

# Footfall Report for: Huntingdon

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Huntingdon	-62.5 %	40.0 %	-62.5 %	40.0 %	-50.2 %	-12.8 %
East	-68.8 %	-1.5 %	-68.9 %	-1.5 %	-51.4 %	-10.5 %
High Street Index(Market Towns)	-64.6 %	-1.2 %	-64.3 %	-1.2 %	-50.4 %	-16.0 %
UK	-72.7 %	-1.6 %	-72.8 %	-1.6 %	-54.4 %	-17.3 %

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

The total number of visitors for the year to date is 183,246 which is 62.5% down on the previous year.

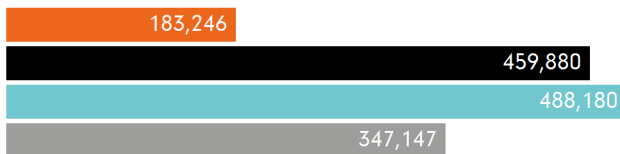
The total number of visitors to Huntingdon in month commencing 4 January 2021 was 183,246.

The busiest day in month commencing 4 January 2021 was Friday 29 January with 8,548 visitors.

The peak hour of the month was 12:00 on Monday 4 January 2021 with footfall of 1,231.

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month     ■ Previous Year  
■ Previous Month     ■ 2 Years Ago

## Weather



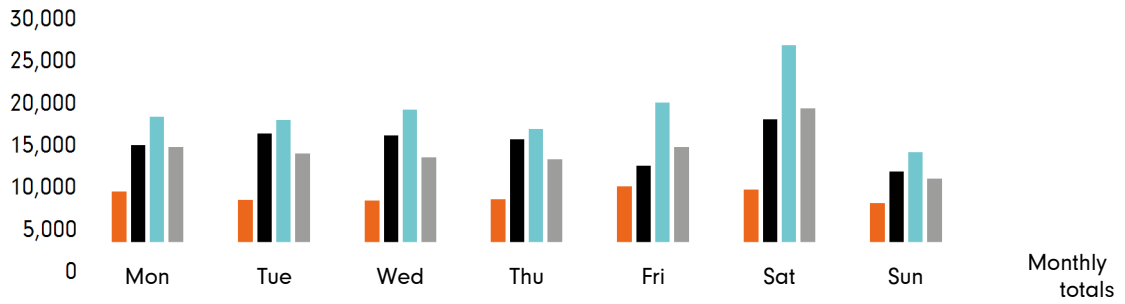
Number of days this month	6	4	14	4	
Number of days same month last year	13	9	12		1

### Average temperature

	Maximum temperature	Minimum temperature
2021	5°	1°
2020	10°	5°

## Footfall by day

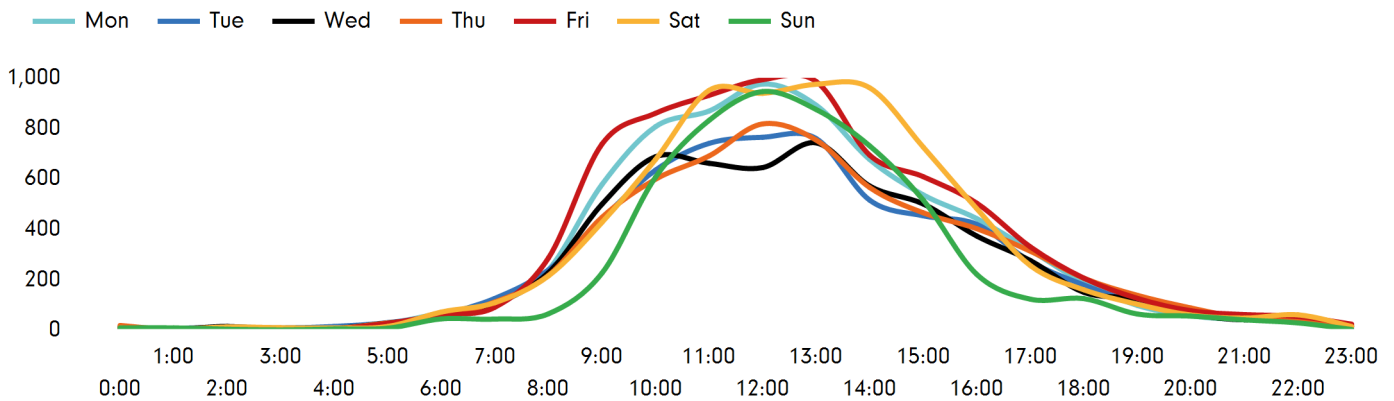
The figures shown below are calculated using weekly averages.



