



Cambridge

September 2018

27/08/2018 to 30/09/2018



REGION - East

Monday to Sunday

COUNT TYPE: Footfall Counts

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

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2018	2017	2018	2017	2018	2017
Cambridge	▼ -4.3 %	▲ 4.5 %	▼ -6.0 %	▼ -2.8 %	▼ -9.7 %	▼ -6.7 %
East	▼ -3.6 %	▲ 2.1 %	▼ -4.7 %	▲ 0.1 %	▼ -5.8 %	▼ -9.8 %
UK	▼ -2.5 %	▼ -0.8 %	▼ -1.6 %	▼ -2.4 %	▼ -3.8 %	▼ -5.0 %

Headlines

Footfall for the year to date is 4.3% down on the previous year.

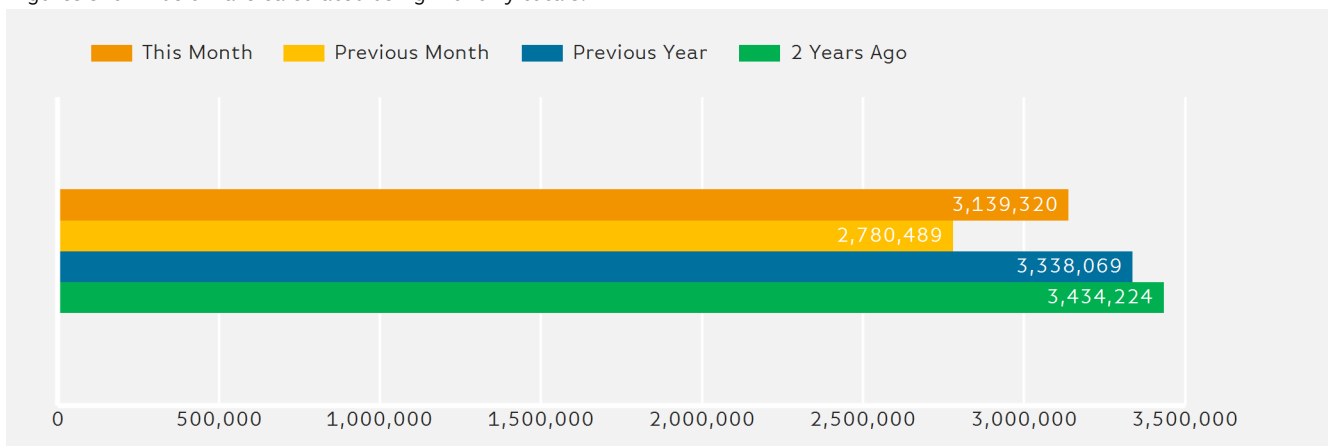
The number of visitors counted for month commencing 27 August 2018 was 3,139,320.

The busiest day in month commencing 27 August 2018 was Saturday 29 September with 138,748 visitors.

The peak hour of the month was 15:00 on Saturday 29 September 2018 with footfall of 15,007

