

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	-23.1 %	5.2 %	-29.6 %	20.1 %	46.2 %	-3.5 %
East	-42.0 %	-3.2 %	-38.9 %	-4.3 %	49.8 %	5.7 %
High Street Index(Market Towns)	-39.4 %	-3.5 %	-34.3 %	-5.7 %	40.6 %	4.9 %
UK	-46.1 %	-1.5 %	-46.6 %	-2.2 %	56.3 %	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 23.1% down on the previous year.

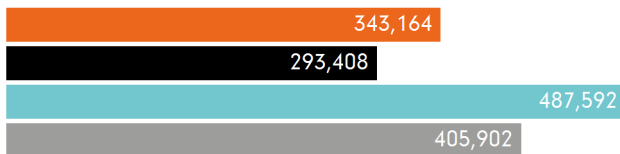
The number of visitors counted for month commencing 6 July 2020 was 343,164.

The busiest day in month commencing 6 July 2020 was Saturday 11 July with 16,468 visitors.

The peak hour of the month was 11:00 on Saturday 11 July 2020 with footfall of 2,407

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	8	7
Number of days same month last year	12	5	11

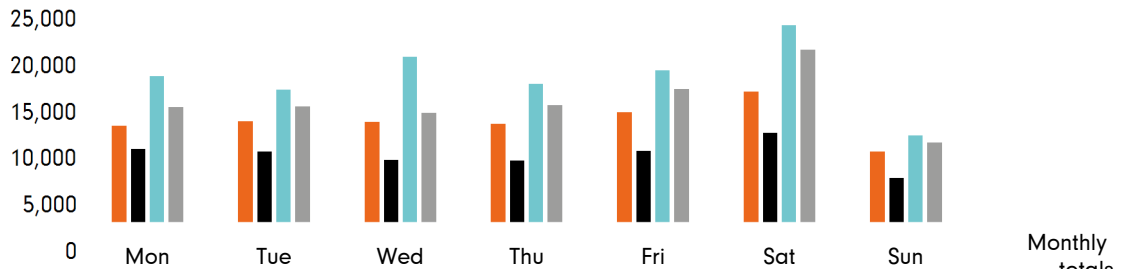
Average temperature

	Maximum temperature	Minimum temperature
2020	22°	12°
2019	24°	14°

SPRINGBOARD.

Footfall by day

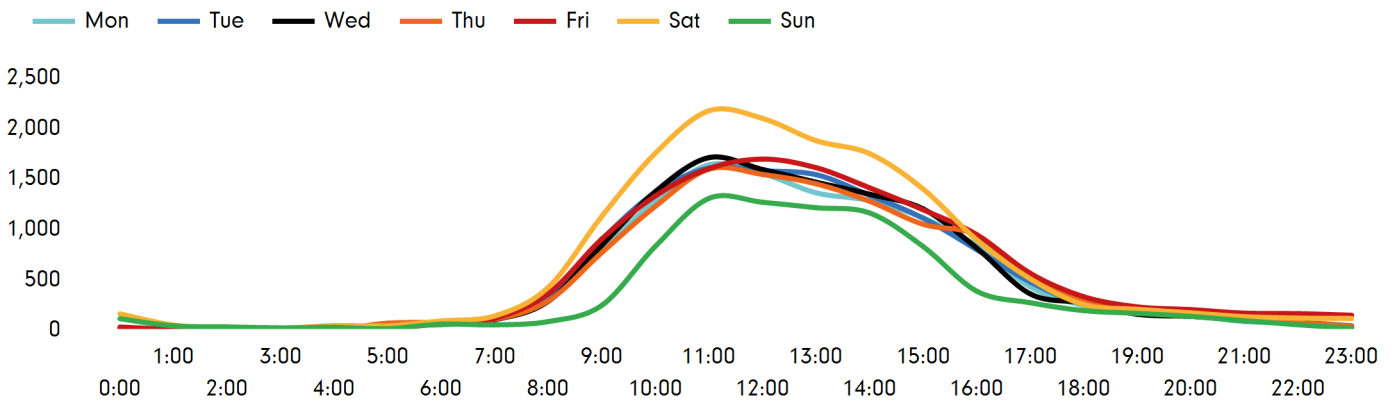
The figures shown below are calculated using weekly averages.



