

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	13.6 %	-4.9 %	34.2 %	-6.4 %	4.2 %	-4.6 %
East	-3.1 %	-4.0 %	-4.0 %	-5.1 %	-1.0 %	-1.3 %
UK	-2.1 %	-2.6 %	-4.6 %	-3.8 %	-2.2 %	-2.4 %

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 13.6% up on the previous year.

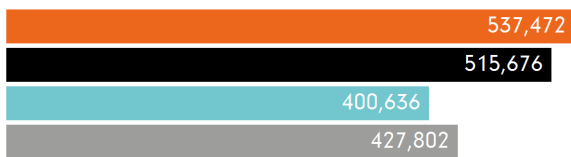
The number of visitors counted for month commencing 28 October 2019 was 537,472.

The busiest day in month commencing 28 October 2019 was Saturday 23 November with 30,921 visitors.

The peak hour of the month was 13:00 on Saturday 23 November 2019 with footfall of 4,345

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



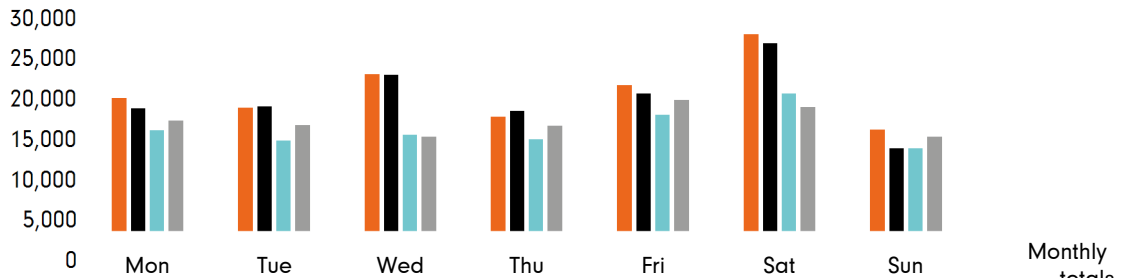
Number of days this month	9	6	13
Number of days same month last year	12	7	9

Average temperature

	Maximum temperature	Minimum temperature
2019	10°	4°
2018	12°	5°

Footfall by day

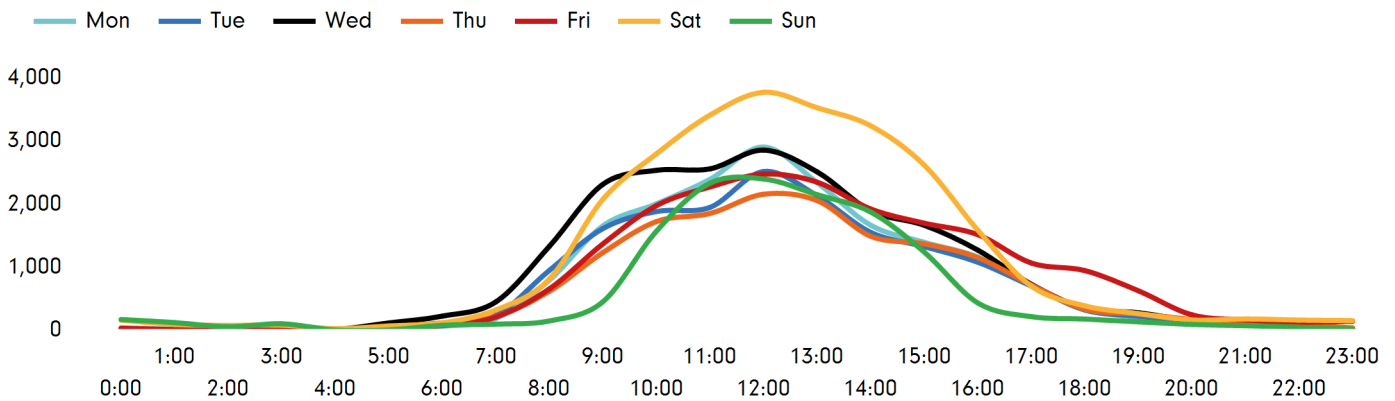
The figures shown below are calculated using weekly averages.



This Month	18,405	17,162	21,633	15,951	20,091	26,958	14,164	134,364
Previous Month	17,027	17,330	21,516	16,650	19,040	25,682	11,670	128,915
Previous Year	14,089	12,757	13,532	12,911	16,210	18,974	11,682	100,155
2 Years Ago	15,420	14,835	13,272	14,720	18,193	17,235	13,274	106,949
Month on month %	8.1 %	-1.0 %	0.5 %	-4.2 %	5.5 %	5.0 %	21.4 %	
Year on year %	30.6 %	34.5 %	59.9 %	23.5 %	23.9 %	42.1 %	21.2 %	

