

Footfall Report for: Huntingdon

 Weeks This Month: 5
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Huntingdon	-24.4 %	10.5 %	-27.3 %	25.0 %	5.7 %	4.6 %
East	-38.7 %	-2.9 %	-24.6 %	-2.4 %	1.3 %	-5.0 %
High Street Index(Market Towns)	-36.2 %	-3.4 %	-23.6 %	-2.8 %	0.3 %	-1.2 %
UK	-43.9 %	-1.6 %	-34.8 %	-2.4 %	0.7 %	-4.9 %

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 24.4% down on the previous year.

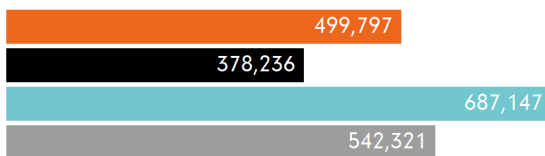
The number of visitors counted for month commencing 31 August 2020 was 499,797.

The busiest day in month commencing 31 August 2020 was Saturday 12 September with 21,337 visitors.

The peak hour of the month was 11:00 on Saturday 12 September 2020 with footfall of 3,029

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 **18** **4** **11** **2**

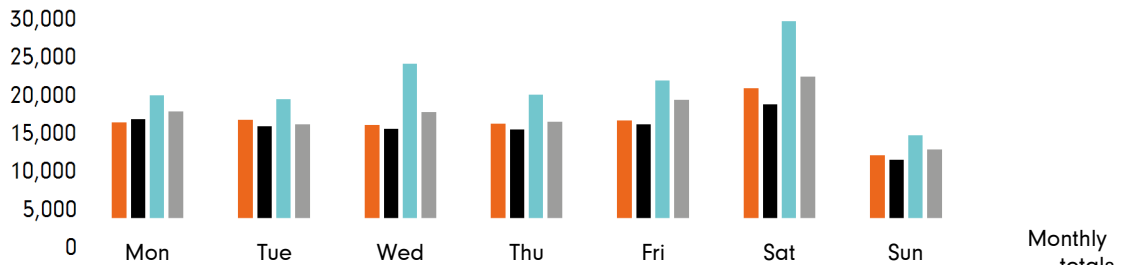
Number of days same month last year **21** **2** **12**

Average temperature

	Maximum temperature	Minimum temperature
2020	19°	10°
2019	19°	10°

Footfall by day

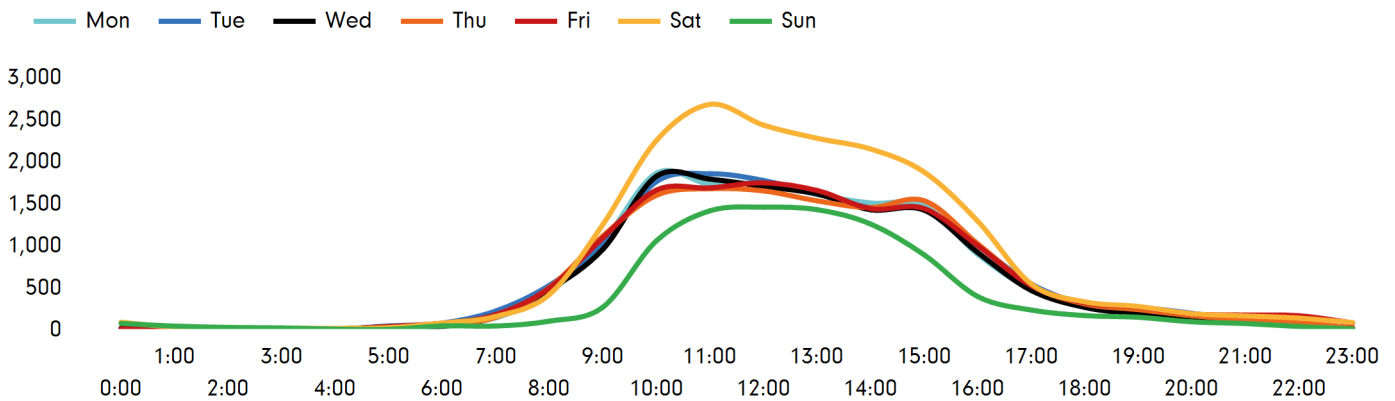
The figures shown below are calculated using weekly averages.



This Month	14,211	14,582	13,900	14,077	14,538	19,065	9,587	99,960
Previous Month	14,647	13,673	13,346	13,223	13,960	16,802	8,908	94,559
Previous Year	18,064	17,482	22,511	18,192	20,183	28,588	12,410	137,430
2 Years Ago	15,829	14,001	15,716	14,357	17,406	20,723	10,432	108,464
Month on month %	-3.0 %	6.6 %	4.1 %	6.5 %	4.1 %	13.5 %	7.6 %	
Year on year %	-21.3 %	-16.6 %	-38.3 %	-22.6 %	-28.0 %	-33.3 %	-22.7 %	

