Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Huntingdon	5.2 %	-5.0 %	20.1 %	-7.2 %	-3.5 %	-2.4 %
East	-3.2 %	-3.2 %	-4.3 %	-1.1 %	5.7 %	4.3 %
UK	-1.5 %	-2.7 %	-2.2 %	0.1 %	5.4 %	3.3 %

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 5.2% up on the previous year.

The number of visitors counted for month commencing 1 July 2019 was 478,162.

The busiest day in month commencing 1 July 2019 was Saturday 20 July with 25,404 visitors.

The peak hour of the month was 11:00 on Saturday 20 July 2019 with footfall of 3,810

Footfall by month

Figures shown below are calculated using monthly totals.

478,162
619,202
398,194
428,932

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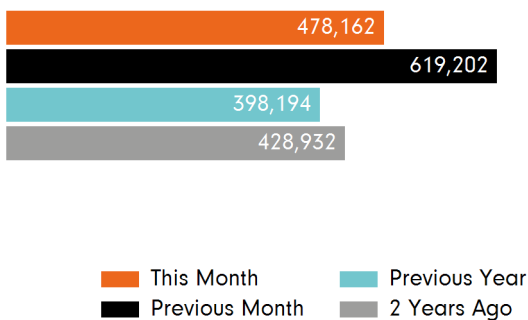
Weather

	☀	☁	🌧
Number of days this month	12	5	11
Number of days same month last year	20	2	6

Average temperature

	Maximum temperature	Minimum temperature
2019	24°	14°
2018	27°	14°

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.
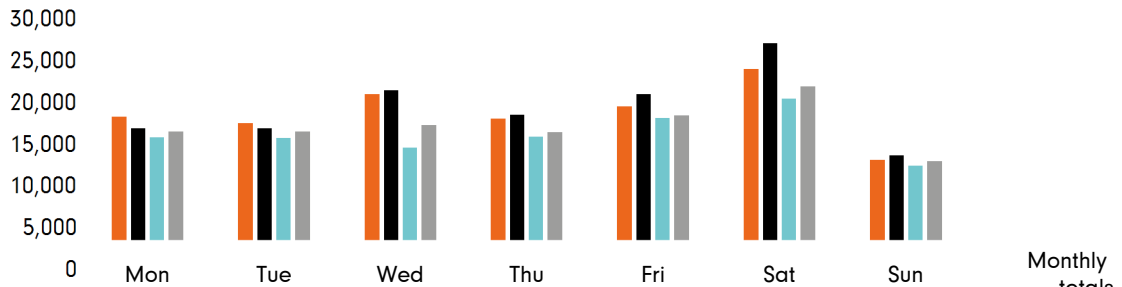
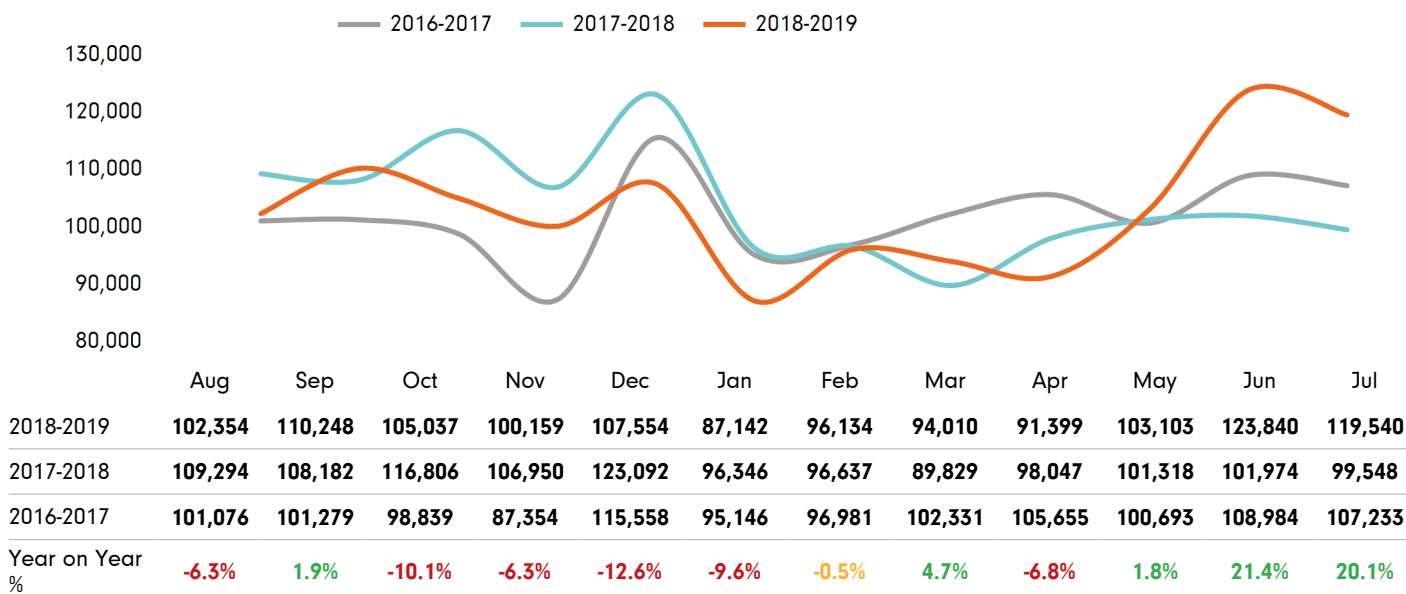|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	16,507	15,709	19,473	16,305	17,897	22,675	10,971	119,537
Previous Month	15,057	15,031	19,980	16,786	19,430	26,040	11,513	123,837
Previous Year	13,860	13,825	12,521	13,949	16,378	18,825	10,188	99,546
2 Years Ago	14,619	14,642	15,465	14,575	16,675	20,473	10,781	107,230
Month on month %	9.6 %	4.5 %	-2.5 %	-2.9 %	-7.9 %	-12.9 %	-4.7 %	
Year on year %	19.1 %	13.6 %	55.5 %	16.9 %	9.3 %	20.5 %	7.7 %	

