

Footfall Report for: Huntingdon

 Weeks This Month: 5
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Huntingdon	9.3%	-33.7%	18.5%	-33.1%	-2.8%	34.3%
East	15.9%	-39.5%	33.6%	-42.8%	-4.3%	28.1%
High Street Index(Market Towns)	16.1%	-37.0%	27.9%	-39.8%	2.3%	38.5%
UK	20.1%	-45.4%	50.6%	-50.8%	-3.0%	31.9%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 4,738,520 which is 9.3% up on the previous year.

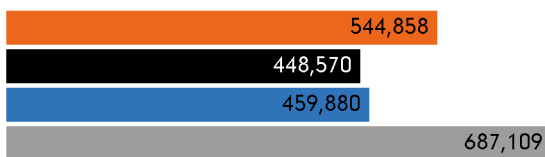
The total number of visitors to Huntingdon in month commencing 29 November 2021 was 544,858.

The busiest day in month commencing 29 November 2021 was Saturday 11 December with 25,441 visitors.

The peak hour of the month was 12:00 on Saturday 11 December 2021 with footfall of 3,685.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



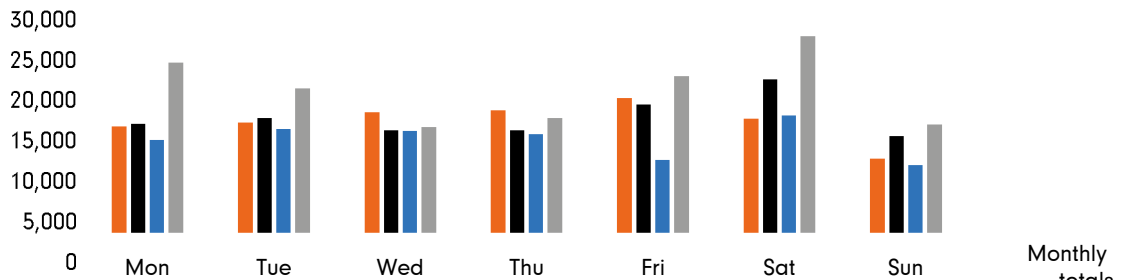
	Sun	Cloud	Rain	Snow
Number of days this month	4	11	18	2
Number of days same month last year	9	6	18	2
Number of days same month two years ago	12	7	16	

Average temperature

	Maximum temperature	Minimum temperature
2021	9°	5°
2020	7°	3°
2019	9°	4°

Footfall by day

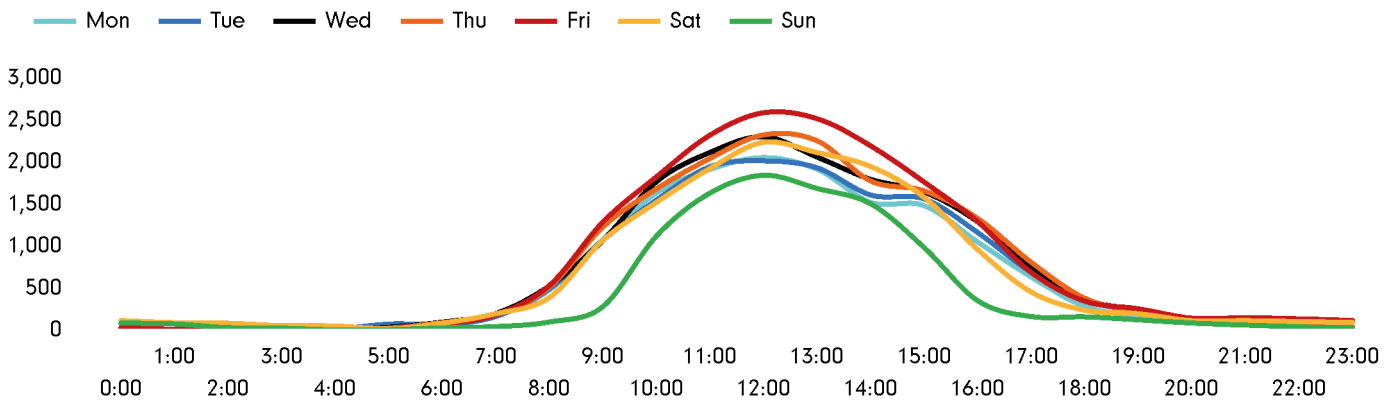
The figures shown below are calculated using weekly averages.



