.1 %

#### Headlines

Footfall for the year to date is 17% up on the previous year.

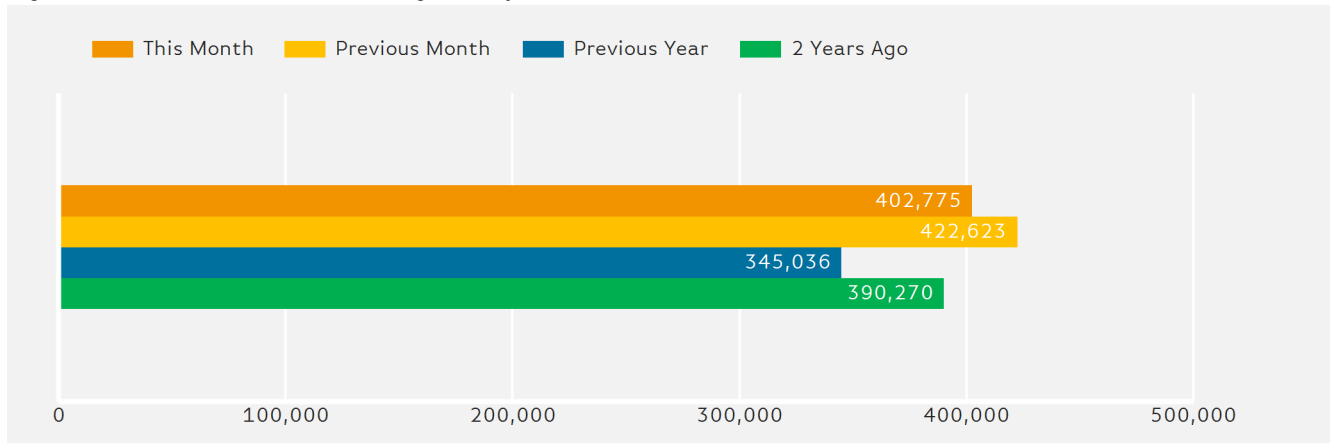
The number of visitors counted for month commencing 1 May 2017 was 402,775.

The busiest day in month commencing 1 May 2017 was Saturday 27 May with 21,388 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 3,106

#### Footfall Totals by Month

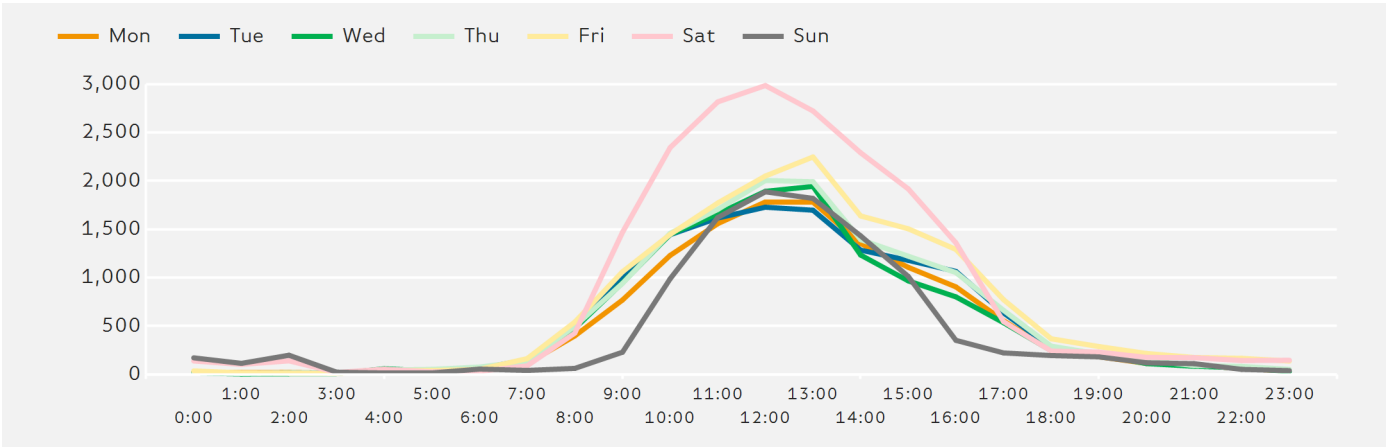
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