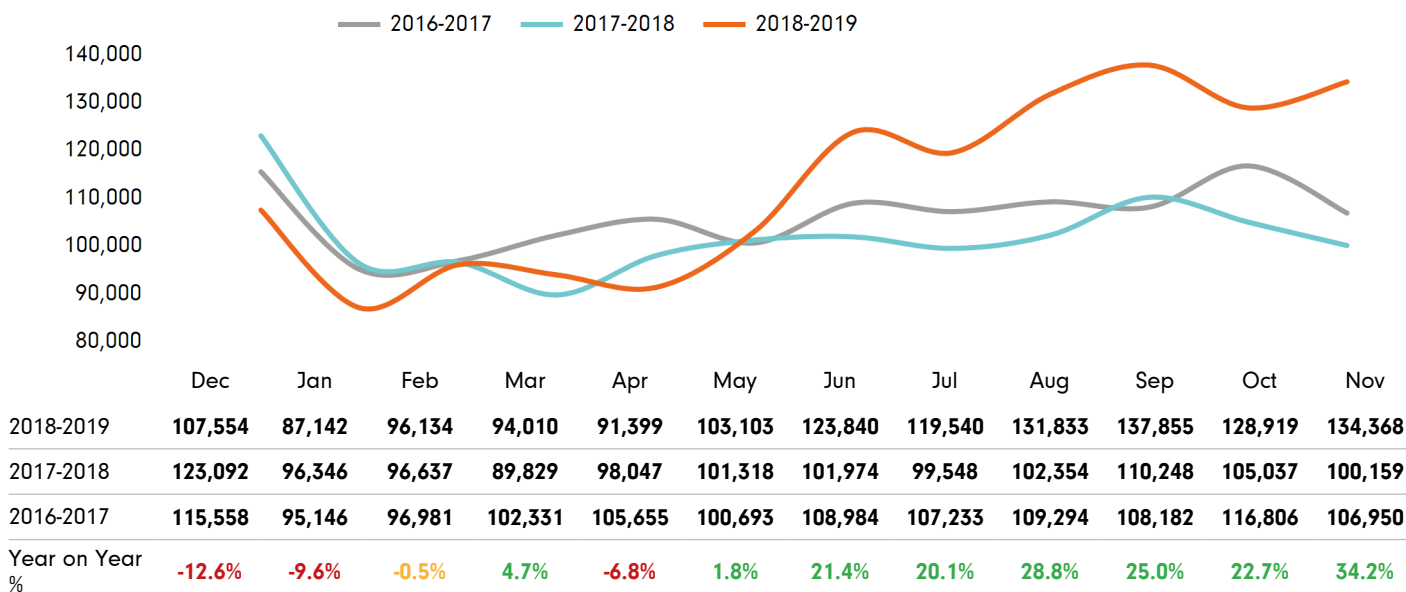
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

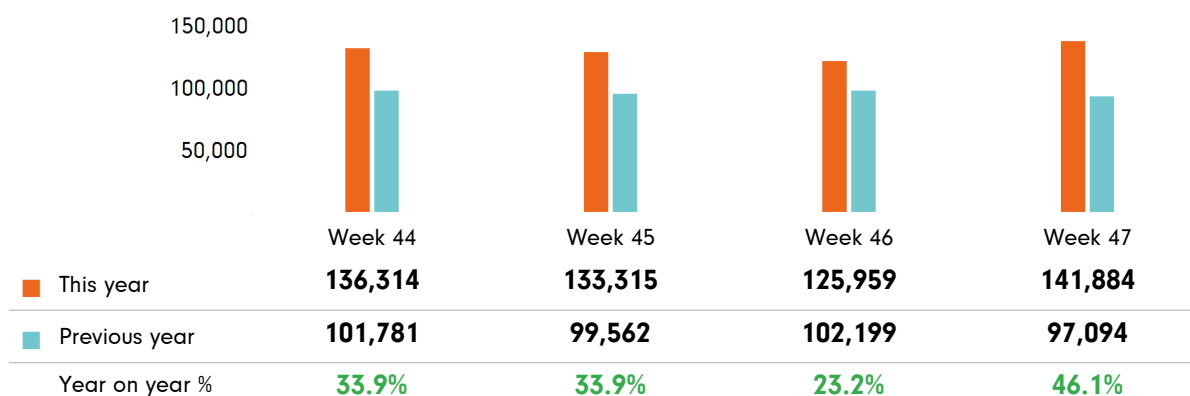
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

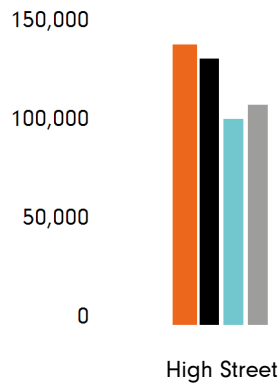
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	134,368
Previous Month	128,919
Previous Year	100,159
2 Years Ago	106,951
Year on Year %	34.2 %

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 November, 2019 Vs January, 2018 to November, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2019 Vs 10 2019