

Footfall Report for: Huntingdon

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Huntingdon	-1.9 %	-4.1 %	1.8 %	0.6 %	12.8 %	3.3 %
East	-2.3 %	-3.6 %	-6.9 %	-0.9 %	1.2 %	3.1 %
UK	-0.7 %	-3.8 %	-5.1 %	0.8 %	0.0 %	4.3 %

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

Footfall for the year to date is 1.9% down on the previous year.

The number of visitors counted for month commencing 29 April 2019 was 412,412.

The busiest day in month commencing 29 April 2019 was Saturday 25 May with 27,161 visitors.

The peak hour of the month was 11:00 on Saturday 25 May 2019 with footfall of 3,857

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



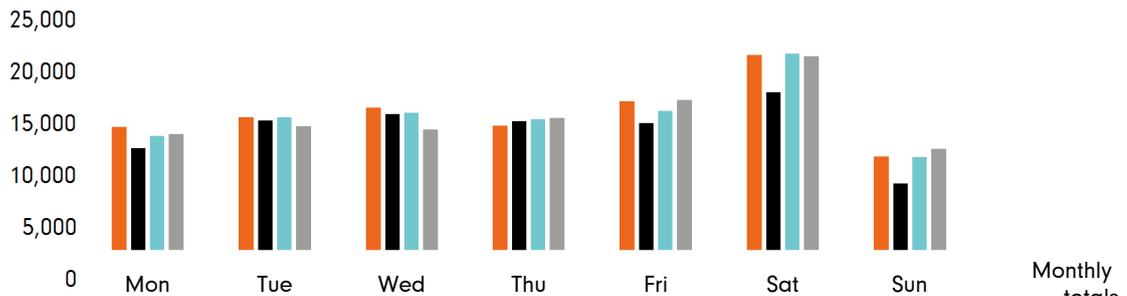
Number of days this month	9	7	12
Number of days same month last year	15	5	8

Average temperature

	Maximum temperature	Minimum temperature
2019	16°	6°
2018	19°	8°

Footfall by day

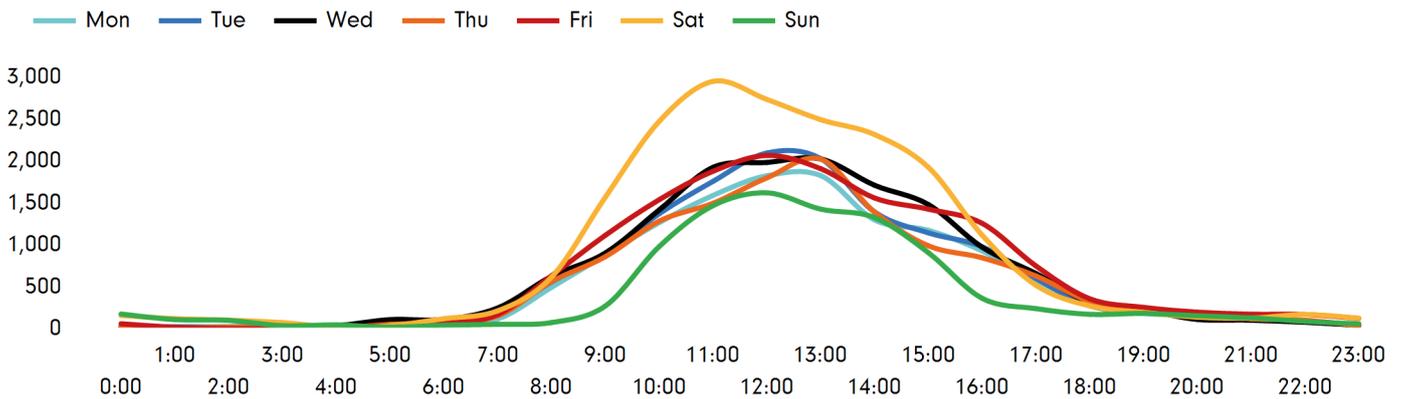
The figures shown below are calculated using weekly averages.



This Month	13,255	14,251	15,274	13,404	15,950	20,751	10,216	103,101
Previous Month	11,089	13,963	14,577	13,837	13,677	16,838	7,416	91,397
Previous Year	12,325	14,280	14,727	14,040	14,944	20,886	10,112	101,314
2 Years Ago	12,520	13,334	12,989	14,191	16,068	20,609	10,981	100,692
Month on month %	19.5 %	2.1 %	4.8 %	-3.1 %	16.6 %	23.2 %	37.8 %	
Year on year %	7.5 %	-0.2 %	3.7 %	-4.5 %	6.7 %	-0.6 %	1.0 %	