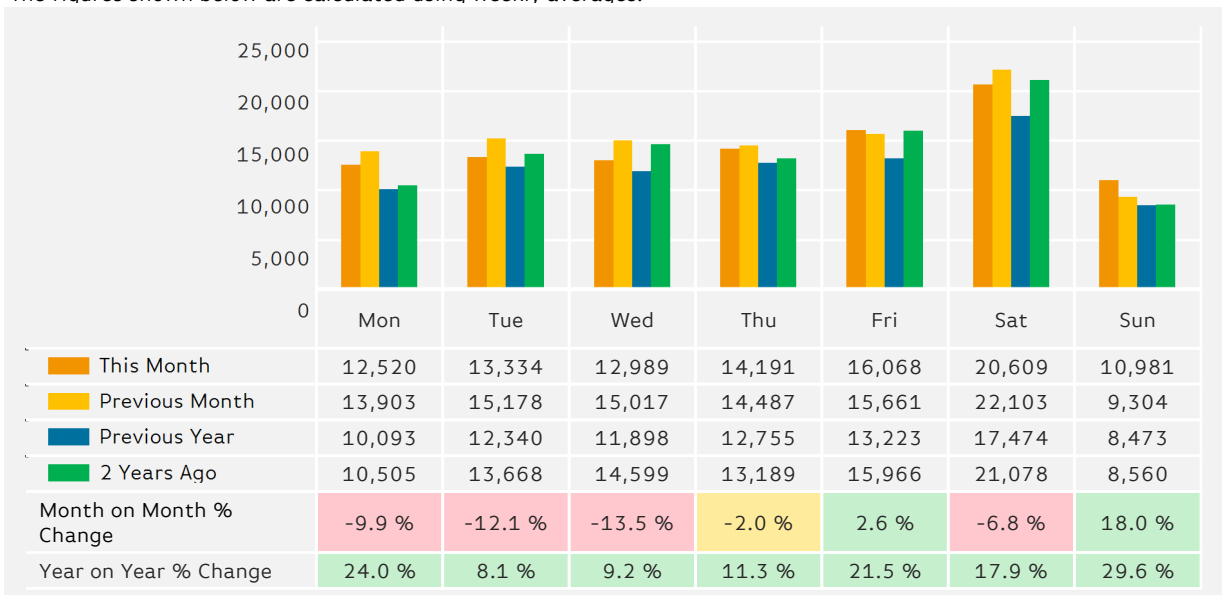
Number of days this month	16	8	4
Number of days same month last year	19	7	2

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	17.7	10.1
2016	18.0	10.0

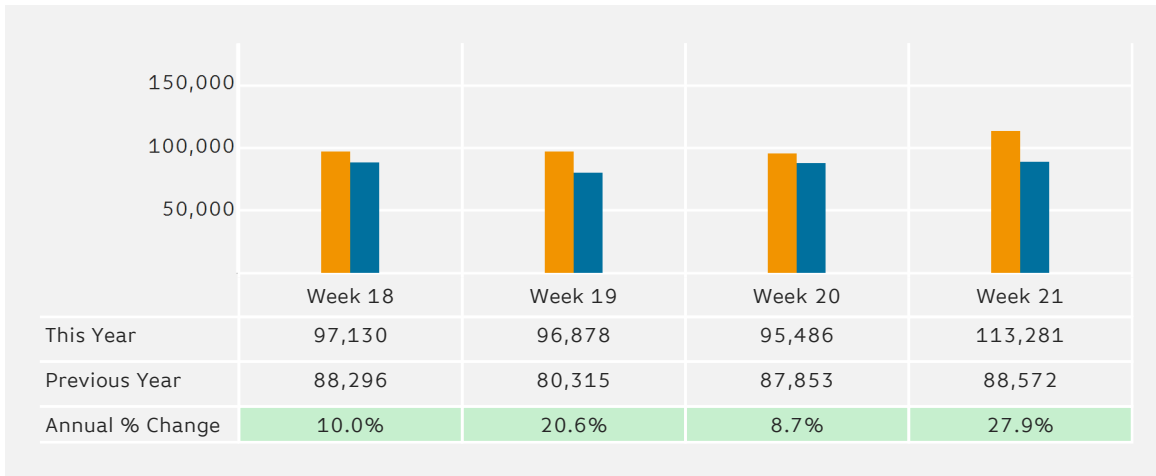
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

