

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	15.3 %	-5.8 %	30.2 %	-12.6 %	4.3 %	7.4 %
East	-3.3 %	-3.9 %	-5.0 %	-4.6 %	-1.2 %	1.3 %
UK	-2.2 %	-2.5 %	-3.6 %	-2.1 %	5.8 %	4.9 %

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 15.3% up on the previous year.

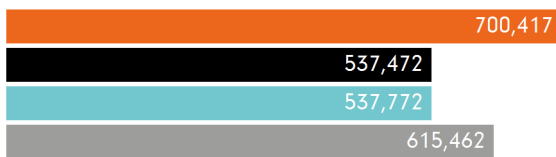
The number of visitors counted for month commencing 25 November 2019 was 700,417.

The busiest day in month commencing 25 November 2019 was Saturday 21 December with 31,924 visitors.

The peak hour of the month was 13:00 on Monday 23 December 2019 with footfall of 4,617

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



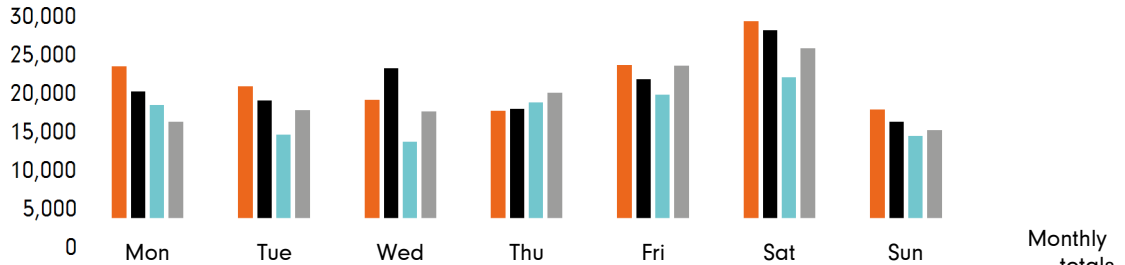
Number of days this month	11	5	19	
Number of days same month last year	10	6	18	1

Average temperature

	Maximum temperature	Minimum temperature
2019	9°	4°
2018	9°	5°

Footfall by day

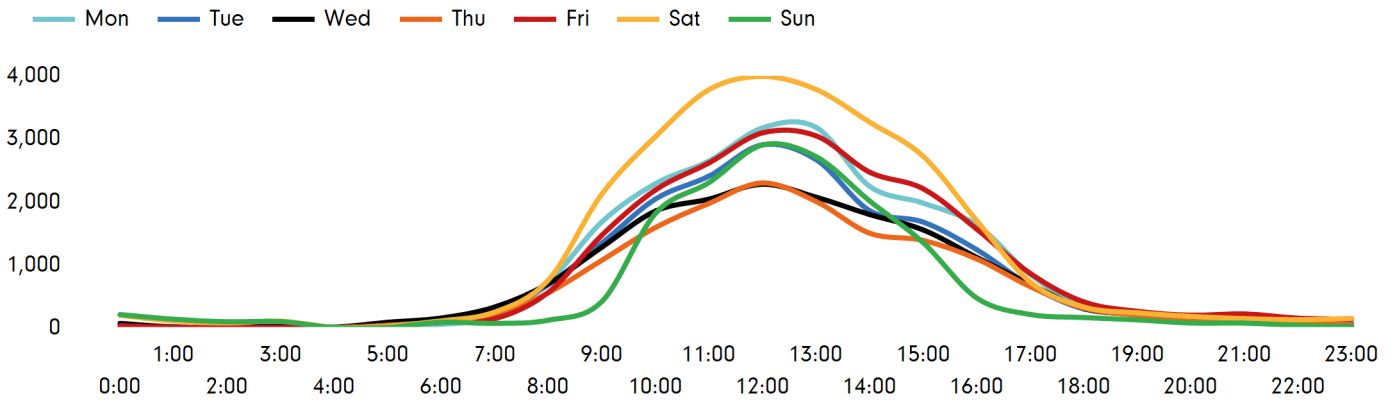
The figures shown below are calculated using weekly averages.



This Month	21,875	19,092	17,234	15,671	22,101	28,243	15,865	140,081
Previous Month	18,405	17,162	21,633	15,951	20,091	26,958	14,164	134,364
Previous Year	16,461	12,323	11,400	16,831	17,977	20,351	12,208	107,551
2 Years Ago	14,152	15,801	15,614	18,180	21,957	24,425	12,962	123,091
Month on month %	18.9 %	11.2 %	-20.3 %	-1.8 %	10.0 %	4.8 %	12.0 %	
Year on year %	32.9 %	54.9 %	51.2 %	-6.9 %	22.9 %	38.8 %	30.0 %	

