

Footfall Report for: Huntingdon

 Weeks This Month: 5
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Huntingdon	-1.5 %	-4.6 %	4.7 %	-12.2 %	-2.2 %	-7.0 %
East	-1.2 %	-4.2 %	-0.9 %	-9.2 %	-2.0 %	-7.9 %
High Street Index - BDSU(BDSU - Multifunctional)	0.6 %		2.6 %		1.4 %	
UK	0.8 %	-5.1 %	2.7 %	-9.3 %	2.5 %	-3.6 %

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

Headlines

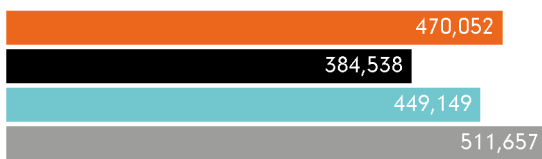
The number of visitors counted for month commencing 25 February 2019 was 470,052.

The busiest day in month commencing 25 February 2019 was Saturday 9 March with 18,496 visitors.

The peak hour of the month was 12:00 on Saturday 2 March 2019 with footfall of 3,233

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month
 ■ Previous Year
 ■ 2 Years Ago
■ Previous Month

Weather



Number of days this month	8	12	15	
Number of days same month last year	8	6	15	6

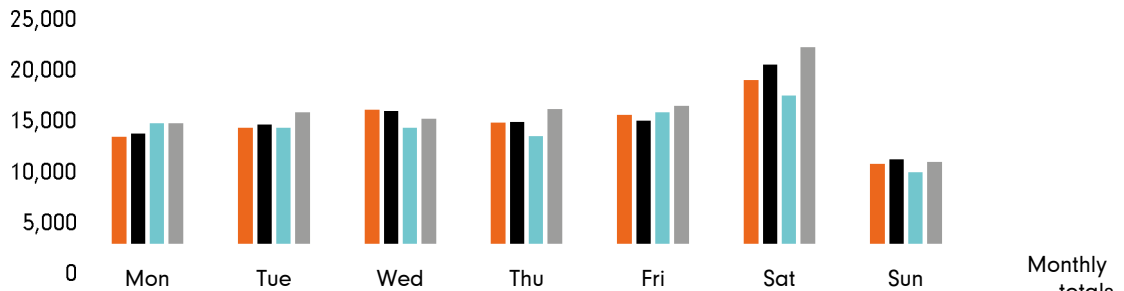
Average temperature

	Maximum temperature	Minimum temperature
2019	13°	4°
2018	8°	1°

SPRINGBOARD.

Footfall by day

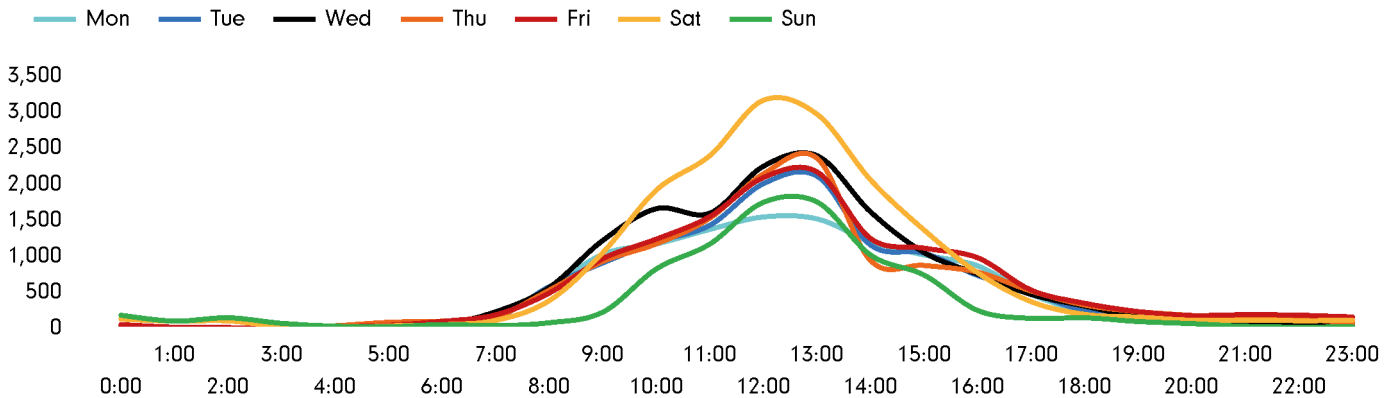
The figures shown below are calculated using weekly averages.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	11,882	12,848	14,781	13,366	14,185	17,895	9,051	94,008
Previous Month	12,232	13,206	14,645	13,461	13,578	19,536	9,473	96,131
Previous Year	13,314	12,819	12,832	11,970	14,479	16,301	8,112	89,827
2 Years Ago	13,359	14,489	13,778	14,821	15,204	21,417	9,261	102,329
Month on month %	-2.9 %	-2.7 %	0.9 %	-0.7 %	4.5 %	-8.4 %	-4.5 %	
Year on year %	-10.8 %	0.2 %	15.2 %	11.7 %	-2.0 %	9.8 %	11.6 %	

