

# 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	-24.7 %	11.7 %	-27.3 %	22.7 %	-6.2 %	-6.5 %
East	-37.8 %	-3.0 %	-29.2 %	-4.4 %	-7.3 %	-3.3 %
High Street Index(Market Towns)	-35.4 %	-3.4 %	-26.5 %	-4.5 %	-9.7 %	-6.1 %
UK	-43.5 %	-1.9 %	-39.8 %	-4.7 %	-10.6 %	-3.3 %

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 24.7% down on the previous year.

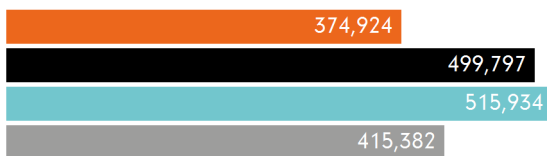
The number of visitors counted for month commencing 5 October 2020 was 374,924.

The busiest day in month commencing 5 October 2020 was Saturday 17 October with 18,347 visitors.

The peak hour of the month was 13:00 on Saturday 10 October 2020 with footfall of 2,626

## 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     **5**     **5**     **18**

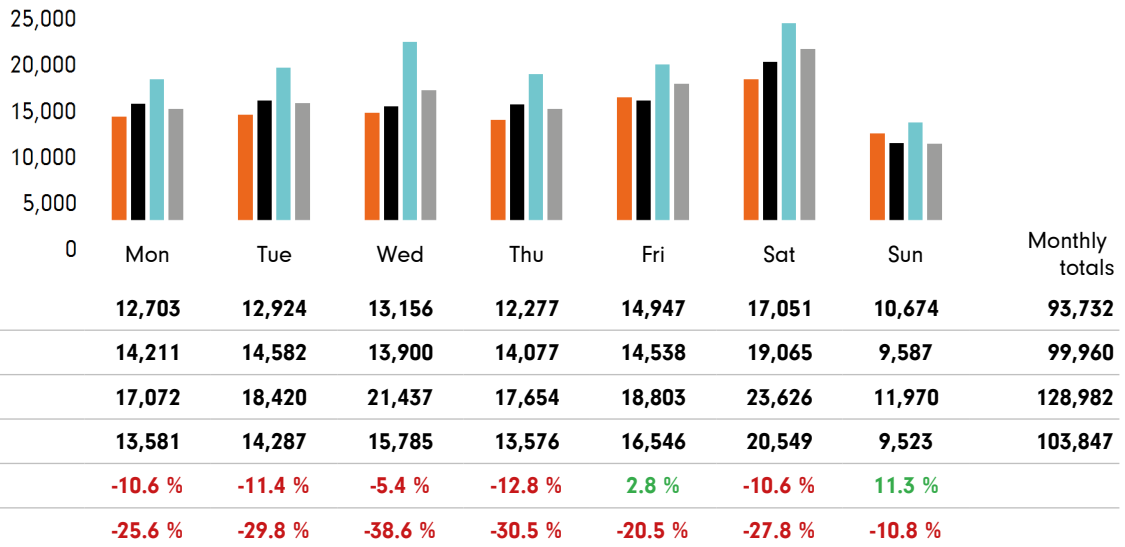
Number of days same month last year     **3**     **5**     **20**

### Average temperature

	Maximum temperature	Minimum temperature
2020	14°	8°
2019	14°	8°

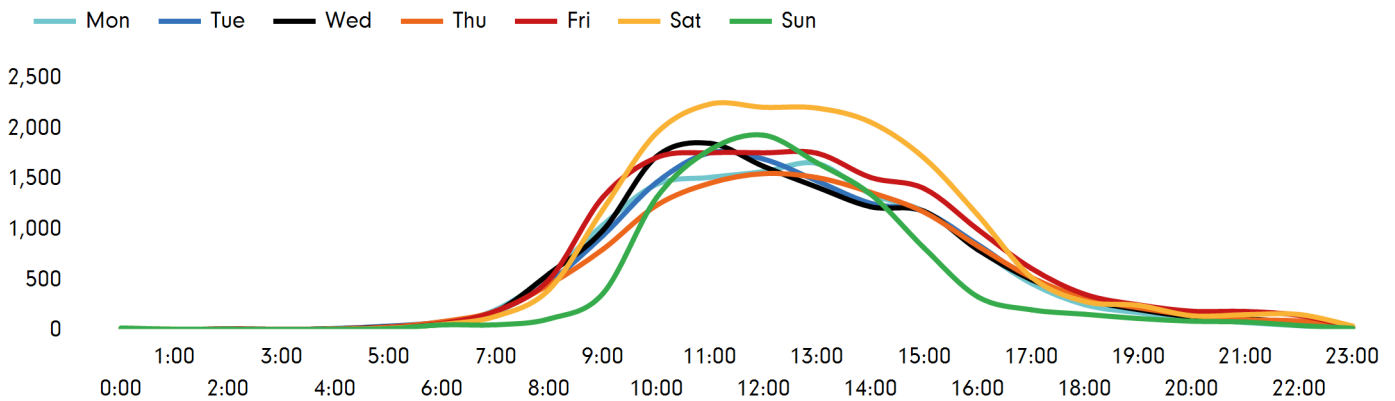
## Footfall by day

The figures shown below are calculated using weekly averages.



