

# Footfall Report for: Cambridge Originals

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Cambridge Originals	-3.8 %	-4.7 %	-2.8 %	-8.1 %	12.8 %	10.6 %
East	-3.0 %	-3.9 %	-4.4 %	-7.3 %	-3.3 %	-1.8 %
UK	-1.9 %	-2.5 %	-4.7 %	-2.5 %	-3.3 %	-0.9 %

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

## Headlines

Footfall for the year to date is 3.8% down on the previous year.

The number of visitors counted for month commencing 30 September 2019 was 2,698,870.

The busiest day in month commencing 30 September 2019 was Saturday 5 October with 140,441 visitors.

The peak hour of the month was 14:00 on Saturday 5 October 2019 with footfall of 15,095

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



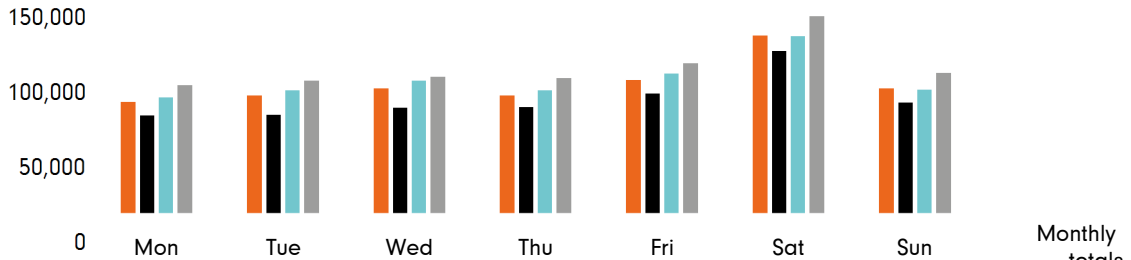
Number of days this month	3	5	20	
Number of days same month last year	18	3	6	1

### Average temperature

	Maximum temperature	Minimum temperature
2019	15°	9°
2018	17°	8°

## Footfall by day

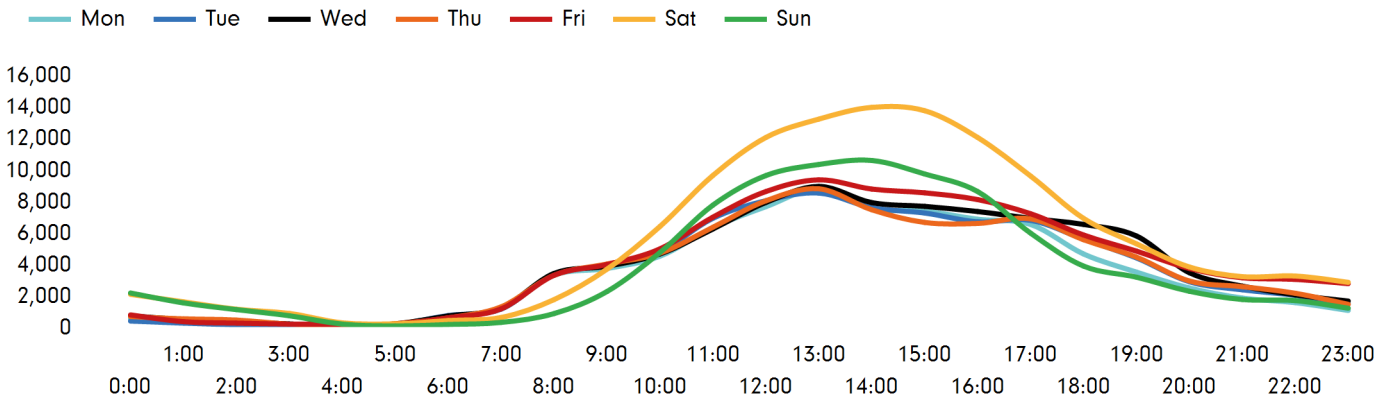
The figures shown below are calculated using weekly averages.



