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	**-27.7 %**	**15.3 %**	**-33.1 %**	**30.2 %**	**34.3 %**	**4.3 %**
East	**-39.5 %**	**-3.3 %**	**-42.8 %**	**-5.0 %**	**28.1 %**	**-1.2 %**
High Street Index(Market Towns)	**-37.0 %**	**-3.8 %**	**-39.8 %**	**-6.7 %**	**38.5 %**	**7.7 %**
UK	**-45.4 %**	**-2.2 %**	**-50.8 %**	**-3.6 %**	**31.9 %**	**5.8 %**

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 27.7% down on the previous year.

The number of visitors counted for month commencing 30 November 2020 was 459,880.

The busiest day in month commencing 30 November 2020 was Saturday 5 December with 26,061 visitors.

The peak hour of the month was 12:00 on Saturday 5 December 2020 with footfall of 4,036

Footfall by month

Figures shown below are calculated using monthly totals.

459,880
273,894
687,109
521,930
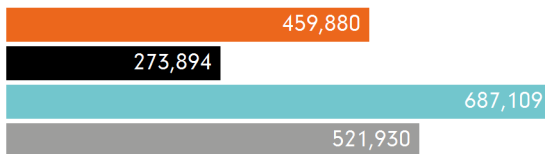
■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Weather

	☀	☁	⛈	≋
Number of days this month	**9**	**6**	**18**	**2**
Number of days same month last year	**11**	**5**	**19**	

Average temperature

	Maximum temperature	Minimum temperature
2020	**7°**	**3°**
2019	**9°**	**4°**

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.