Footfall by hour

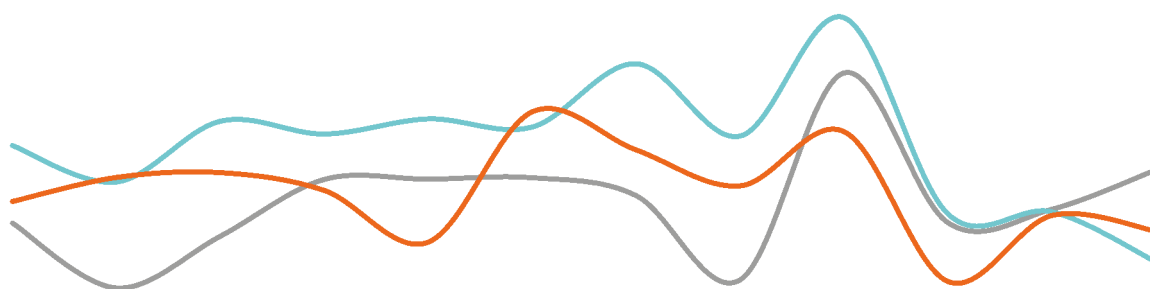
The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	98,047	101,318	101,974	99,548	92,500	110,250	105,064	100,170	107,564	87,142	96,134	94,010
2018-2017	105,655	100,693	108,984	107,233	109,294	108,182	116,806	106,950	123,092	96,346	96,637	89,829
2017-2016	95,095	86,259	93,311	101,051	101,076	101,279	98,839	87,354	115,558	95,146	96,981	102,331
Year on Year %	-7.2%	0.6%	-6.4%	-7.2%	-15.4%	1.9%	-10.1%	-6.3%	-12.6%	-9.6%	-0.5%	4.7%

Footfall by week of month

The figures shown below are calculated using weekly totals.

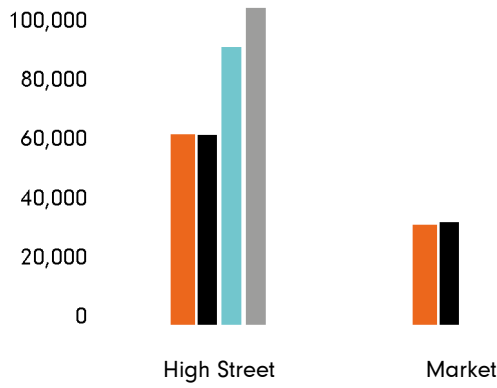
150,000
100,000
50,000

	Week 9	Week 10	Week 11	Week 12	Week 13
This year	89,901	95,845	93,643	95,713	94,950
Previous year	73,668	98,636	95,586	92,067	89,192
Year on Year %	22.0%	-2.8%	-2.0%	4.0%	6.5%

Footfall by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This month	61,334	32,677
Previous month	61,953	34,182
Previous year	89,830	
2 Years ago	102,331	
Year on year %	-31.7 %	

Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to March, 2019 Vs January, 2018 to March, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. March, 2019 Vs March, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019