

Footfall Report for: Huntingdon

 Weeks This Month: 4
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Huntingdon	-23.8 %	8.1 %	-28.5 %	28.8 %	10.2 %	10.3 %
East	-40.7 %	-2.9 %	-30.3 %	-0.3 %	14.1 %	-0.3 %
High Street Index(Market Towns)	-38.0 %	-3.4 %	-26.4 %	-2.3 %	10.4 %	0.1 %
UK	-45.1 %	-1.5 %	-38.0 %	-1.6 %	14.9 %	-0.6 %

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 23.8% down on the previous year.

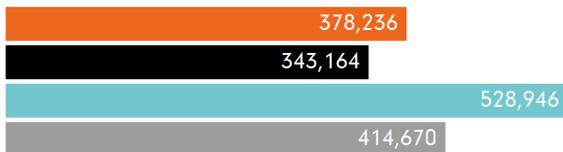
The number of visitors counted for month commencing 3 August 2020 was 378,236.

The busiest day in month commencing 3 August 2020 was Saturday 29 August with 17,904 visitors.

The peak hour of the month was 11:00 on Saturday 29 August 2020 with footfall of 2,526

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 **10** **3** **15**

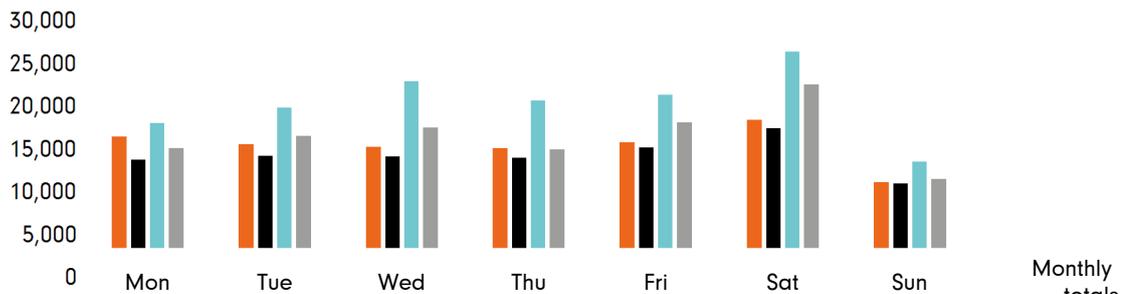
Number of days same month last year **15** **3** **10**

Average temperature

	Maximum temperature	Minimum temperature
2020	24°	15°
2019	24°	13°

Footfall by day

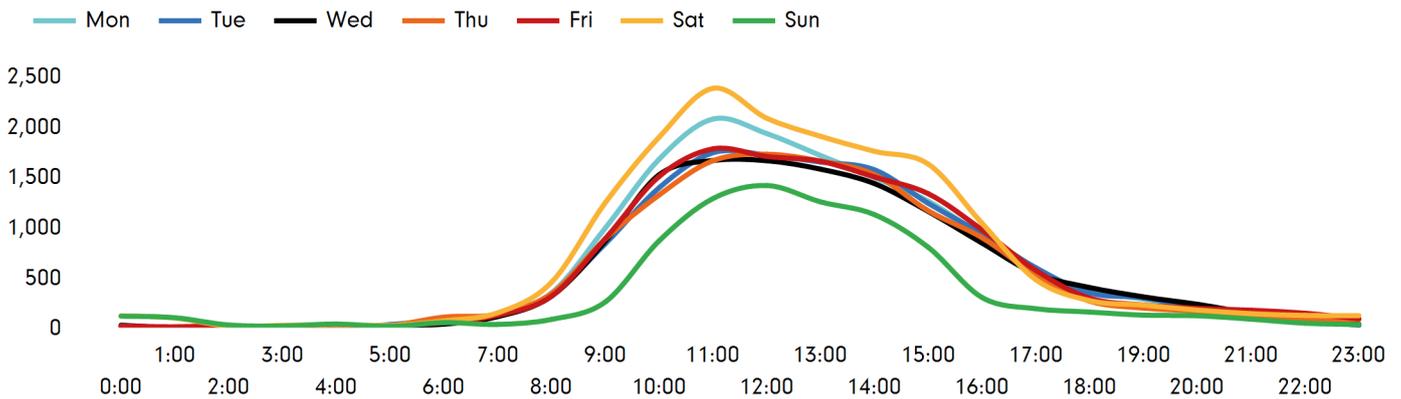
The figures shown below are calculated using weekly averages.