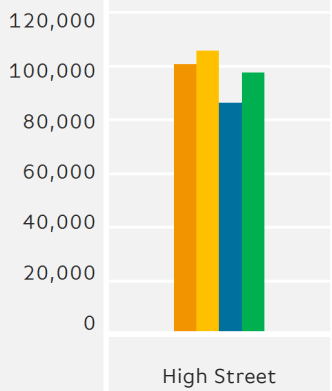
The figures shown below are calculated using weekly totals.



### Footfall Totals

The figures shown below are calculated using weekly averages.

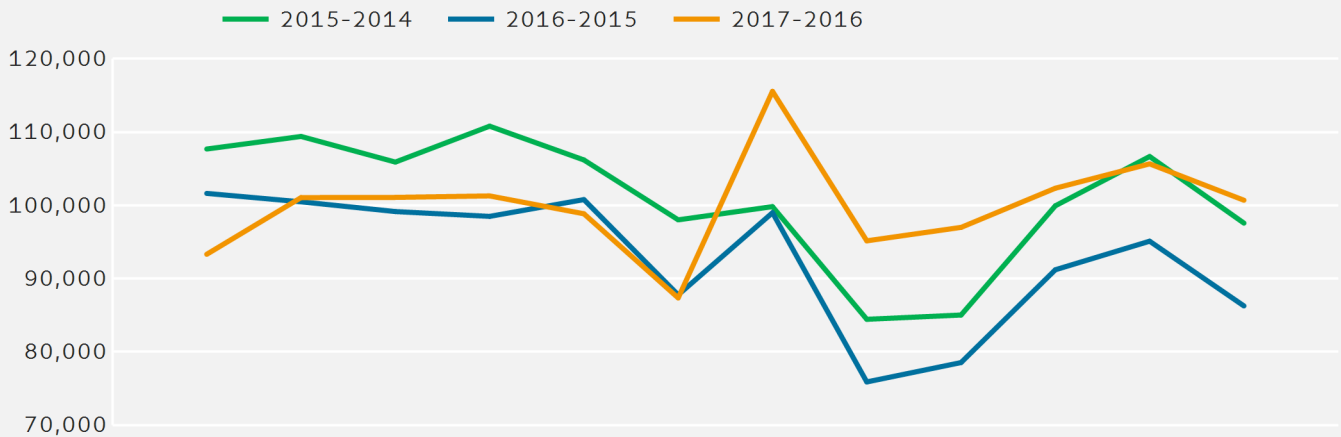
■ This Month   
 ■ Previous Month   
 ■ Previous Year   
 ...



This Month	100,694
Previous Month	105,656
Previous Year	86,259
2 Years Ago	97,568
Year on Year % Change	16.7 %

### Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
2017-2016	93,311	101,051	101,076	101,279	98,839	87,354	115,558	95,146	96,981	102,331	105,655	100,693
2016-2015	101,621	100,472	99,143	98,487	100,778	87,770	98,982	75,882	78,527	91,196	95,095	86,259
2015-2014	107,684	109,397	105,898	110,801	106,188	98,012	99,817	84,434	85,016	99,932	106,660	97,567
Annual % change	-8.2%	0.6%	1.9%	2.8%	-1.9%	-0.5%	16.7%	25.4%	23.5%	12.2%	11.1%	16.7%

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
 Week on Week % Change is the % change in footfall for this week from the previous week.