This Month	83,115	87,747	93,153	88,041	99,026	130,711	92,922	674,715
Previous Month	73,554	73,992	78,909	79,569	89,444	119,976	82,683	598,127
Previous Year	86,365	91,633	98,464	91,641	103,840	130,402	92,141	694,486
2 Years Ago	95,239	98,485	101,183	100,520	111,125	144,977	104,293	755,822
Month on month %	13.0 %	18.6 %	18.1 %	10.6 %	10.7 %	8.9 %	12.4 %	
Year on year %	-3.8 %	-4.2 %	-5.4 %	-3.9 %	-4.6 %	0.2 %	0.8 %	

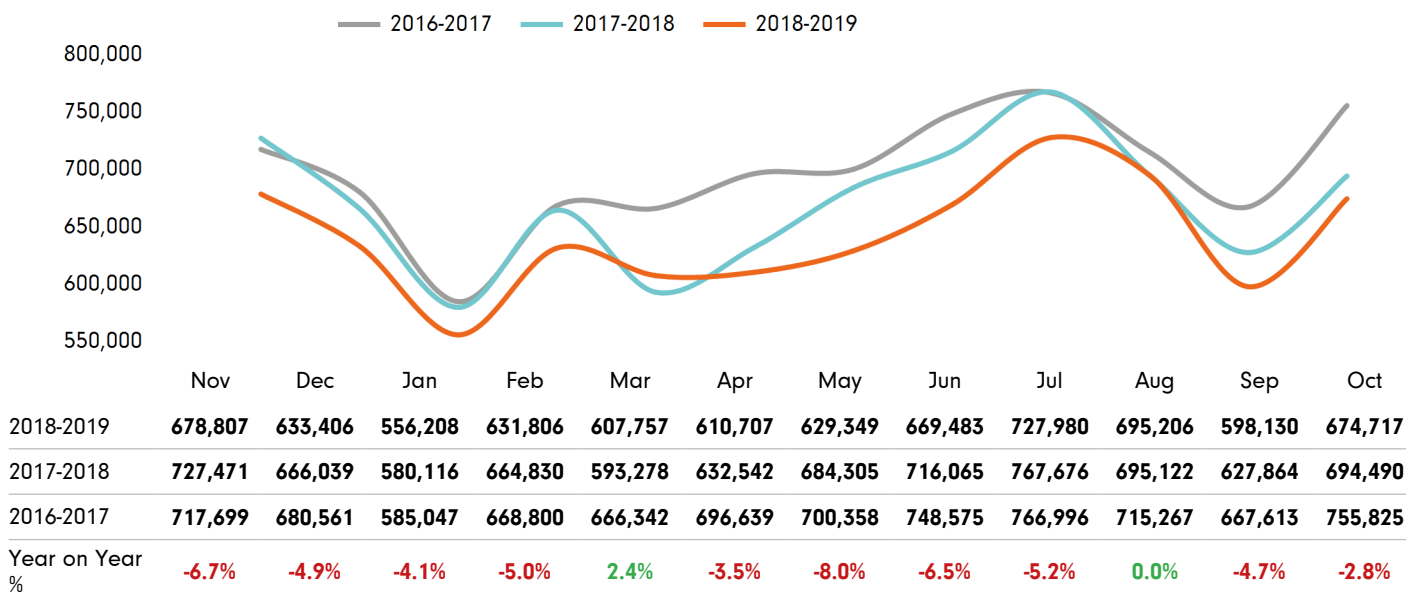
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

