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	-27.1 %	13.6 %	-49.0 %	34.2 %	-26.9 %	4.2 %
East	-39.2 %	-3.1 %	-55.0 %	-4.0 %	-36.4 %	-1.0 %
High Street Index(Market Towns)	-36.8 %	-3.5 %	-52.4 %	-4.8 %	-35.8 %	-1.8 %
UK	-44.9 %	-2.1 %	-59.5 %	-4.6 %	-34.5 %	-2.2 %

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 27.1% down on the previous year.

The number of visitors counted for month commencing 2 November 2020 was 273,894.

The busiest day in month commencing 2 November 2020 was Wednesday 4 November with 21,031 visitors.

The peak hour of the month was 12:00 on Wednesday 4 November 2020 with footfall of 2,865

Footfall by month

Figures shown below are calculated using monthly totals.

273,894
374,924
537,315
404,132
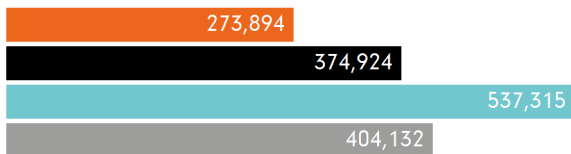
■ This Month   ■ Previous Year
■ Previous Month   ■ 2 Years Ago

Weather

	☀	☁	🌧	☷
Number of days this month	10	6	11	1
Number of days same month last year	9	6	13	

Average temperature

	Maximum temperature	Minimum temperature
2020	12°	6°
2019	9°	4°

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.

