

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 | 0.8 % | -2.8 % | -63.4 % | -6.8 % | -62.1 % | -2.8 % |
| East | -31.2 % | -1.2 % | -79.8 % | -1.8 % | -61.4 % | 6.9 % |
| UK | -33.3 % | 0.2 % | -83.4 % | -1.5 % | -66.1 % | 5.4 % |

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 0.8% up on the previous year.

The number of visitors counted for month commencing 6 April 2020 was 131,283.

The busiest day in month commencing 6 April 2020 was Saturday 2 May with 6,794 visitors.

The peak hour of the month was 11:00 on Saturday 2 May 2020 with footfall of 959

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



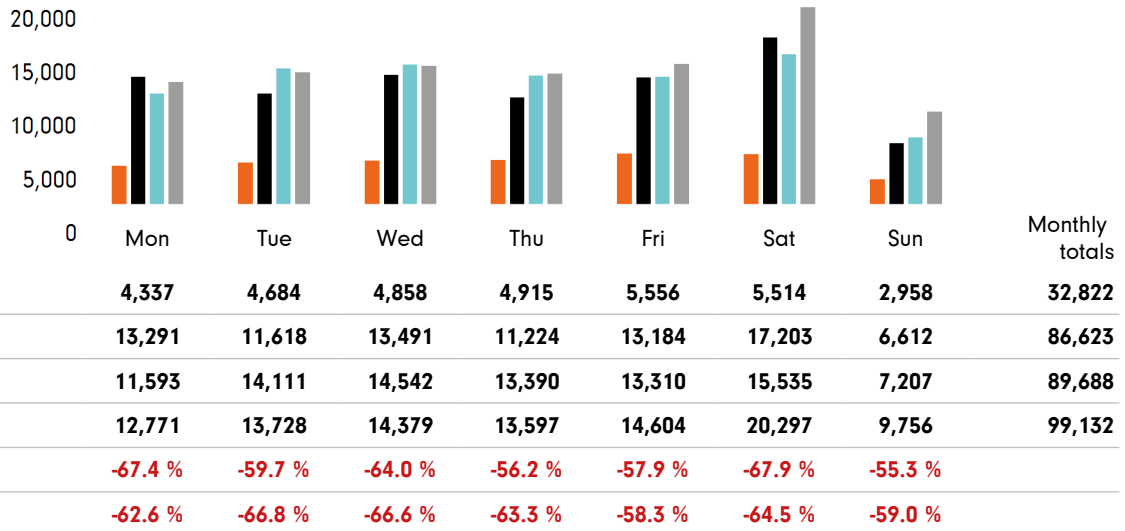
| | | | | |
|-------------------------------------|----|---|---|---|
| Number of days this month | 19 | 1 | 7 | 1 |
| Number of days same month last year | 11 | 8 | 9 | |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2020 | 17° | 6° |
| 2019 | 16° | 5° |

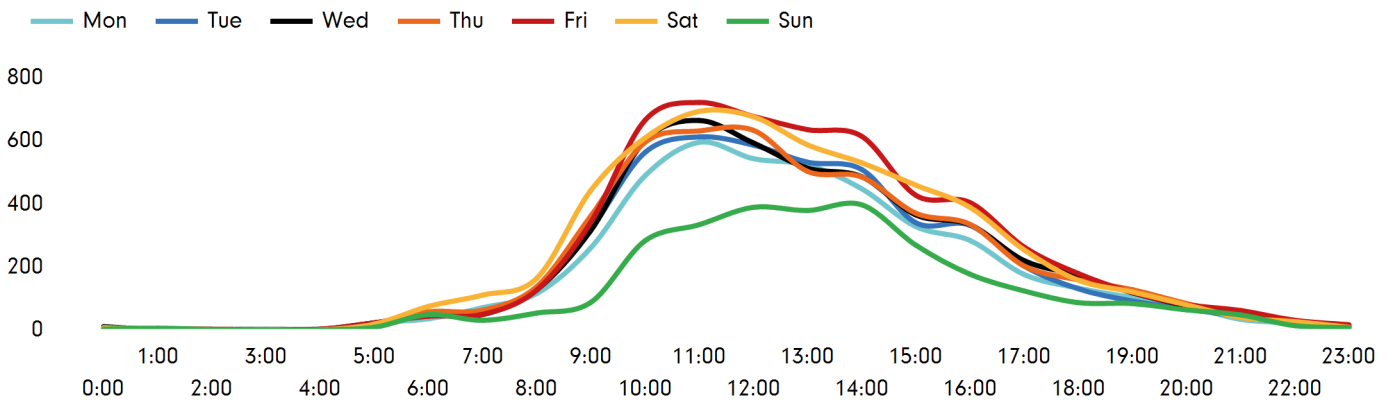
Footfall by day

The figures shown below are calculated using weekly averages.