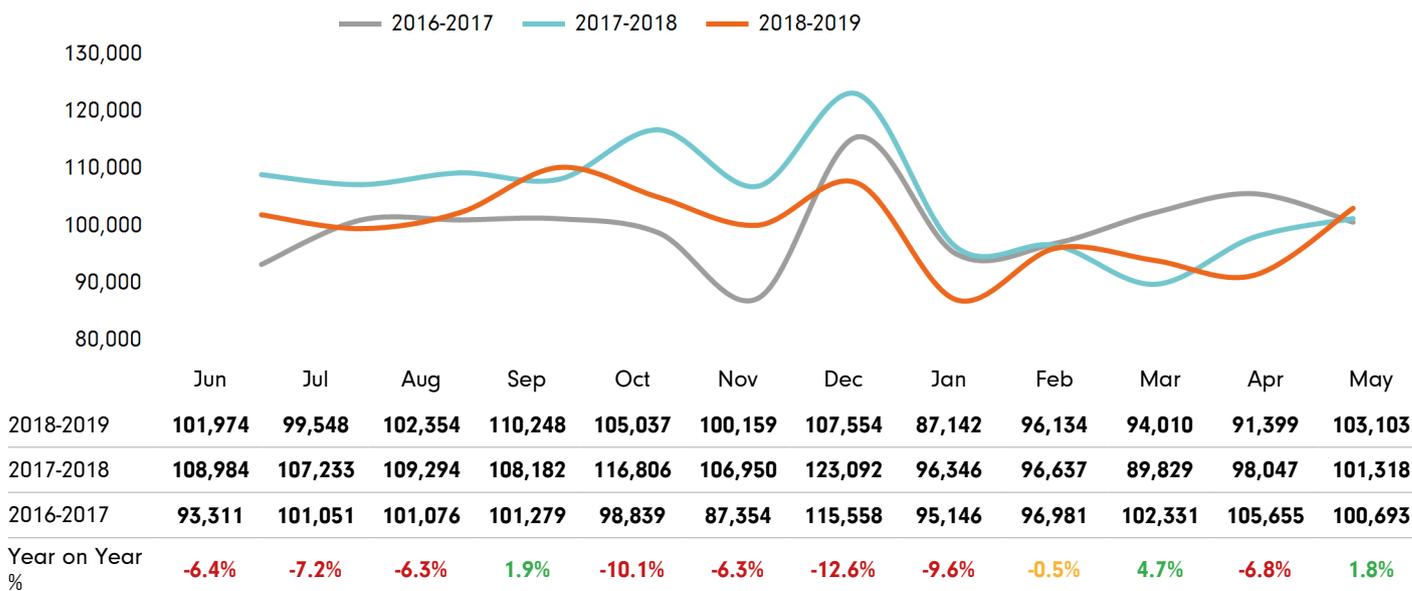
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

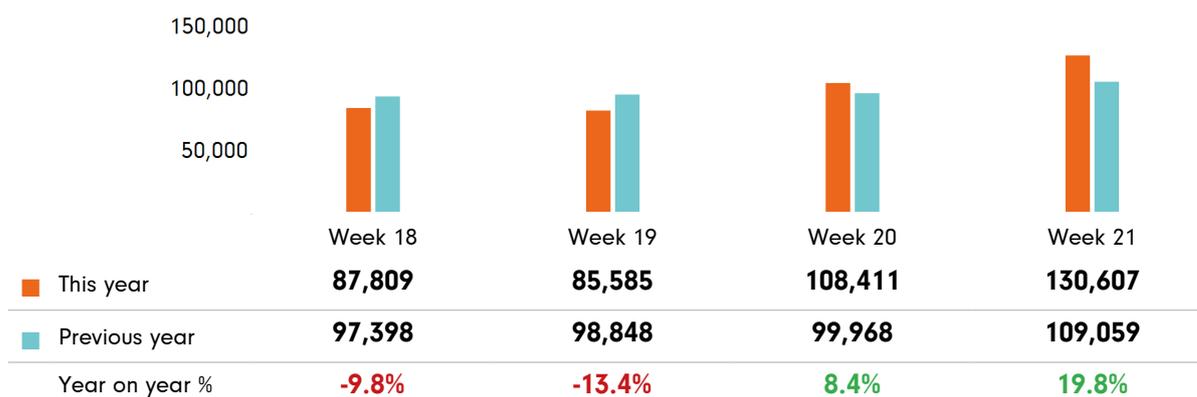
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for May compares May 2019 to May 2018

Footfall by week of month

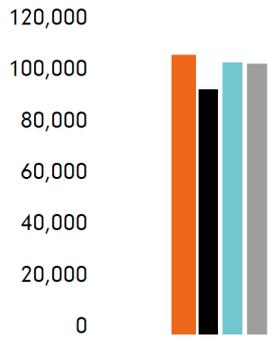
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



High Street

This Month	103,103
Previous Month	91,400
Previous Year	101,318
2 Years Ago	100,694
Year on Year %	1.8 %

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 May, 2019 Vs January, 2018 to May, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2019 Vs 4 2019