

# Footfall Report for: Huntingdon

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Huntingdon	34.4 %	-5.0 %	28.0 %	-0.5 %	1.2 %	10.3 %
East	-4.7 %	-3.6 %	-7.7 %	-5.2 %	1.8 %	11.6 %
UK	-4.5 %	-1.4 %	-8.1 %	-1.5 %	1.6 %	7.9 %

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 34.4% up on the previous year.

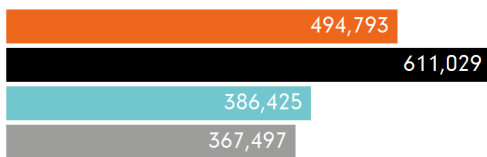
The number of visitors counted for month commencing 3 February 2020 was 494,793.

The busiest day in month commencing 3 February 2020 was Saturday 22 February with 26,281 visitors.

The peak hour of the month was 12:00 on Saturday 22 February 2020 with footfall of 4,127

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



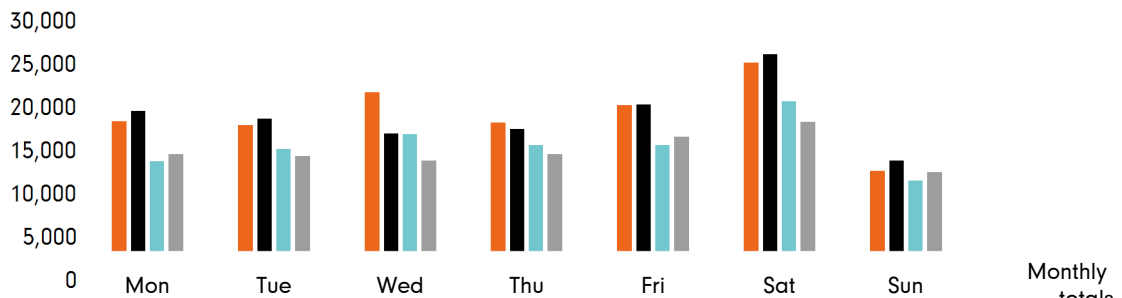
	Sun	Cloud	Rain	Snow
Number of days this month	10	2	15	1
Number of days same month last year	13	5	7	3

## Average temperature

	Maximum temperature	Minimum temperature
2020	10°	4°
2019	12°	4°

## Footfall by day

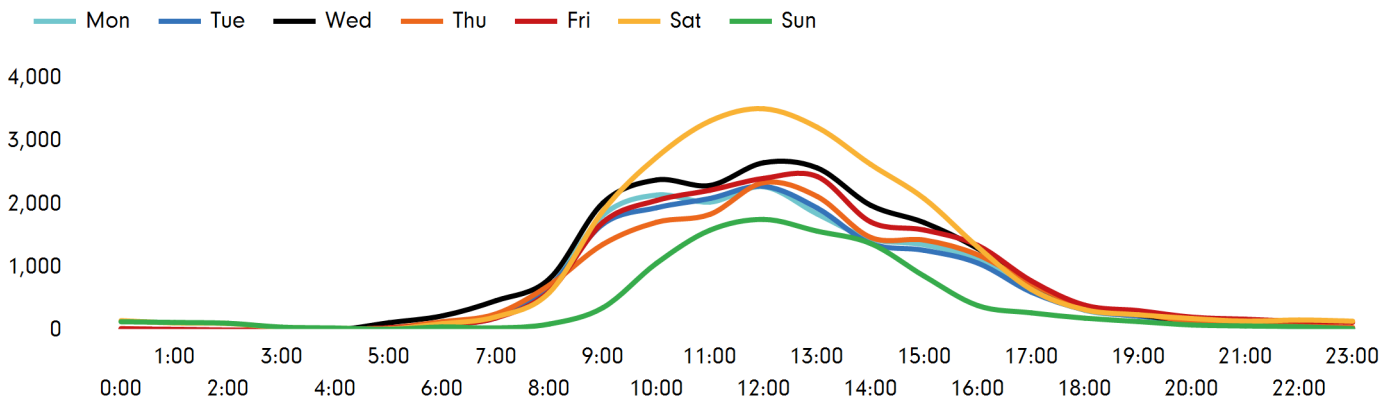
The figures shown below are calculated using weekly averages.