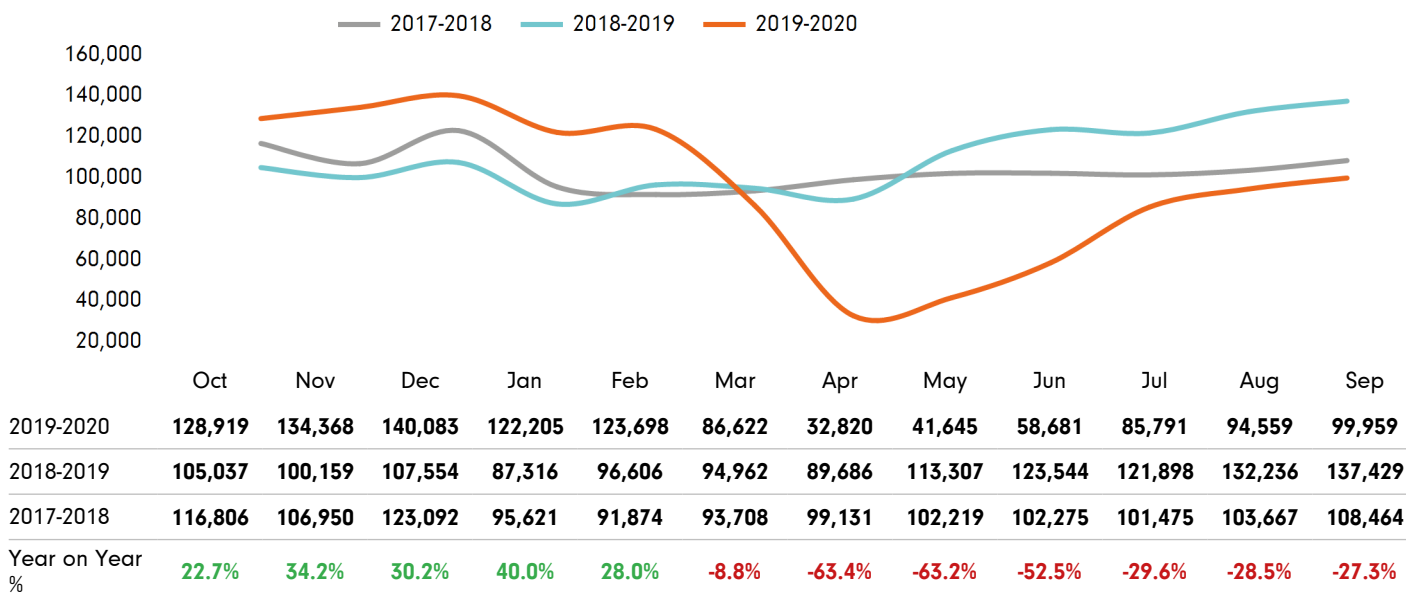
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

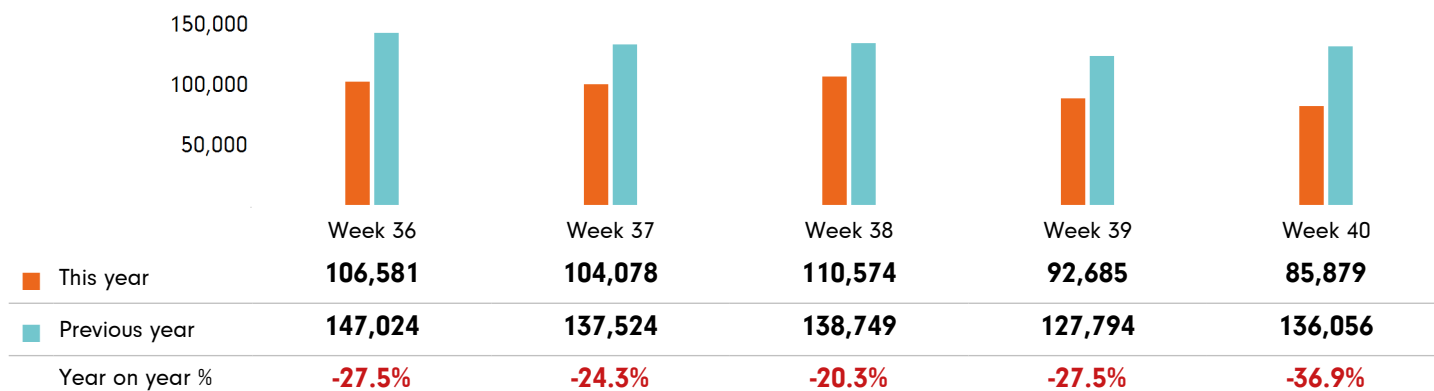
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

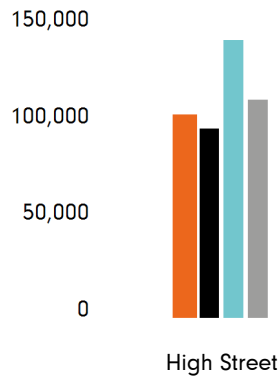
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	99,959
Previous Month	94,559
Previous Year	137,429
2 Years Ago	108,464
Year on Year %	-27.3 %

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 September, 2020 Vs January, 2019 to September, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 9 2020 Vs 8 2020