This Month	14,846	15,374	16,711	17,017	18,607	15,851	10,566	108,972
Previous Month	15,149	15,998	14,308	14,302	17,754	21,103	13,529	112,143
Previous Year	13,048	14,492	14,236	13,793	10,384	16,342	9,680	91,975
2 Years Ago	23,373	19,871	14,735	15,922	21,521	26,884	15,115	137,421
Month on month %	-2.0%	-3.9%	16.8%	19.0%	4.8%	-24.9%	-21.9%	
Year on year %	13.8%	6.1%	17.4%	23.4%	79.2%	-3.0%	9.1%	

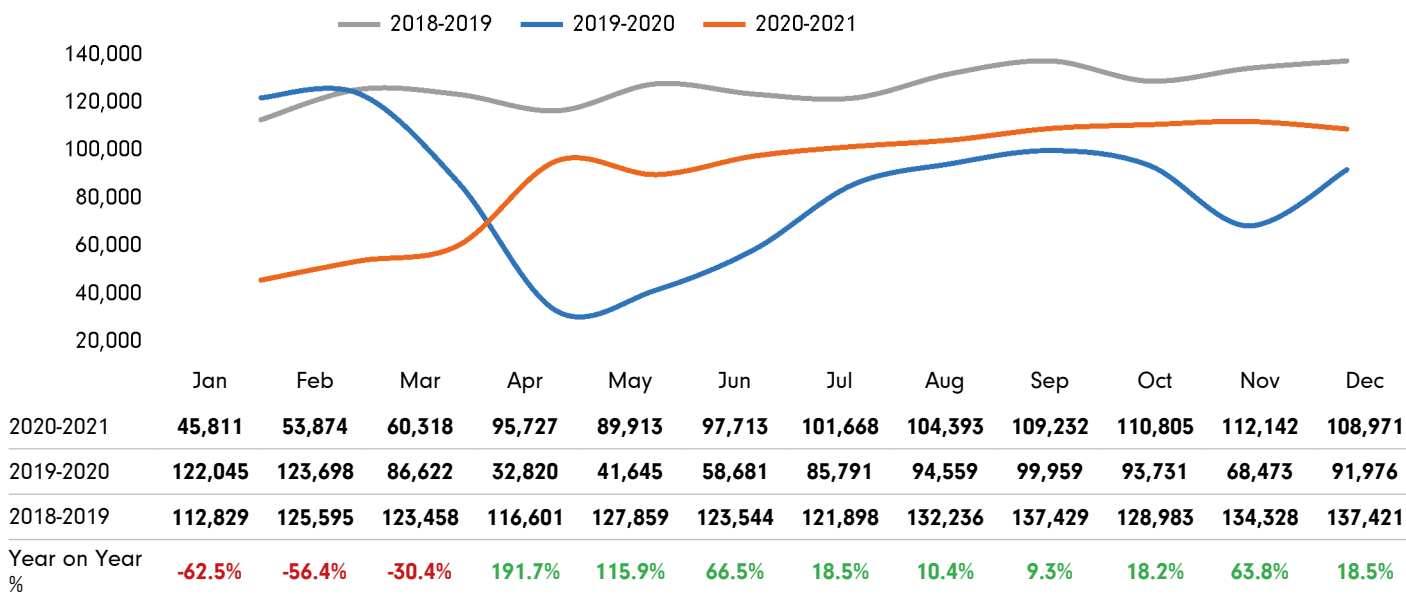
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

