

Footfall Report for: Huntingdon

 Weeks This Month: 4
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Huntingdon	100.9%	-59.4%	91.1%	-56.4%	5.8%	17.6%
East	142.9%	-66.5%	134.3%	-63.9%	12.0%	18.1%
High Street Index(Market Towns)	110.1%	-61.1%	99.9%	-58.4%	4.8%	16.7%
UK	162.4%	-70.3%	153.8%	-67.9%	12.4%	19.4%

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 801,046 which is 100.9% up on the previous year.

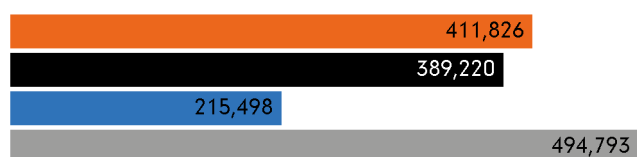
The total number of visitors to Huntingdon in month commencing 31 January 2022 was 411,826.

The busiest day in month commencing 31 January 2022 was Saturday 26 February with 25,161 visitors.

The peak hour of the month was 12:00 on Saturday 12 February 2022 with footfall of 3,480.

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	12	4	12	
Number of days same month last year	9	5	10	4
Number of days same month two years ago	10	2	15	1

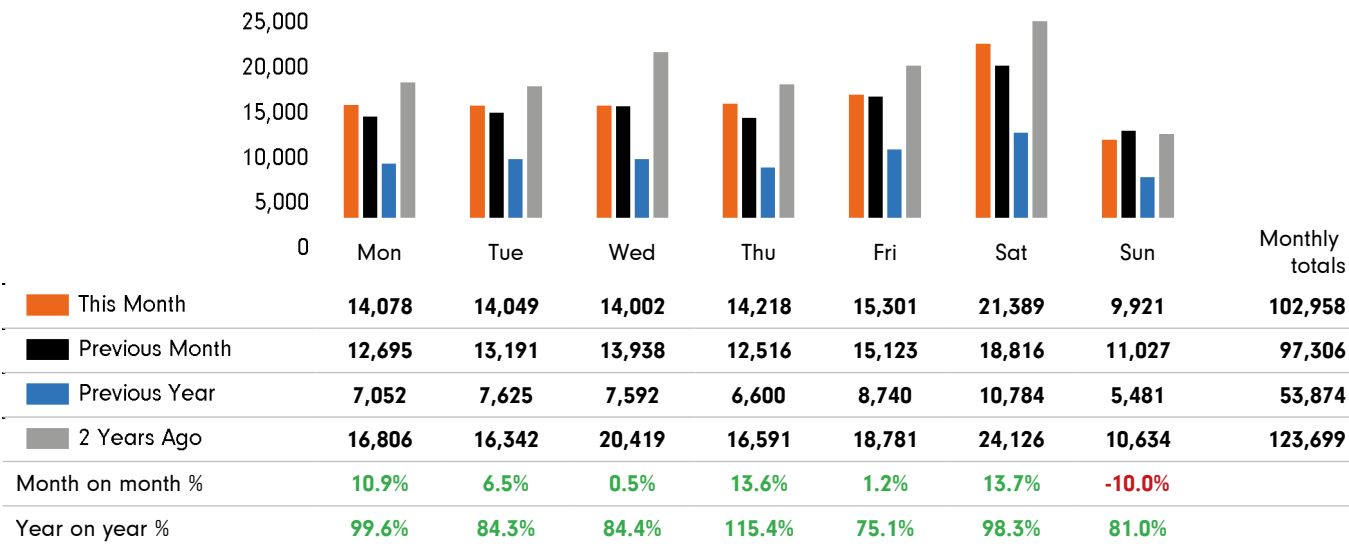
Average temperature

	Maximum temperature	Minimum temperature
2022	10°	4°
2021	8°	3°
2020	10°	4°

SPRINGBOARD.