Footfall by hour

The figures shown below are calculated using a weekly average
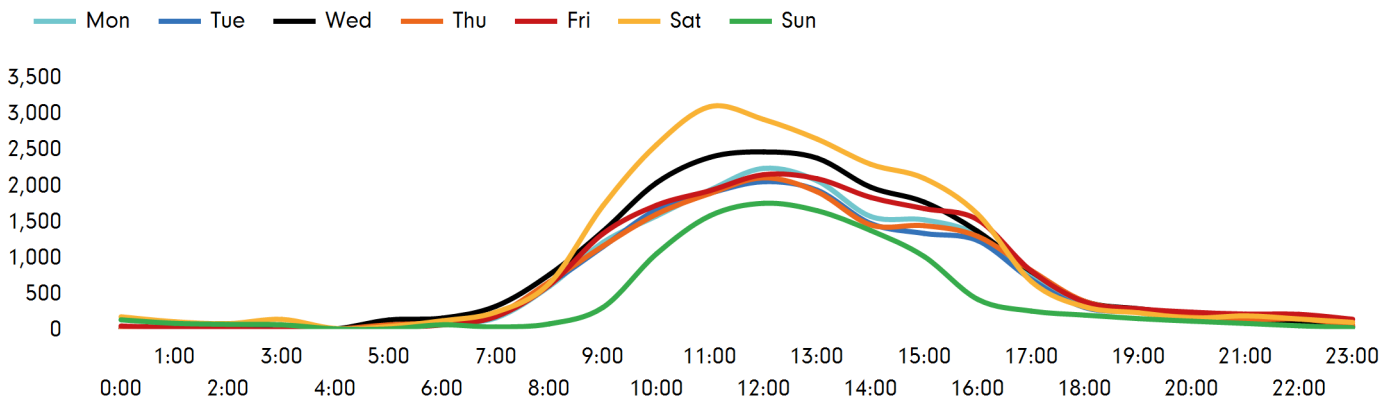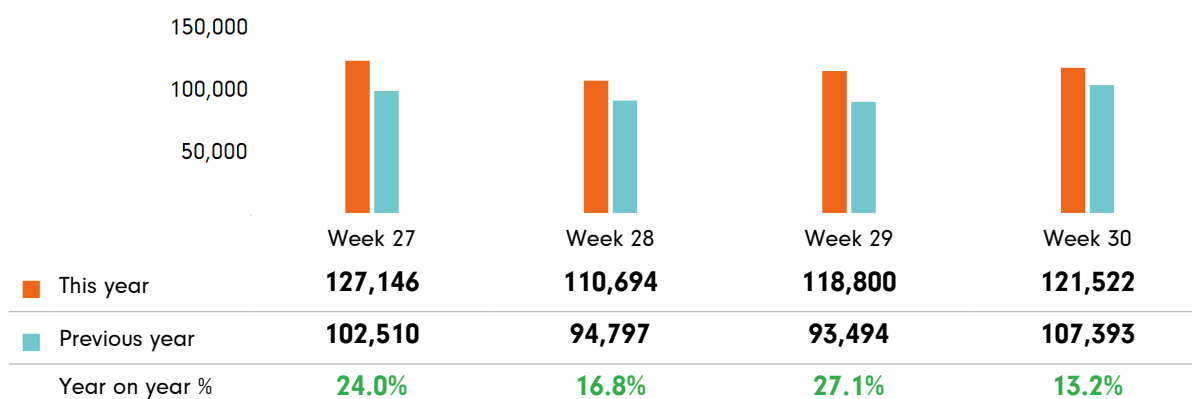
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
2018-2019	102,354	110,248	105,037	100,159	107,554	87,142	96,134	94,010	91,399	103,103	123,840	119,540
2017-2018	109,294	108,182	116,806	106,950	123,092	96,346	96,637	89,829	98,047	101,318	101,974	99,548
2016-2017	101,076	101,279	98,839	87,354	115,558	95,146	96,981	102,331	105,655	100,693	108,984	107,233
Year on Year %	-6.3%	1.9%	-10.1%	-6.3%	-12.6%	-9.6%	-0.5%	4.7%	-6.8%	1.8%	21.4%	20.1%

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

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 27	Week 28	Week 29	Week 30
This year	127,146	110,694	118,800	121,522
Previous year	102,510	94,797	93,494	107,393
Year on year %	24.0%	16.8%	27.1%	13.2%

Footfall by location

The figures shown below are calculated using weekly averages.

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

High Street
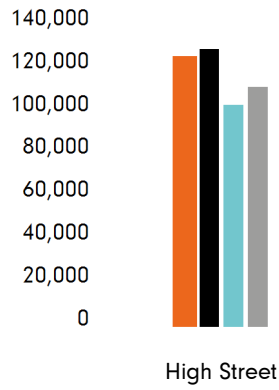
This Month	**119,541**
Previous Month	**123,840**
Previous Year	**99,549**
2 Years Ago	**107,233**
Year on Year %	**20.1 %**

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 July , 2019 Vs January, 2018 to July , 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2019 Vs 6 2019