This Month	11,709	12,236	12,151	11,947	13,273	15,712	8,764	85,792
Previous Month	9,032	8,730	7,734	7,718	8,834	10,933	5,700	58,681
Previous Year	17,484	15,895	19,709	16,590	18,175	23,403	10,643	121,899
2 Years Ago	13,904	13,970	13,219	14,097	15,963	20,521	9,802	101,476
Month on month %	29.6 %	40.2 %	57.1 %	54.8 %	50.2 %	43.7 %	53.8 %	
Year on year %	-33.0 %	-23.0 %	-38.3 %	-28.0 %	-27.0 %	-32.9 %	-17.7 %	

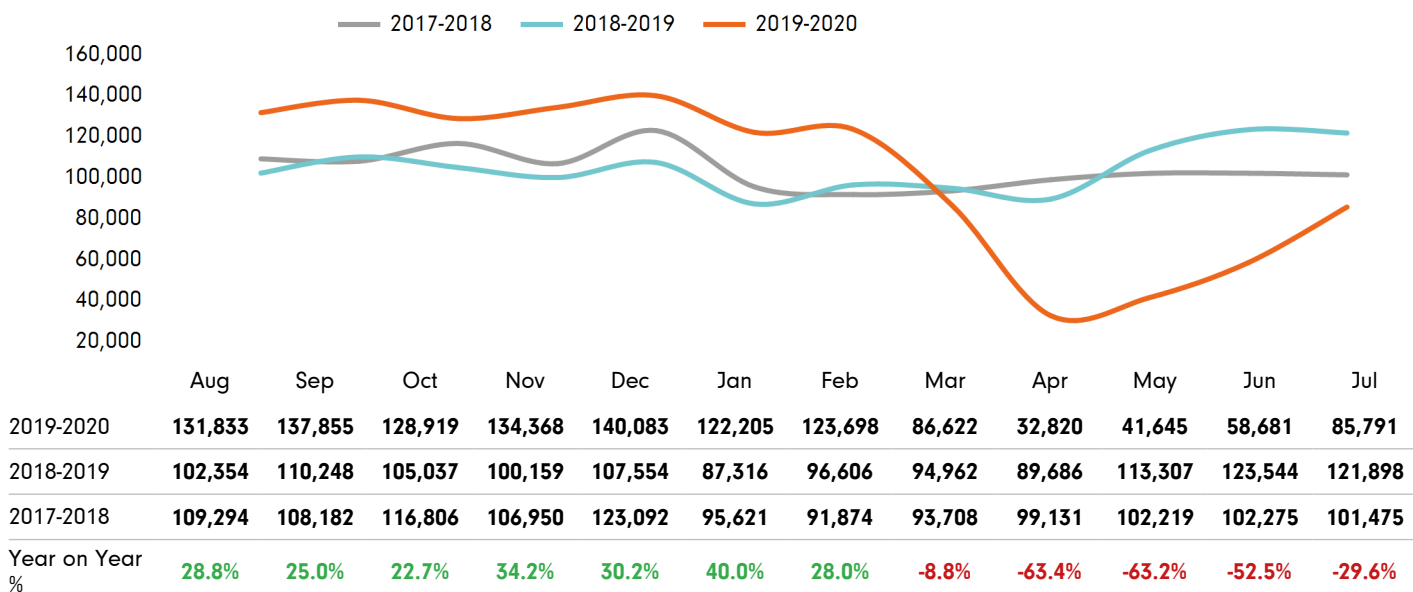
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

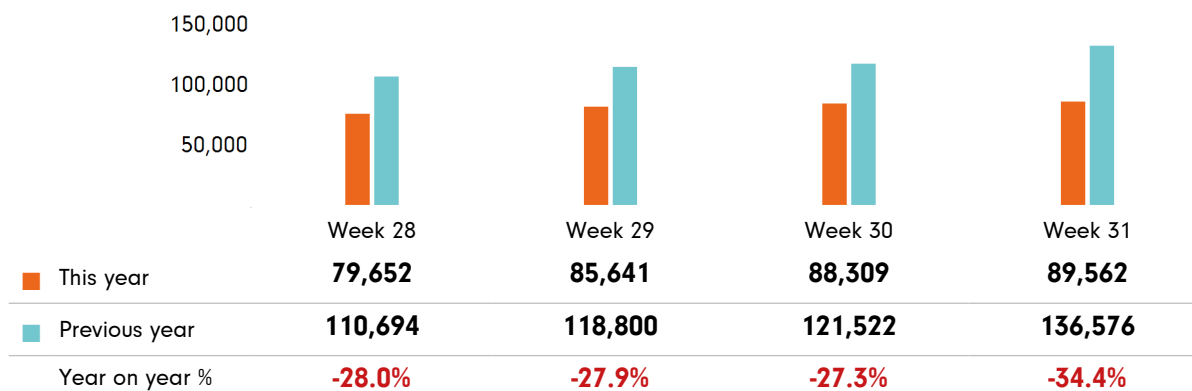
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

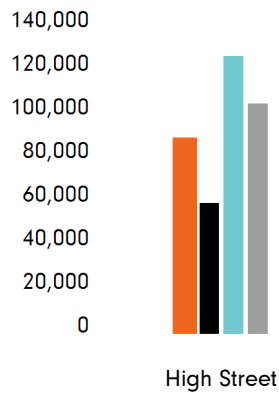
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	85,791
Previous Month	58,681
Previous Year	121,898
2 Years Ago	101,475
Year on Year %	-29.6 %

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 July, 2020 Vs January, 2019 to July, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2020 Vs 6 2020