This Month	14,647	13,673	13,346	13,223	13,960	16,802	8,908	94,559
Previous Month	11,709	12,236	12,151	11,947	13,273	15,712	8,764	85,792
Previous Year	16,357	18,303	21,632	19,171	19,885	25,377	11,513	132,238
2 Years Ago	13,206	14,746	15,764	13,028	16,451	21,196	9,276	103,667
Month on month %	25.1 %	11.7 %	9.8 %	10.7 %	5.2 %	6.9 %	1.6 %	
Year on year %	-10.5 %	-25.3 %	-38.3 %	-31.0 %	-29.8 %	-33.8 %	-22.6 %	

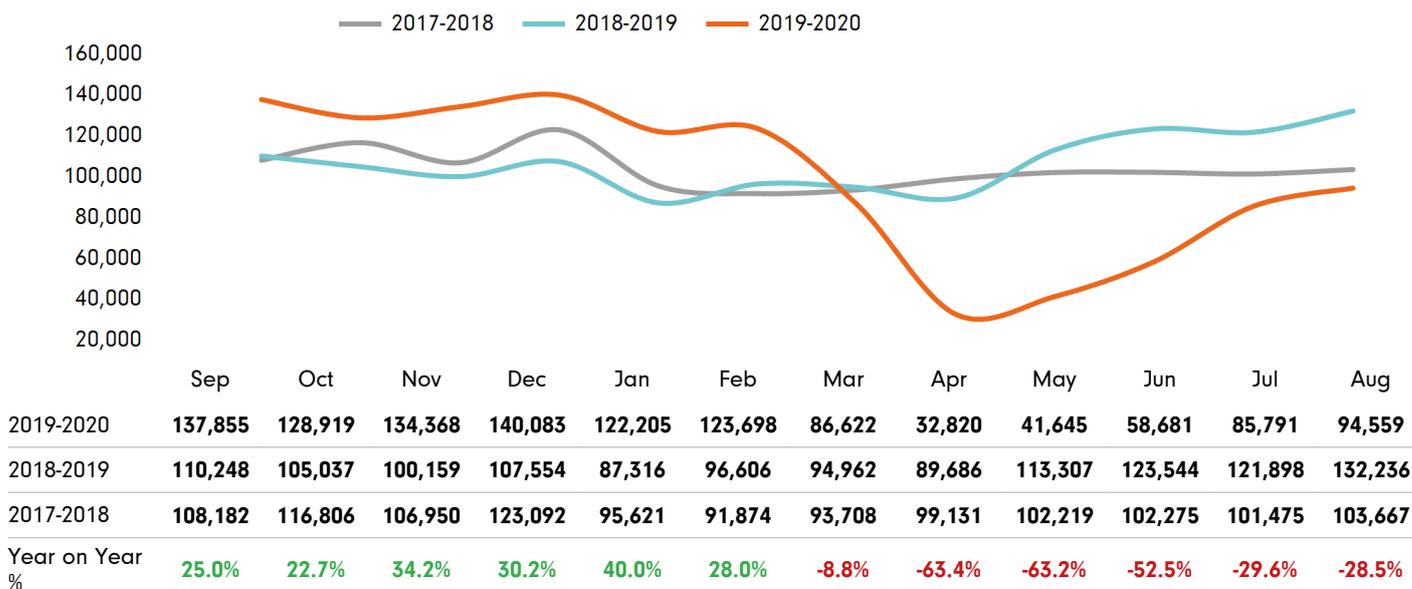
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

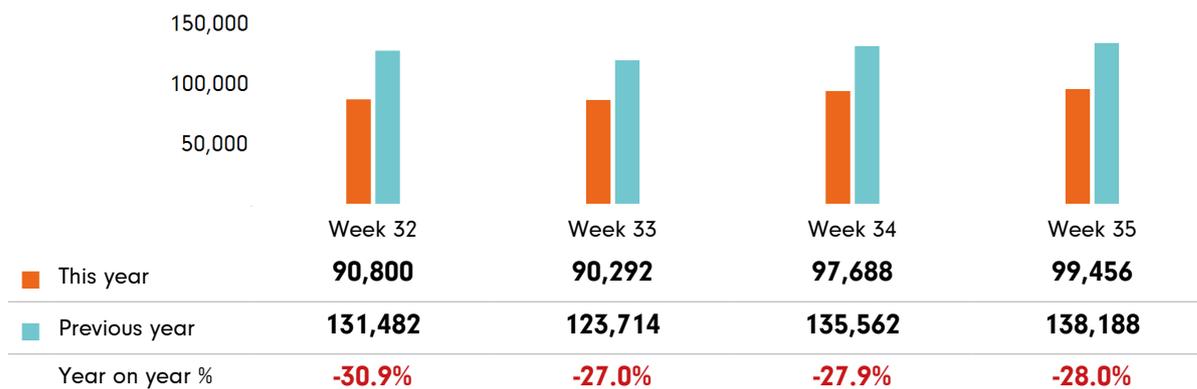
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

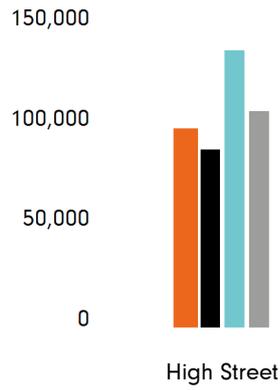
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	94,559
Previous Month	85,791
Previous Year	132,236
2 Years Ago	103,667
Year on Year %	-28.5 %

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 August, 2020 Vs January, 2019 to August, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2020 Vs 7 2020