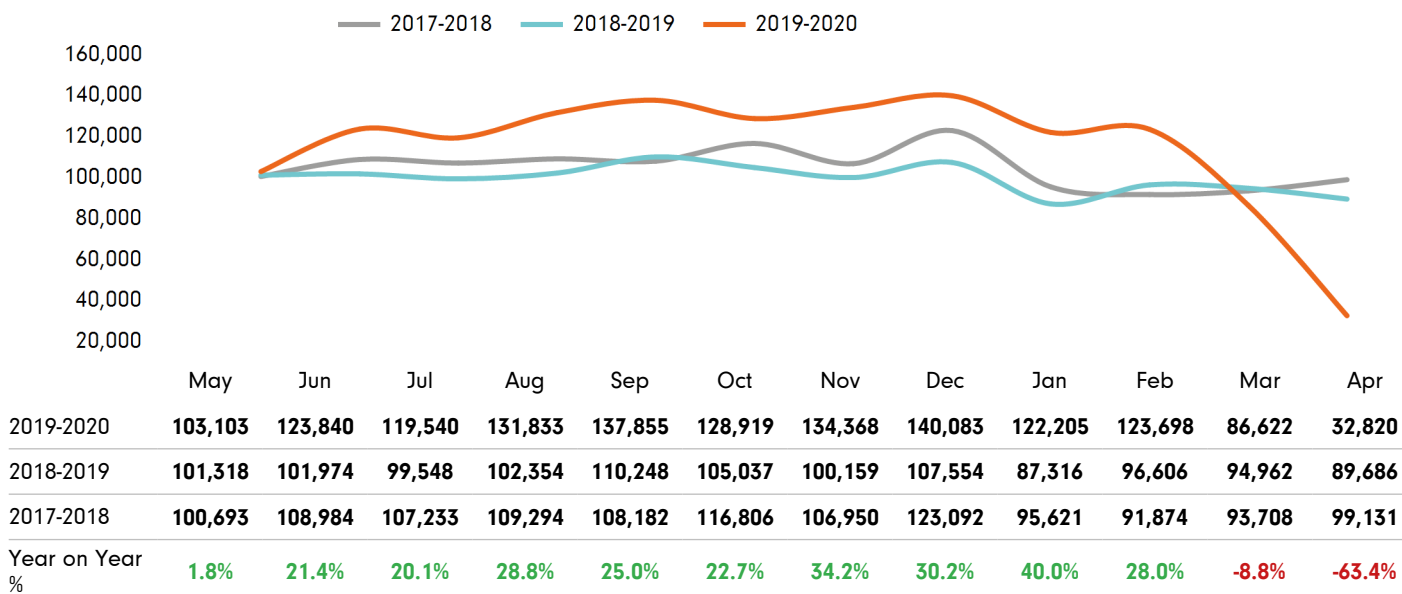
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

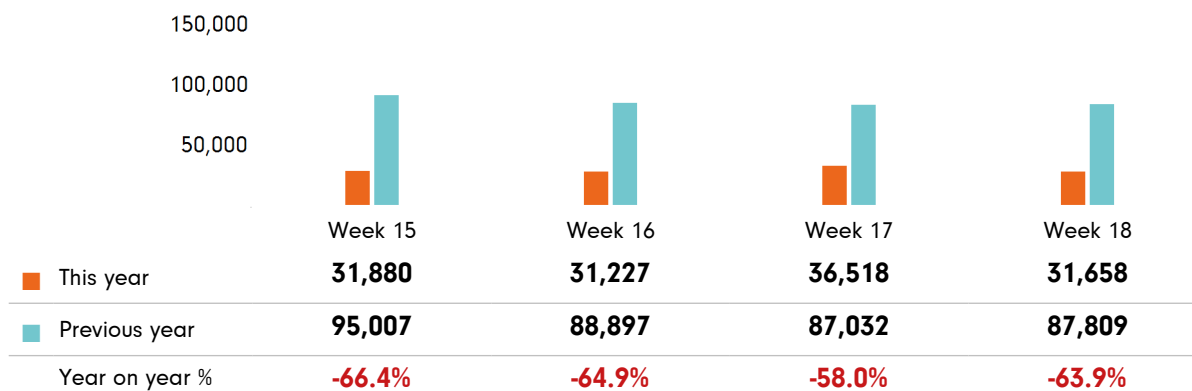
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

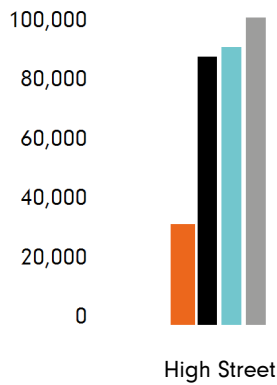
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



| | |
|----------------|----------------|
| This Month | 32,820 |
| Previous Month | 86,622 |
| Previous Year | 89,686 |
| 2 Years Ago | 99,131 |
| Year on Year % | -63.4 % |

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 April, 2020 Vs January, 2019 to April, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2020 Vs 3 2020