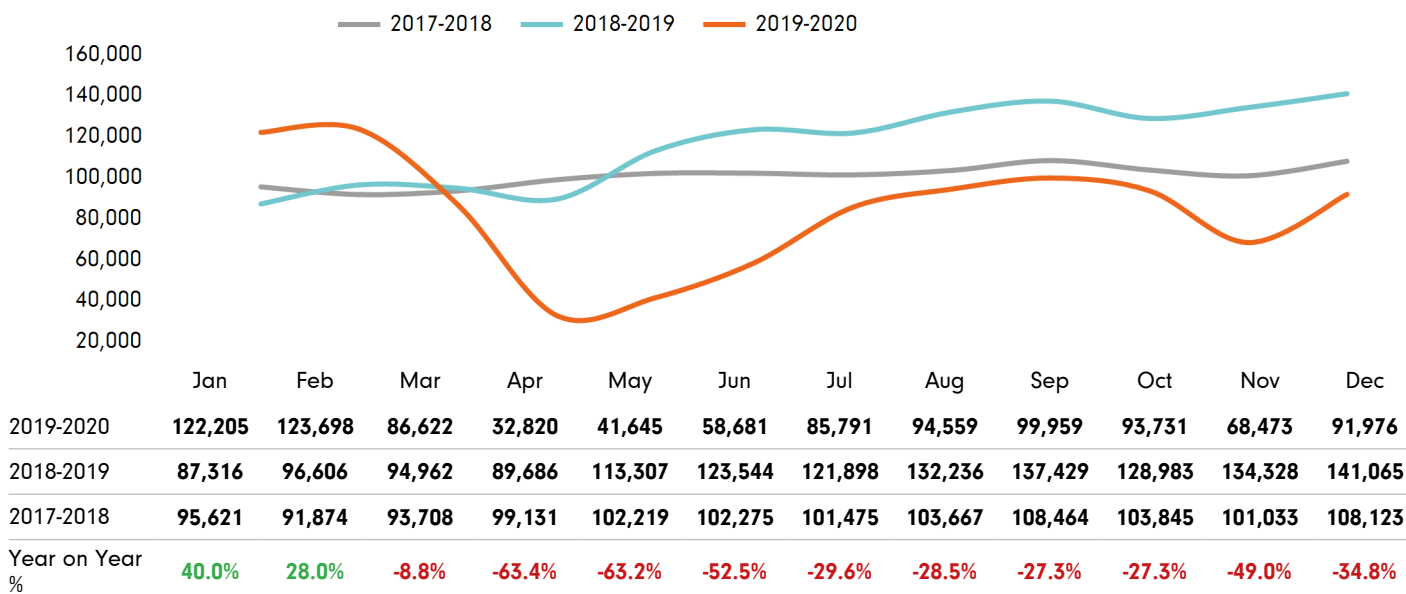|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	13,048	14,492	14,236	13,793	10,384	16,342	9,680	91,975
Previous Month	10,922	10,885	11,517	8,826	9,575	10,484	6,265	68,474
Previous Year	23,373	19,871	14,735	15,922	21,521	26,884	15,115	137,421
2 Years Ago	17,150	10,985	11,780	16,337	17,432	19,555	11,146	104,385
Month on month %	19.5 %	33.1 %	23.6 %	56.3 %	8.4 %	55.9 %	54.5 %	
Year on year %	-44.2 %	-27.1 %	-3.4 %	-13.4 %	-51.7 %	-39.2 %	-36.0 %	
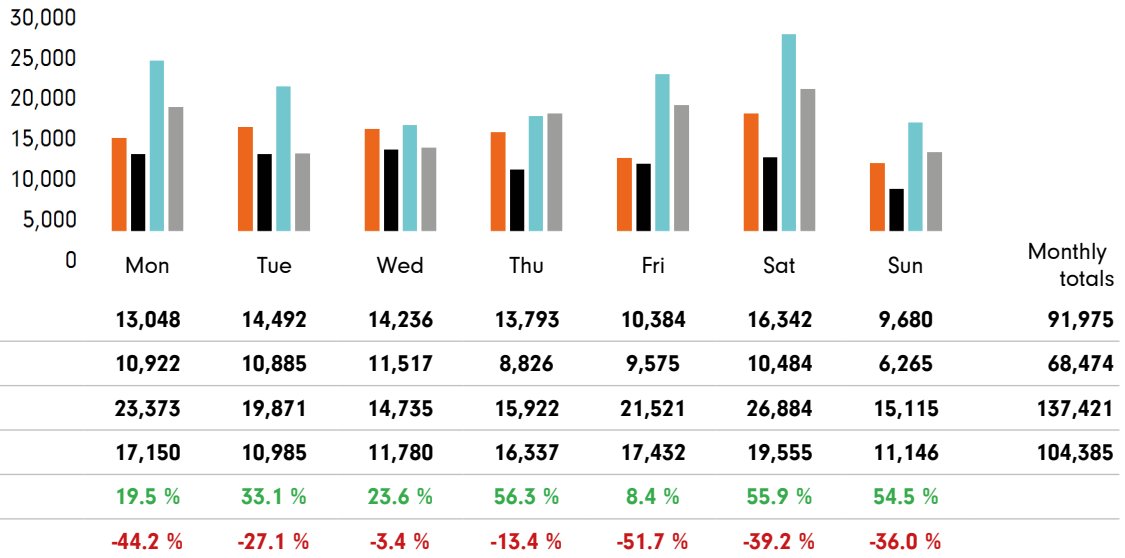
Footfall by hour