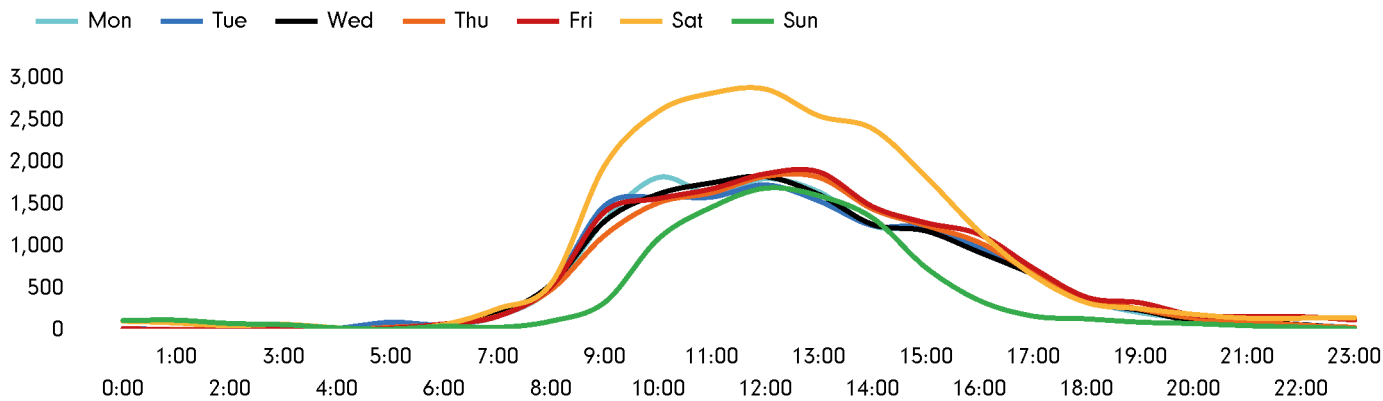
Footfall by day

The figures shown below are calculated using weekly averages.



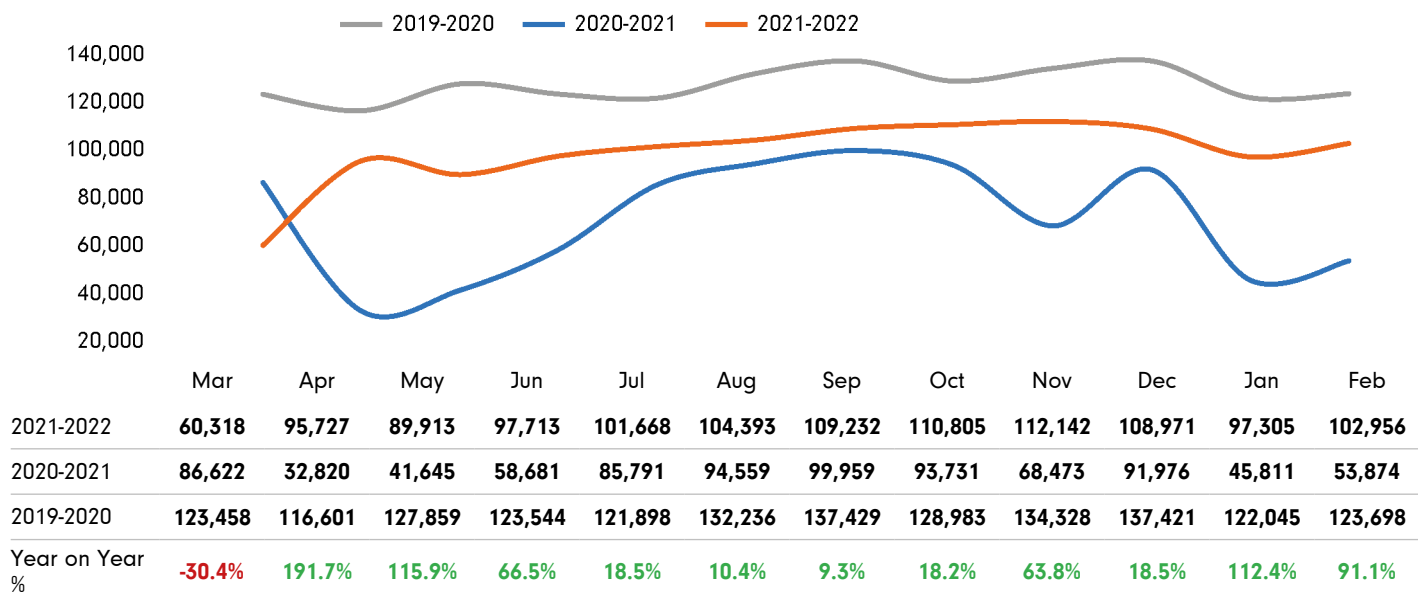
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

