

Footfall Report for: Huntingdon

 Weeks This Month: 4
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Huntingdon	-59.4%	34.4%	-56.4%	28.0%	17.6%	1.2%
East	-66.5%	-4.7%	-63.9%	-7.7%	18.1%	1.8%
High Street Index(Market Towns)	-61.4%	-4.4%	-58.4%	-8.3%	16.7%	-1.5%
UK	-70.4%	-4.5%	-67.9%	-8.1%	19.4%	1.6%

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 398,744 which is 59.4% down on the previous year.

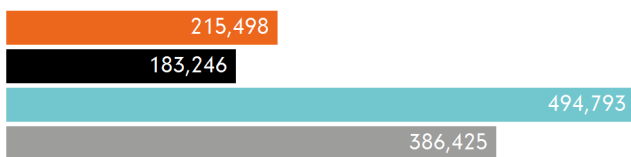
The total number of visitors to Huntingdon in month commencing 1 February 2021 was 215,498.

The busiest day in month commencing 1 February 2021 was Saturday 27 February with 13,028 visitors.

The peak hour of the month was 14:00 on Saturday 27 February 2021 with footfall of 1,714.

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 **9** **5** **10** **4**

Number of days same month last year **10** **2** **15** **1**

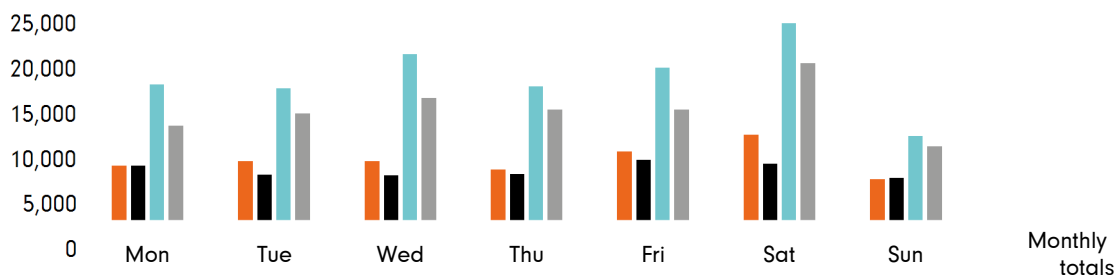
Average temperature

	Maximum temperature	Minimum temperature
2021	8°	3°
2020	10°	4°

SPRINGBOARD.

Footfall by day

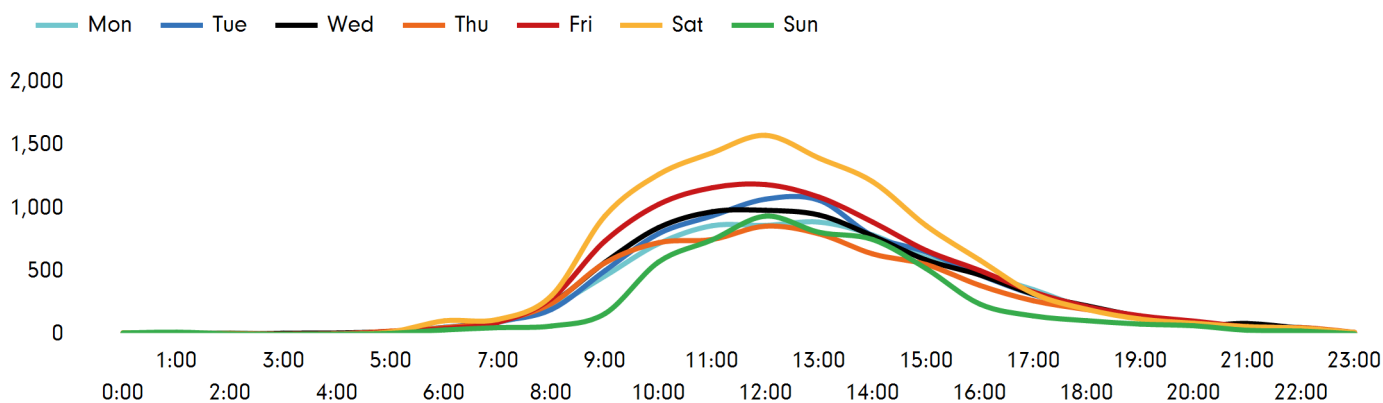
The figures shown below are calculated using weekly averages.