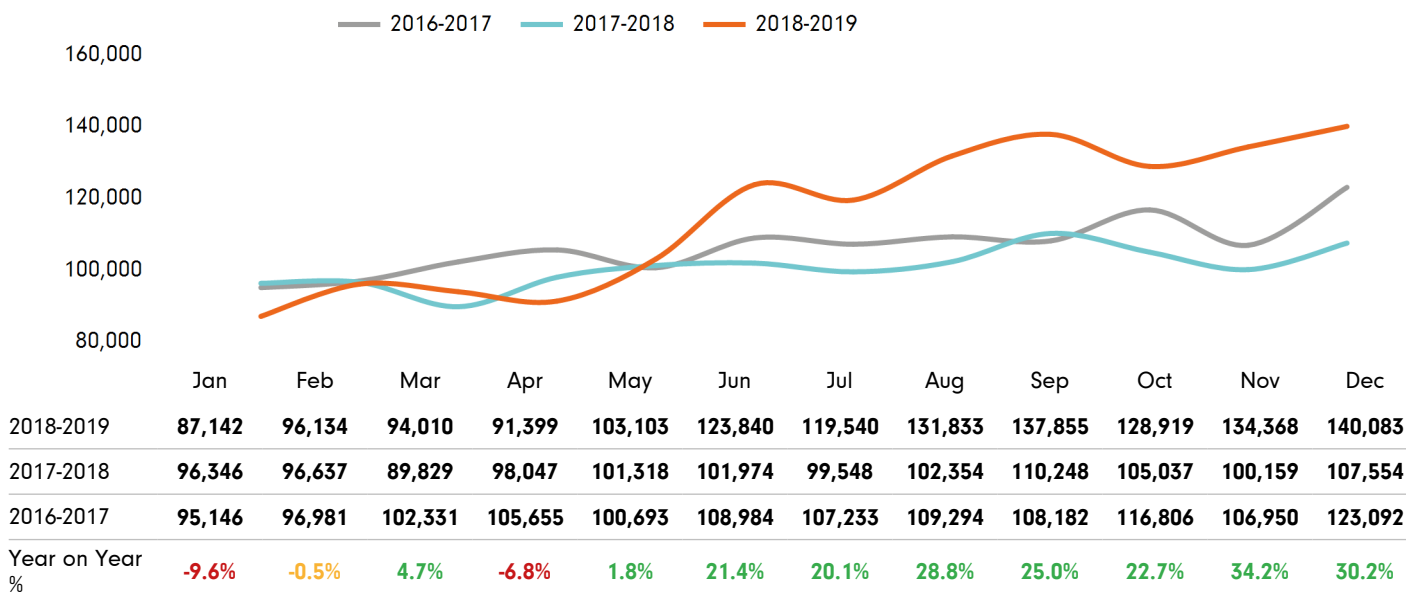
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

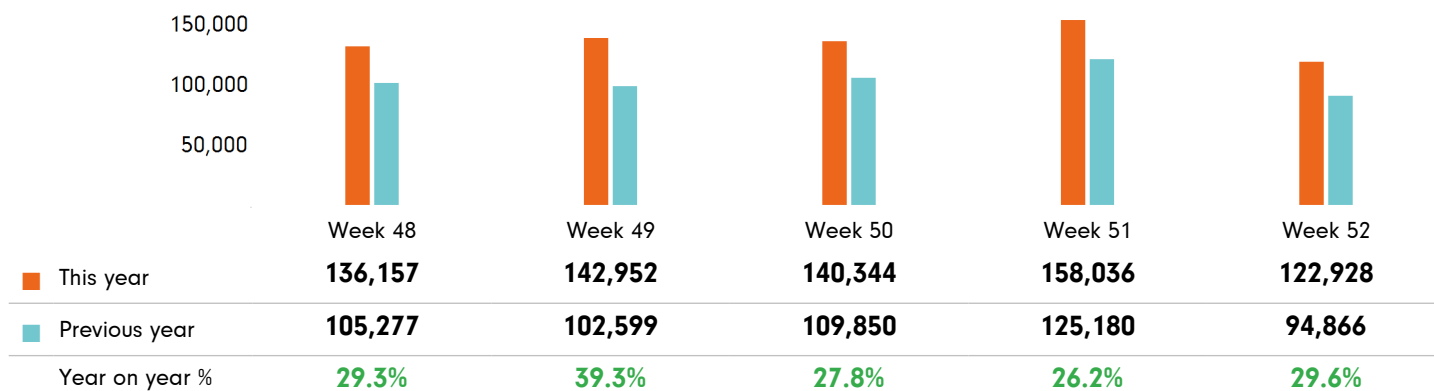
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

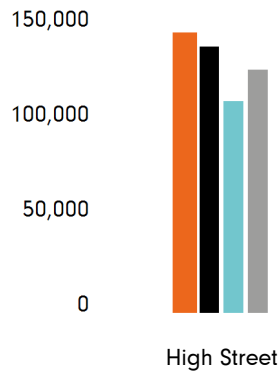
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	140,083
Previous Month	134,368
Previous Year	107,554
2 Years Ago	123,092
Year on Year %	30.2 %

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 December, 2019 Vs January, 2018 to December, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2019 Vs 11 2019