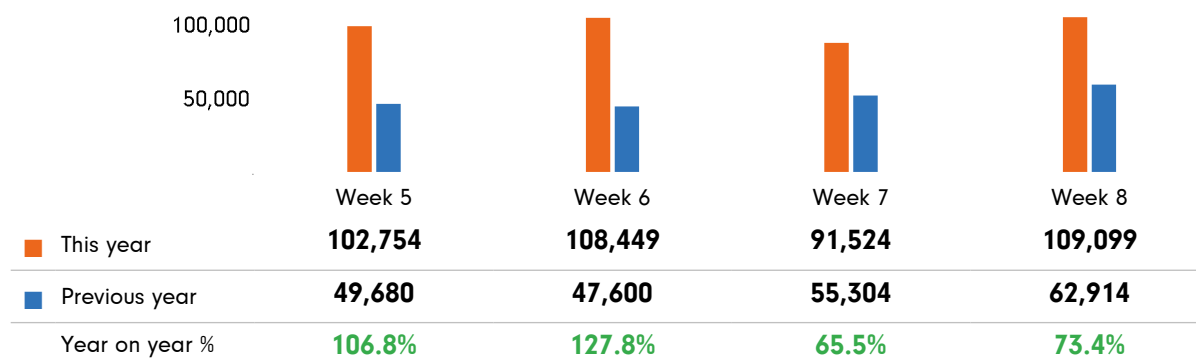
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for February compares February 2022 to February 2021

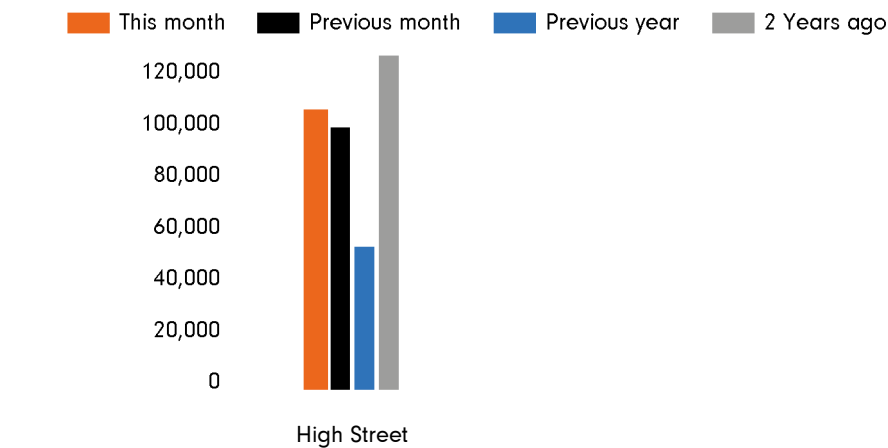
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	102,956
Previous Month	97,305
Previous Year	53,874
2 Years Ago	123,698
Year on Year %	91.1 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to February , 2022 Vs January, 2021 to February , 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2022 Vs February, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2022 Vs 1 2022

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 2022 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 2022 against the similar time period in 2019