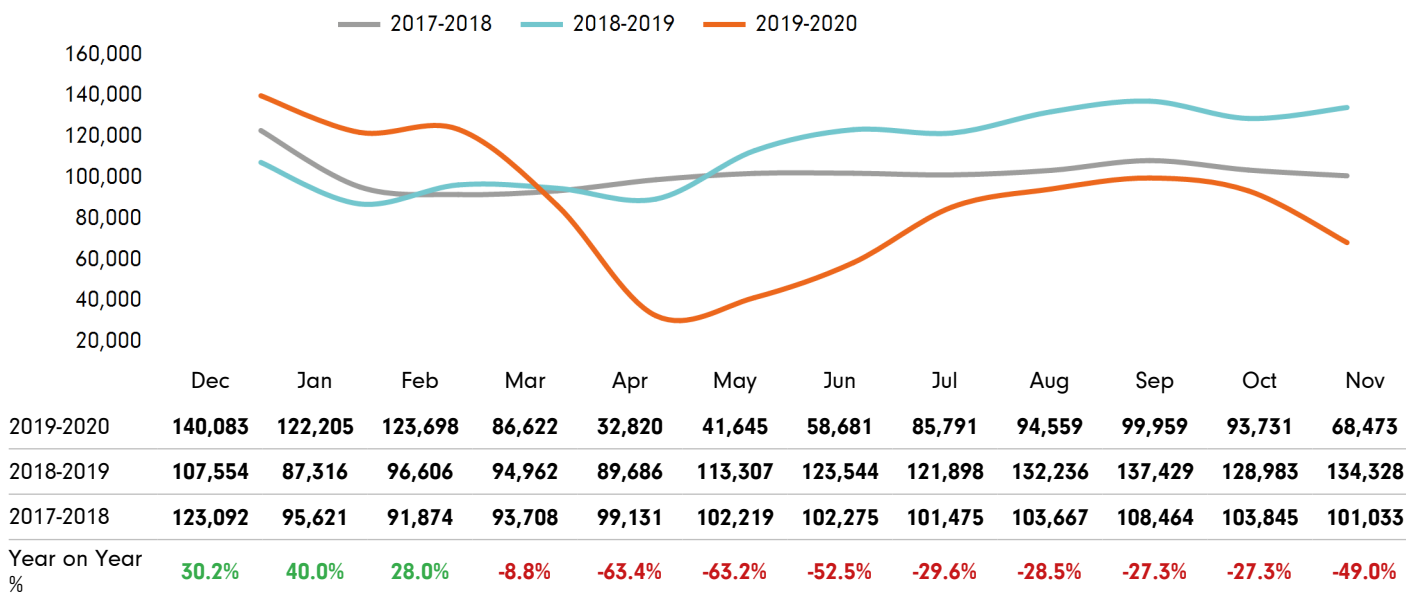|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	10,922	10,885	11,517	8,826	9,575	10,484	6,265	68,474
Previous Month	12,703	12,924	13,156	12,277	14,947	17,051	10,674	93,732
Previous Year	17,590	16,213	20,326	15,236	21,404	28,892	14,667	134,328
2 Years Ago	13,743	12,624	12,213	14,442	16,052	19,104	12,856	101,034
Month on month %	-14.0 %	-15.8 %	-12.5 %	-28.1 %	-35.9 %	-38.5 %	-41.3 %	
Year on year %	-37.9 %	-32.9 %	-43.3 %	-42.1 %	-55.3 %	-63.7 %	-57.3 %	
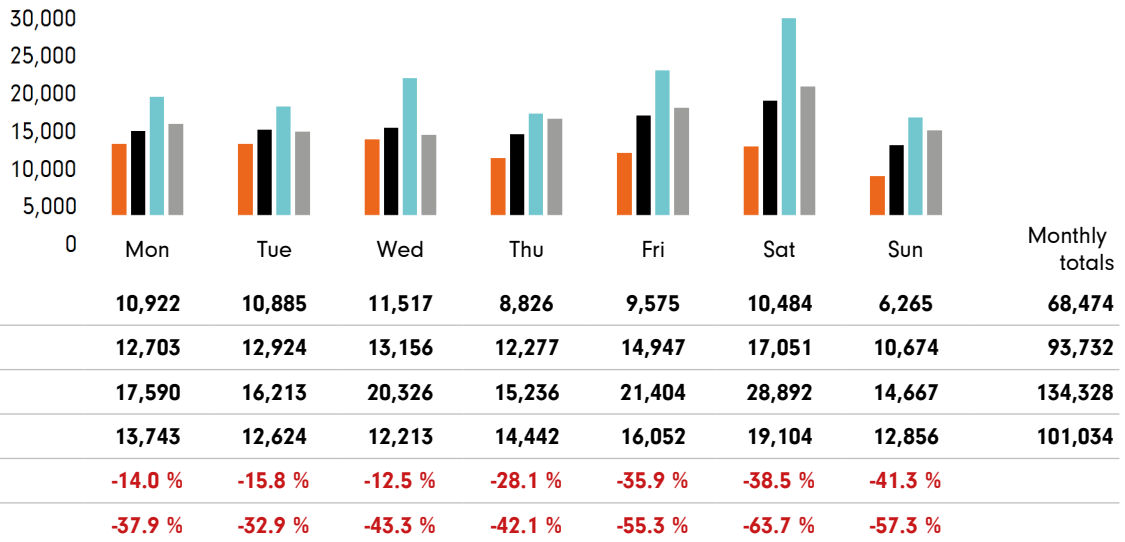
Footfall by hour

The figures shown below are calculated using a weekly average
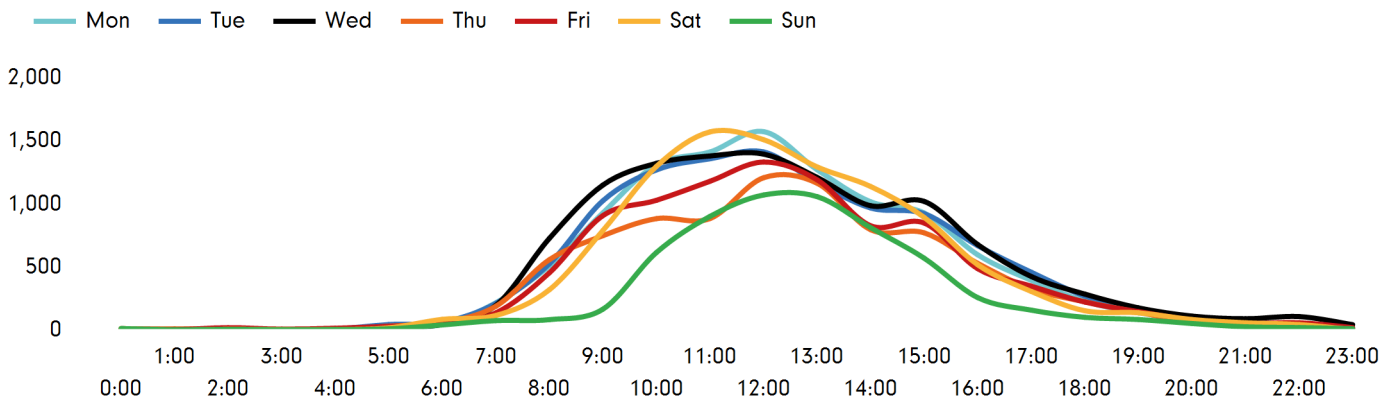
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