This Month	7,062	6,008	5,916	6,097	7,744	7,349	5,636	45,812
Previous Month	13,048	14,492	14,236	13,793	10,384	16,342	9,680	91,975
Previous Year	16,626	16,254	17,603	15,103	18,505	25,845	12,110	122,046
2 Years Ago	12,746	12,000	11,469	11,219	12,822	17,759	8,773	86,788
Month on month %	-45.9 %	-58.5 %	-58.4 %	-55.8 %	-25.4 %	-55.0 %	-41.8 %	
Year on year %	-57.5 %	-63.0 %	-66.4 %	-59.6 %	-58.2 %	-71.6 %	-53.5 %	

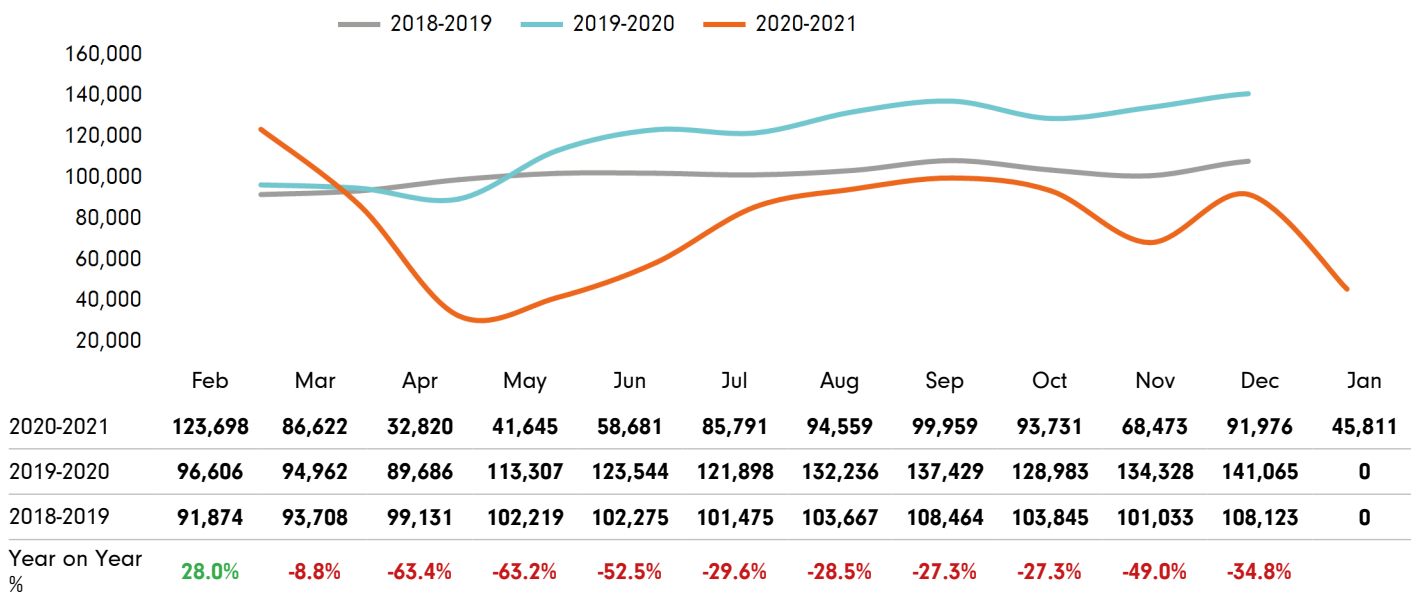
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

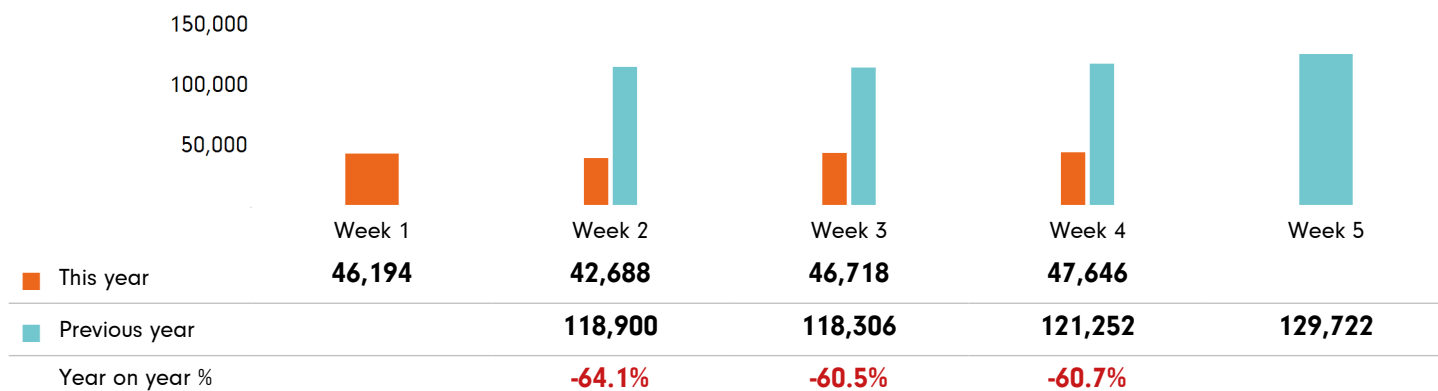
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for January compares January 2021 to January 2020

## Footfall by week of month

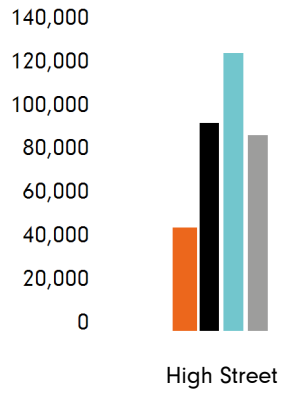
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>45,811</b>
Previous Month	<b>91,976</b>
Previous Year	<b>122,045</b>
2 Years Ago	<b>86,786</b>
Year on Year %	<b>-62.5 %</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, 2021 to January, 2021 Vs January, 2020 to January, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2021 Vs January, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2021 Vs December 2020