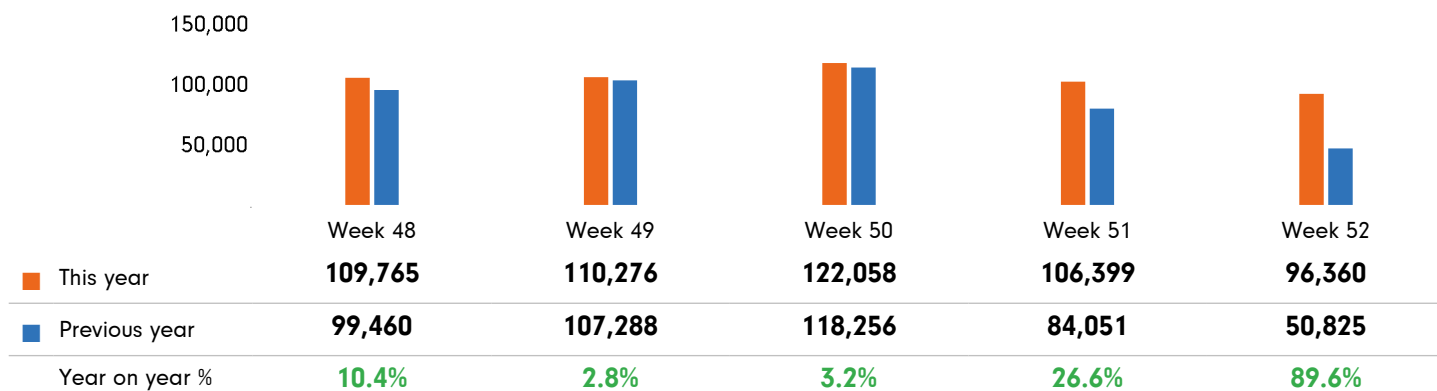
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

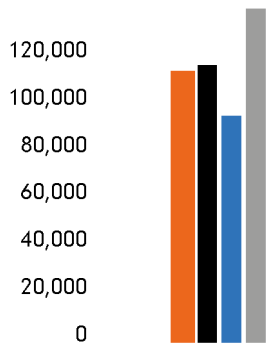
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



High Street

This Month	108,971
Previous Month	112,142
Previous Year	91,976
2 Years Ago	137,421
Year on Year %	18.5 %

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 December, 2021 Vs January, 2020 to December, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2021 Vs 11 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Huntingdon

2019 comparison for Huntingdon

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2021 against the similar time period in 2019

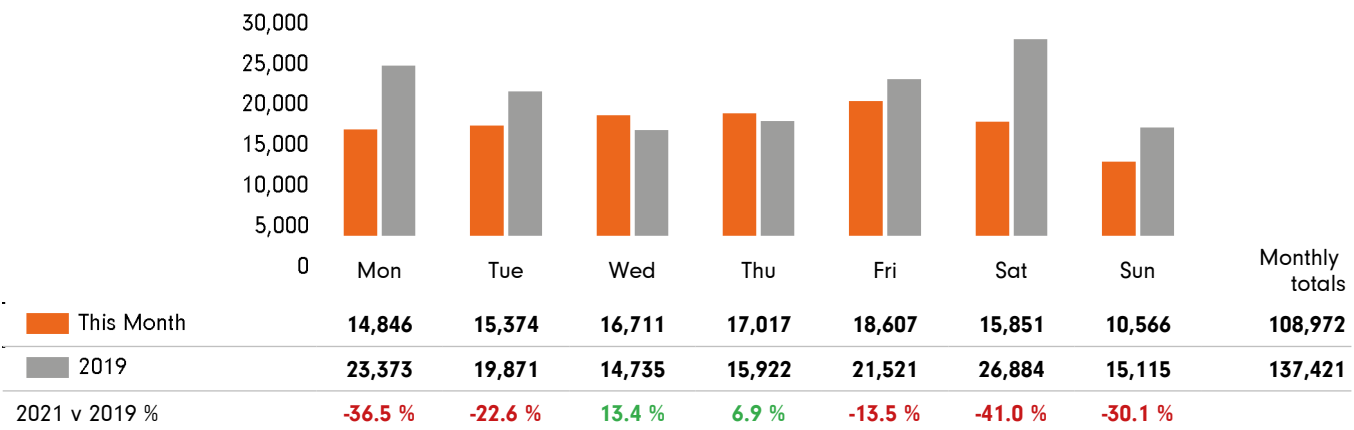
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Huntingdon	-28.3 %	-20.7 %
East	-30.0 %	-21.5 %
High Street Index(Market Towns)	-25.7 %	-20.5 %
UK	-31.5 %	-22.2 %

Huntingdon is compared to the high street index.

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

