

Footfall Report for: Huntingdon

Weeks This Month: 5
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Huntingdon	40.0 %	-9.6 %	40.0 %	-9.6 %	-12.8 %	-19.0 %
East	-1.5 %	-2.8 %	-1.5 %	-2.8 %	-10.5 %	-16.7 %
UK	-1.6 %	-1.3 %	-1.6 %	-1.3 %	-17.3 %	-18.6 %

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

Footfall for the year to date is 40% up on the previous year.

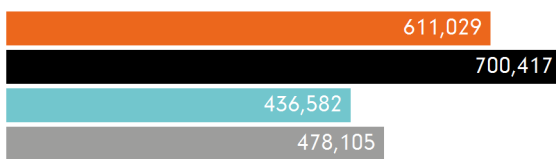
The number of visitors counted for month commencing 30 December 2019 was 611,029.

The busiest day in month commencing 30 December 2019 was Saturday 1 February with 30,271 visitors.

The peak hour of the month was 12:00 on Saturday 1 February 2020 with footfall of 4,263

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	13	9	12	1
Number of days same month last year	12	12	2	2

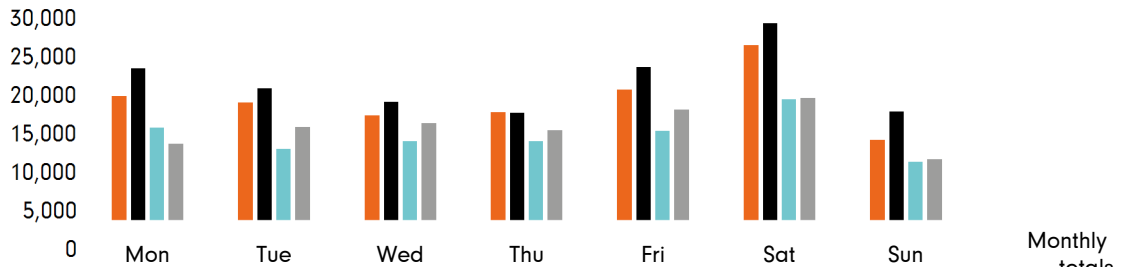
Average temperature

	Maximum temperature	Minimum temperature
2020	9°	4°
2019	7°	2°

SPRINGBOARD.

Footfall by day

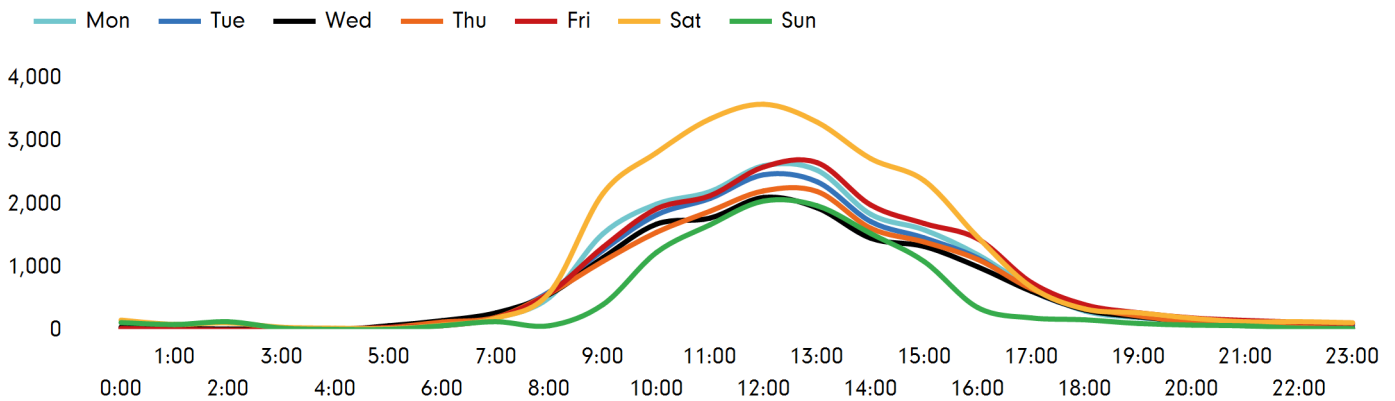
The figures shown below are calculated using weekly averages.



This Month	18,050	17,119	15,286	15,812	18,904	25,170	11,862	122,203
Previous Month	21,875	19,092	17,234	15,671	22,101	28,243	15,865	140,081
Previous Year	13,643	10,634	11,750	11,710	13,143	17,598	8,836	87,314
2 Years Ago	11,321	13,717	14,231	13,241	16,129	17,799	9,180	95,618
Month on month %	-17.5 %	-10.3 %	-11.3 %	0.9 %	-14.5 %	-10.9 %	-25.2 %	
Year on year %	30.1 %	64.3 %	30.1 %	34.7 %	42.9 %	44.2 %	36.8 %	