This Month	16,806	16,342	20,419	16,591	18,781	24,126	10,634	123,699
Previous Month	18,050	17,119	15,287	15,813	18,905	25,170	11,862	122,206
Previous Year	11,847	13,333	15,170	13,780	13,804	19,296	9,376	96,606
2 Years Ago	12,725	12,461	11,925	12,727	14,894	16,717	10,425	91,874
Month on month %	-6.9 %	-4.5 %	33.6 %	4.9 %	-0.7 %	-4.1 %	-10.4 %	
Year on year %	41.9 %	22.6 %	34.6 %	20.4 %	36.1 %	25.0 %	13.4 %	

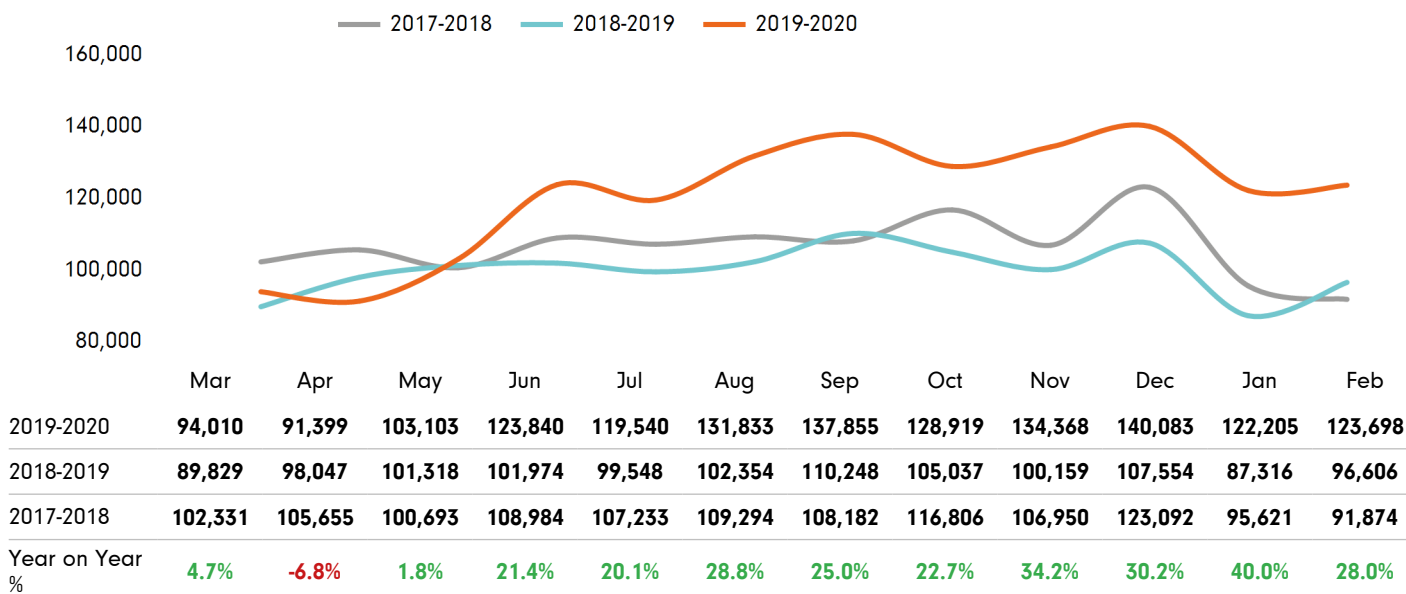
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

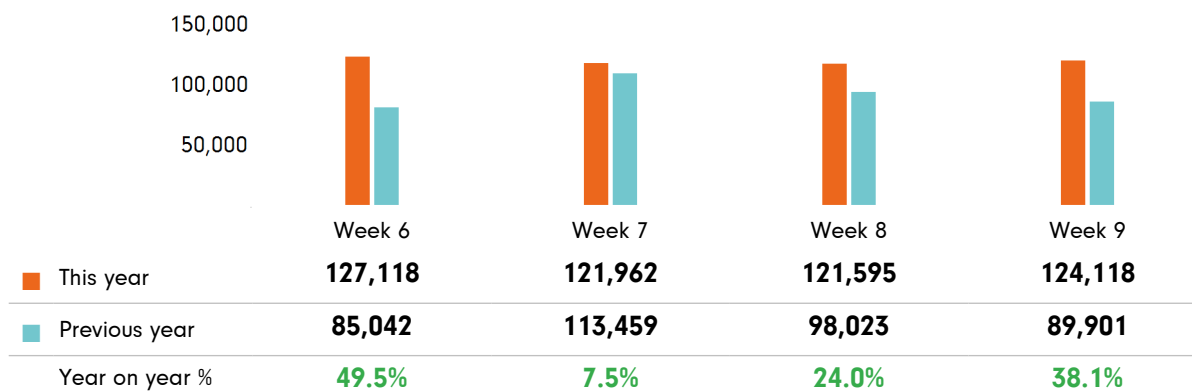
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

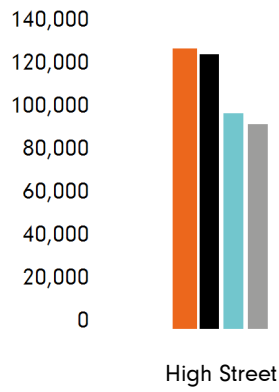
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>123,698</b>
Previous Month	<b>122,205</b>
Previous Year	<b>96,606</b>
2 Years Ago	<b>91,874</b>
Year on Year %	<b>28.0 %</b>

### 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 February, 2020 Vs January, 2019 to February, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2020 Vs 1 2020