This Month	7,052	7,625	7,592	6,600	8,740	10,784	5,481	53,874
Previous Month	7,062	6,008	5,916	6,097	7,744	7,349	5,636	45,812
Previous Year	16,806	16,342	20,419	16,591	18,781	24,126	10,634	123,699
2 Years Ago	11,847	13,333	15,170	13,780	13,804	19,296	9,376	96,606
Month on month %	-0.1%	26.9%	28.3%	8.2%	12.9%	46.7%	-2.7%	
Year on year %	-58.0%	-53.3%	-62.8%	-60.2%	-53.5%	-55.3%	-48.5%	

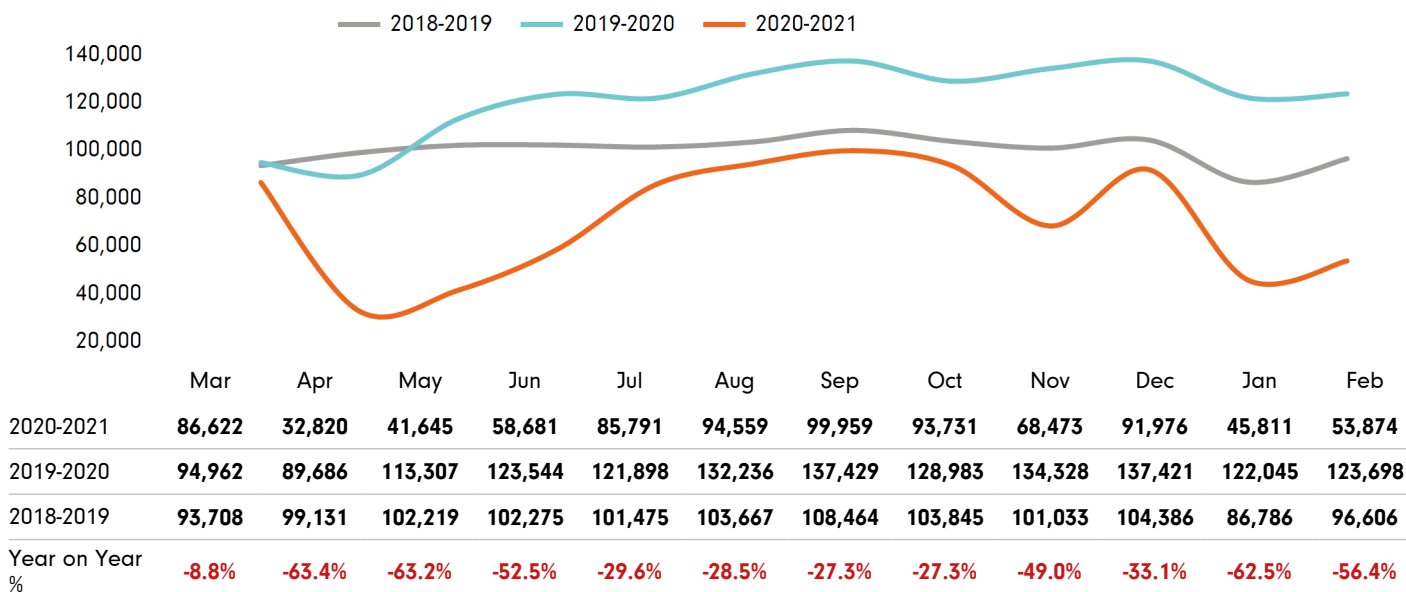
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

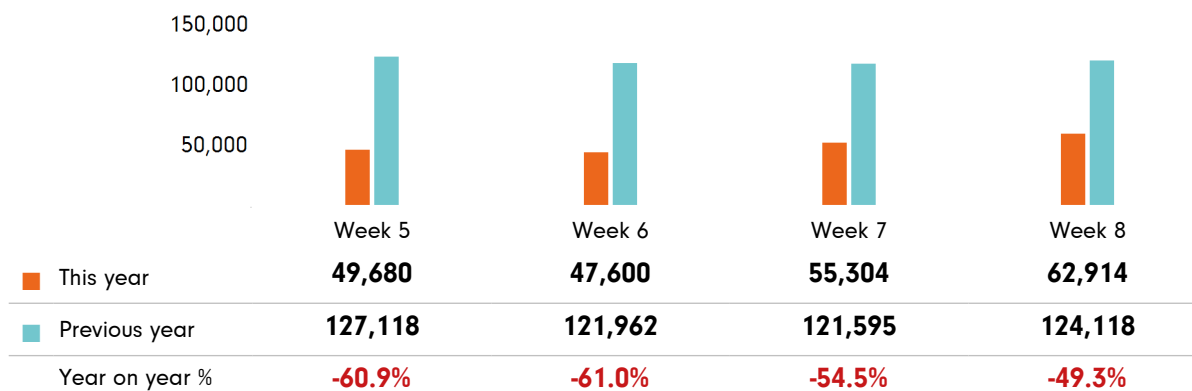
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

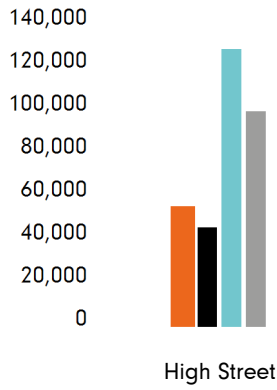
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	53,874
Previous Month	45,811
Previous Year	123,698
2 Years Ago	96,606
Year on Year %	-56.4 %

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 February, 2021 Vs January, 2020 to February, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2021 Vs 1 2021