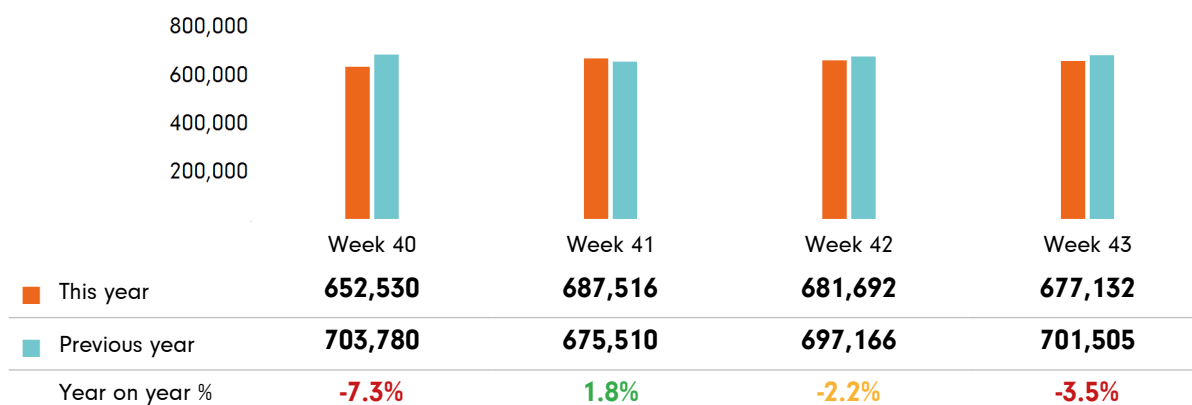
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for October compares October 2019 to October 2018

## Footfall by week of month

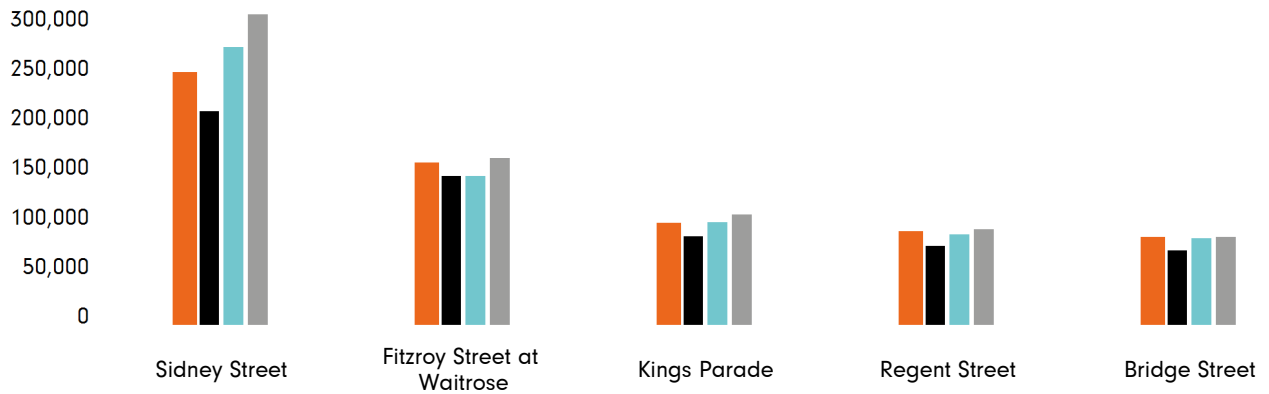
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>242,467</b>	<b>156,178</b>	<b>98,923</b>	<b>91,396</b>	<b>85,754</b>
Previous Month	<b>207,684</b>	<b>146,364</b>	<b>88,767</b>	<b>79,545</b>	<b>75,772</b>
Previous Year	<b>268,338</b>	<b>145,854</b>	<b>102,481</b>	<b>90,885</b>	<b>86,934</b>
2 Years Ago	<b>299,467</b>	<b>162,913</b>	<b>109,446</b>	<b>95,539</b>	<b>88,462</b>
Year on Year %	<b>-9.6 %</b>	<b>7.1 %</b>	<b>-3.5 %</b>	<b>0.6 %</b>	<b>-1.4 %</b>

## Footfall by location



- Sidney Street, 35.9 %
- Fitzroy Street at Waitrose, 23.1 %
- Kings Parade, 14.7 %
- Regent Street, 13.5 %
- Bridge Street, 12.7 %

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to October, 2019 Vs January, 2018 to October, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. October, 2019 Vs October, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2019 Vs 9 2019