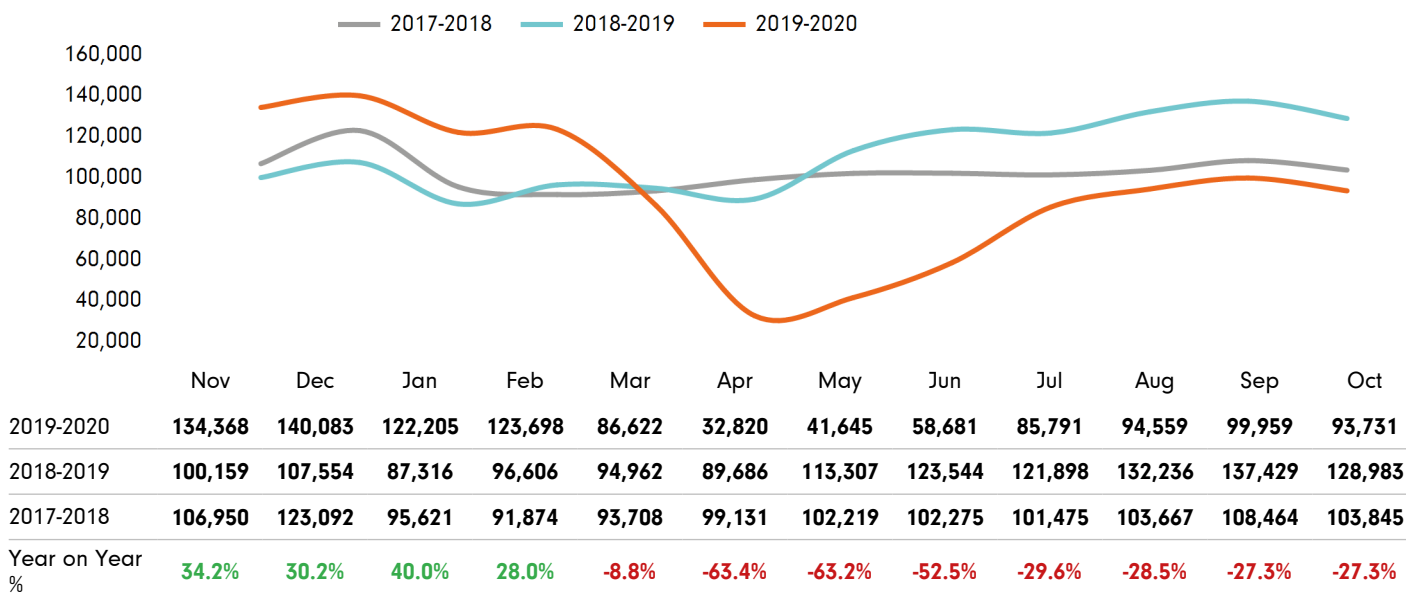
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

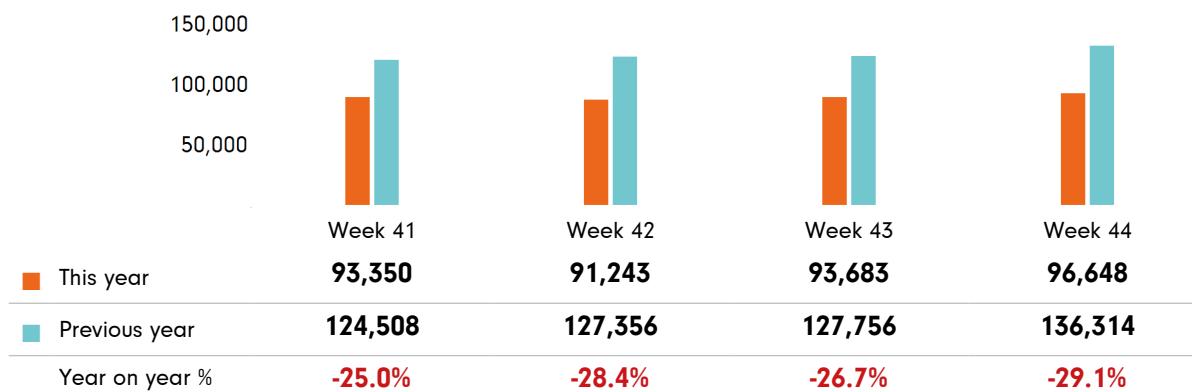
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

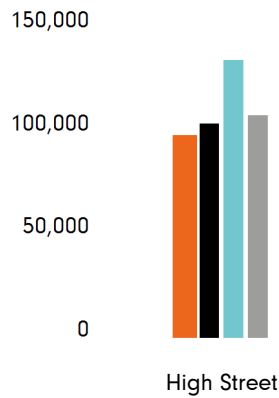
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>93,731</b>
Previous Month	<b>99,959</b>
Previous Year	<b>128,983</b>
2 Years Ago	<b>103,845</b>
Year on Year %	<b>-27.3 %</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 October, 2020 Vs January, 2019 to October, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2020 Vs 9 2020