| | 2017-2018 | 2018-2019 | 2019-2020 |

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2019-2020	140,083	122,205	123,698	86,622	32,820	41,645	58,681	85,791	94,559	99,959	93,731	68,473
2018-2019	107,554	87,316	96,606	94,962	89,686	113,307	123,544	121,898	132,236	137,429	128,983	134,328
2017-2018	123,092	95,621	91,874	93,708	99,131	102,219	102,275	101,475	103,667	108,464	103,845	101,033
Year on Year %	30.2%	40.0%	28.0%	-8.8%	-63.4%	-63.2%	-52.5%	-29.6%	-28.5%	-27.3%	-27.3%	-49.0%

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

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 45	Week 46	Week 47	Week 48
▮ This year	86,755	60,190	61,782	65,167
▮ Previous year	133,315	125,959	141,884	136,157
Year on year %	-34.9%	-52.2%	-56.5%	-52.1%
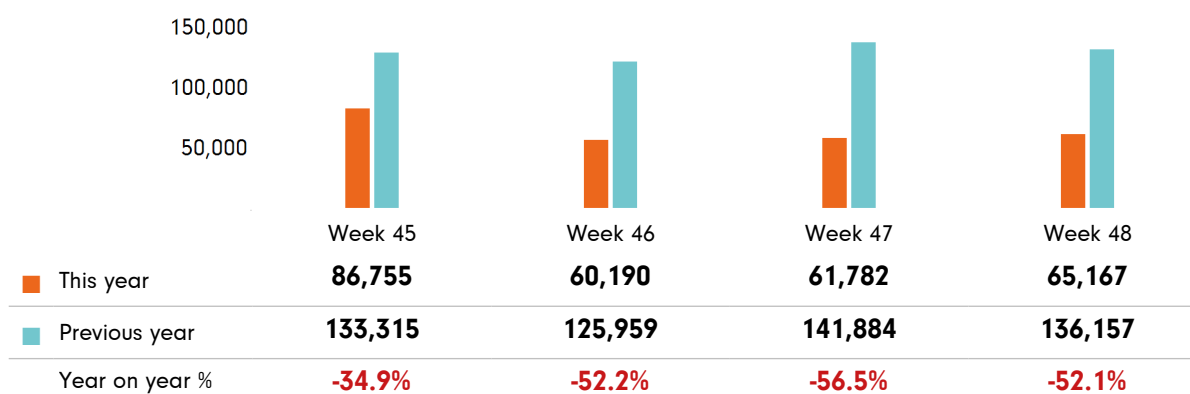
Footfall by location

The figures shown below are calculated using weekly averages.

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

High Street
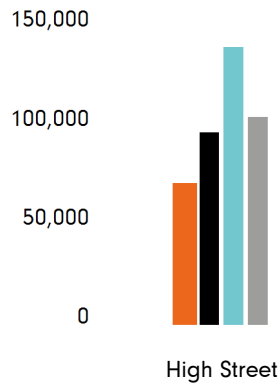
This Month	**68,473**
Previous Month	**93,731**
Previous Year	**134,328**
2 Years Ago	**101,033**
Year on Year %	**-49.0 %**

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 November , 2020 Vs January, 2019 to November , 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2020 Vs 10 2020