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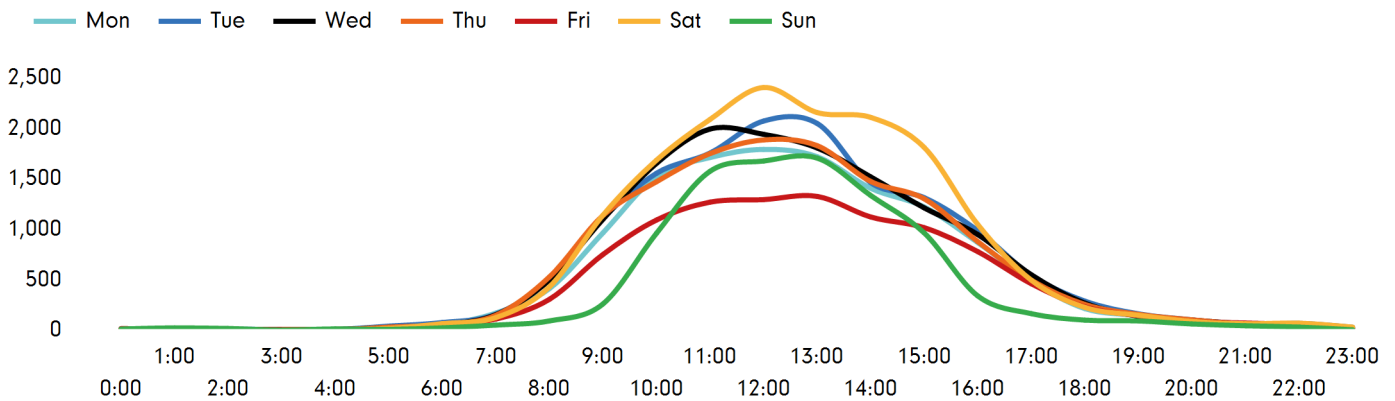
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019-2020	122,205	123,698	86,622	32,820	41,645	58,681	85,791	94,559	99,959	93,731	68,473	91,976
2018-2019	87,316	96,606	94,962	89,686	113,307	123,544	121,898	132,236	137,429	128,983	134,328	141,065
2017-2018	95,621	91,874	93,708	99,131	102,219	102,275	101,475	103,667	108,464	103,845	101,033	108,123
Year on Year %	40.0%	28.0%	-8.8%	-63.4%	-63.2%	-52.5%	-29.6%	-28.5%	-27.3%	-27.3%	-49.0%	-34.8%

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

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 49	Week 50	Week 51	Week 52	Week 53
This year	99,460	107,288	118,256	84,051	50,825
Previous year	142,952	140,344	158,036	122,928	122,849
Year on year %	-30.4%	-23.6%	-25.2%	-31.6%	-58.6%
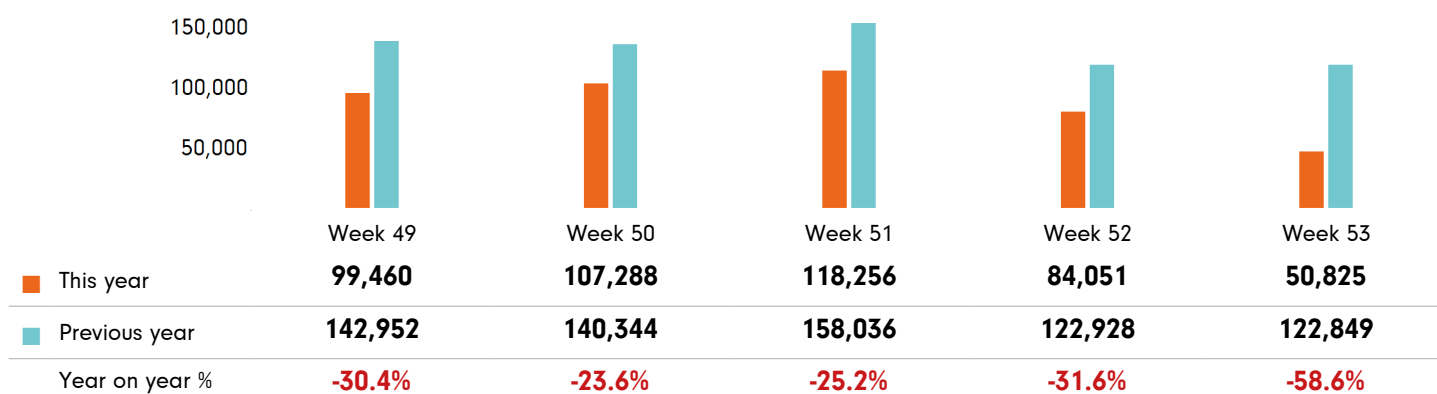
Footfall by location

The figures shown below are calculated using weekly averages.

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

High Street
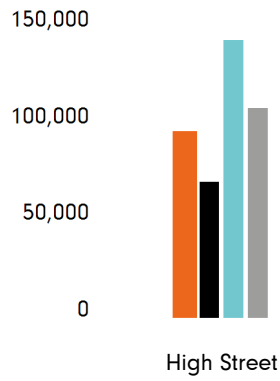
This Month	**91,976**
Previous Month	**68,473**
Previous Year	**137,421**
2 Years Ago	**104,386**
Year on Year %	**-33.1 %**

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 December , 2020 Vs January, 2019 to December , 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2020 Vs 11 2020