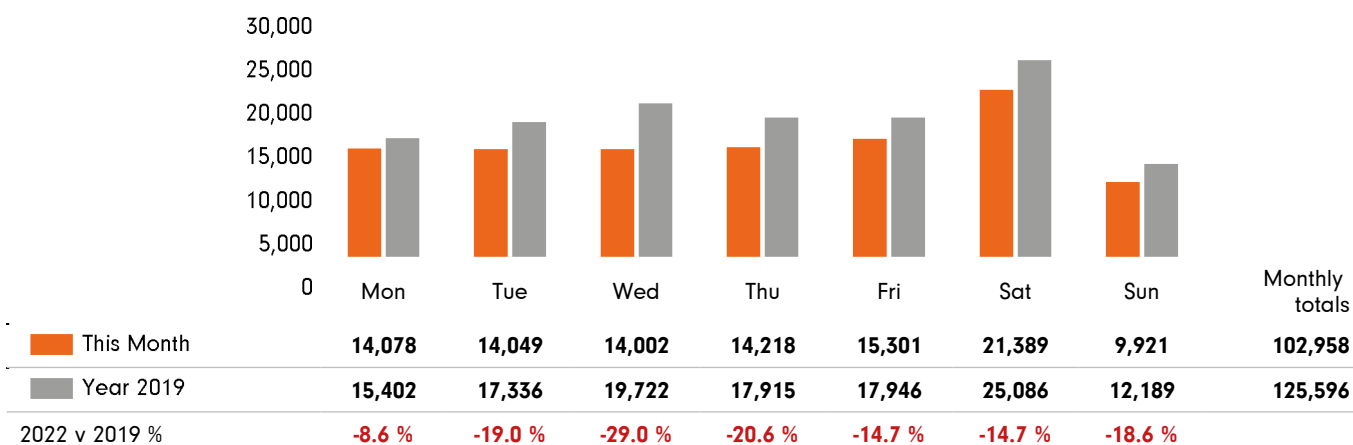
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Huntingdon	-16.0 %	-18.0 %
East	-24.8 %	-24.0 %
High Street Index(Market Towns)	-25.6 %	-27.0 %
UK	-25.7 %	-25.7 %

Huntingdon is compared to the high street index.

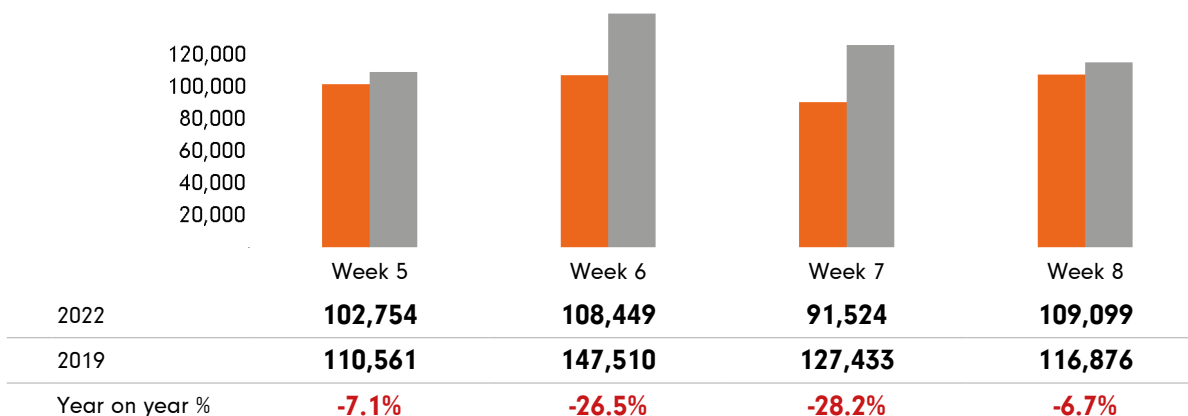
Footfall by day

The figures shown below are calculated using weekly averages.



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	2019	2022 - 2019 %	<div><div></div>This month</div> <div><div></div>Year 2019</div>
High Street	102,956	125,595	-18.0 %	<div><div></div><div></div></div>