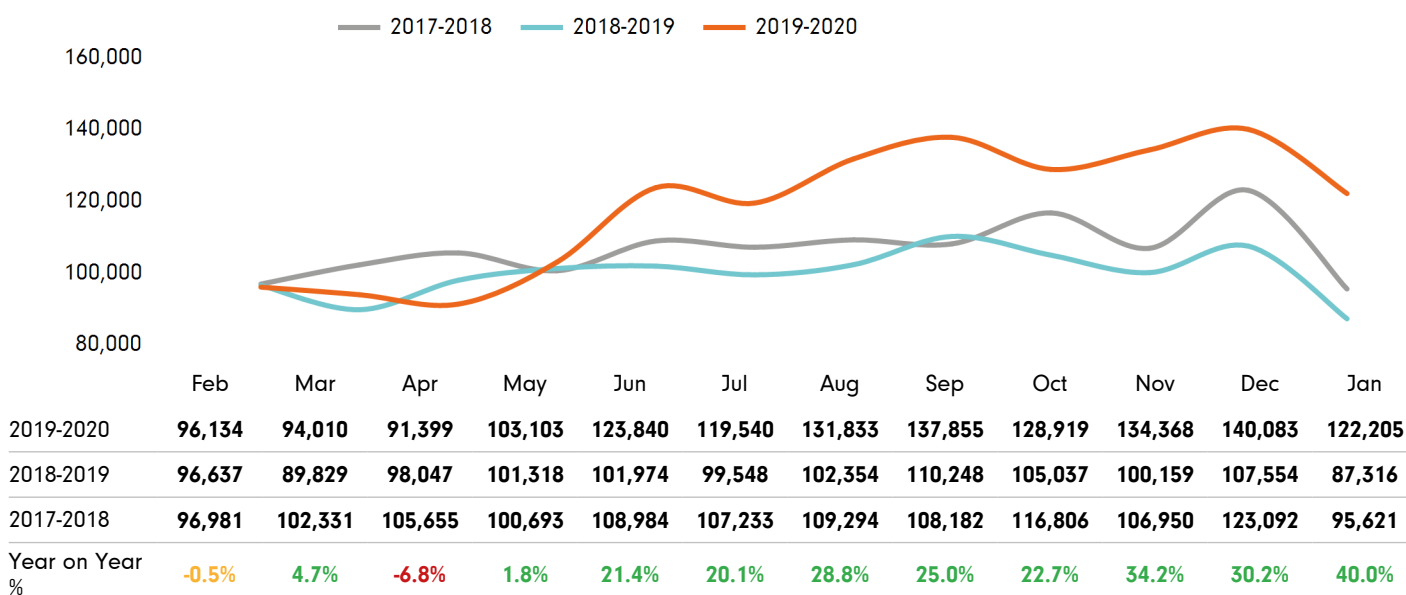
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

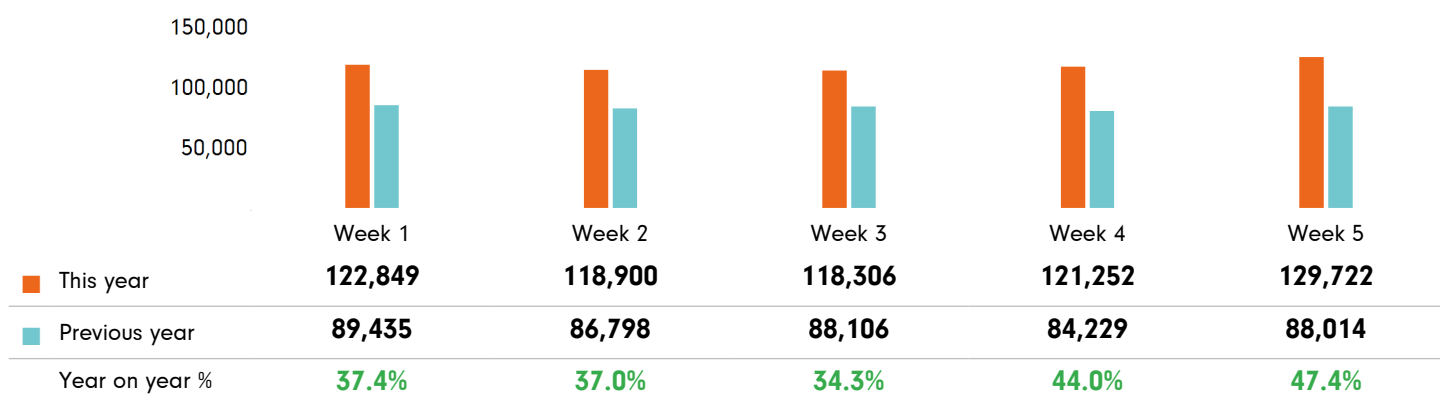
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for January compares January 2020 to January 2019

Footfall by week of month

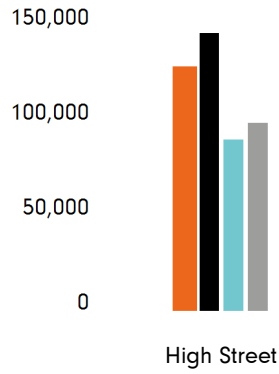
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	122,206
Previous Month	140,083
Previous Year	87,316
2 Years Ago	95,621
Year on Year %	40.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2020 to January, 2020 Vs January, 2019 to January, 2019

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2020 Vs January, 2019

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2020 Vs December 2019