Footfall by Month

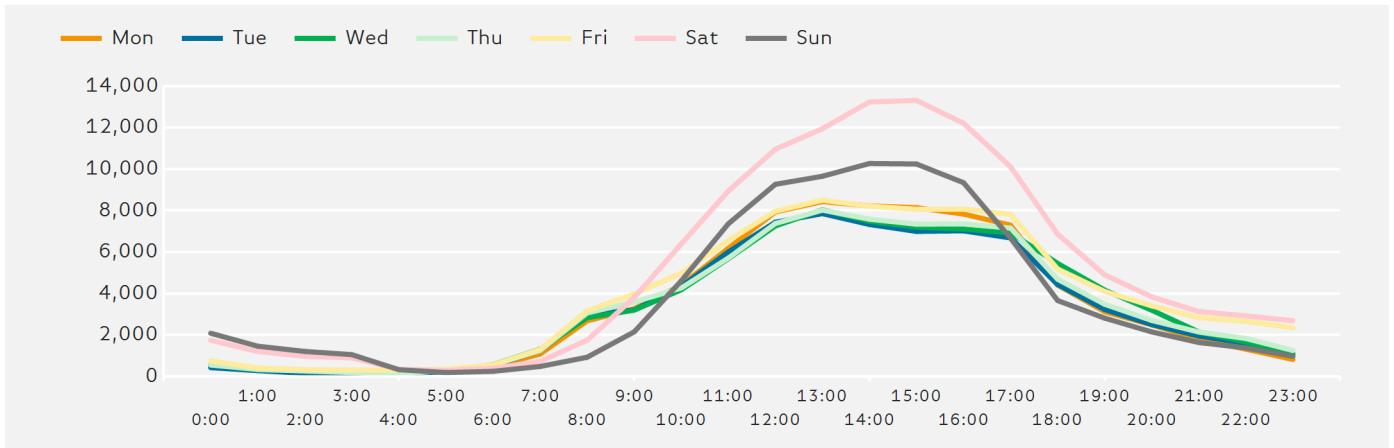
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



FOG

Number of days this month	21	4	10	
Number of days same month last year	12	4	18	1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	20.0	9.9
2017	19.2	10.3

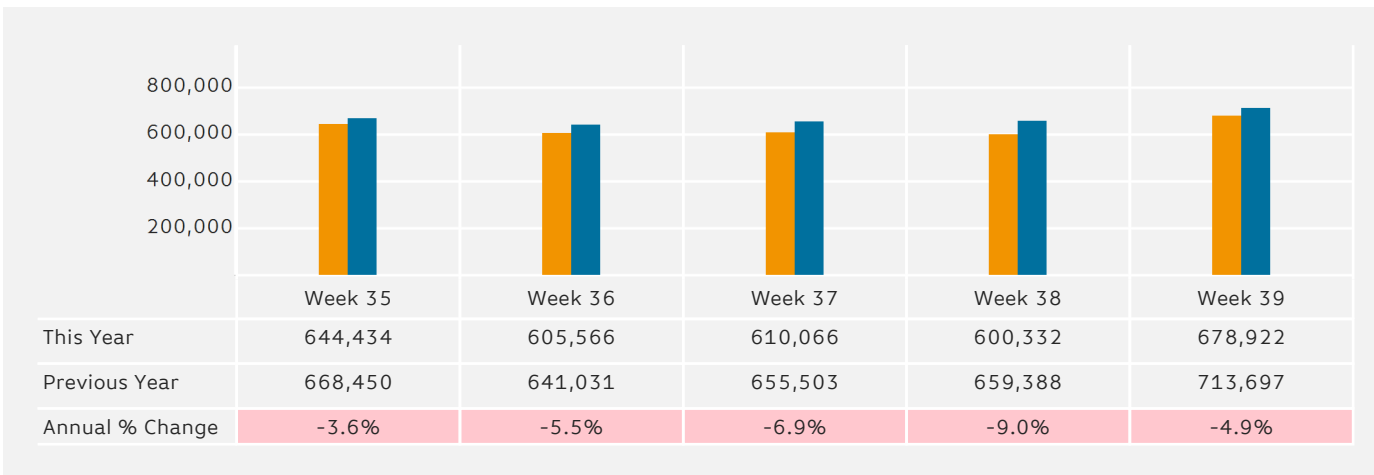
Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	81,688	77,830	81,367	81,120	92,121	123,579	90,158
Previous Month	92,242	96,581	102,256	89,175	99,439	128,504	86,922
Previous Year	82,819	87,720	87,460	87,605	95,747	130,025	96,234
2 Years Ago	85,072	87,673	94,363	91,696	97,381	131,769	98,889
Month on Month % Change	-11.4 %	-19.4 %	-20.4 %	-9.0 %	-7.4 %	-3.8 %	3.7 %
Year on Year % Change	-1.4 %	-11.3 %	-7.0 %	-7.4 %	-3.8 %	-5.0 %	-6.3 %

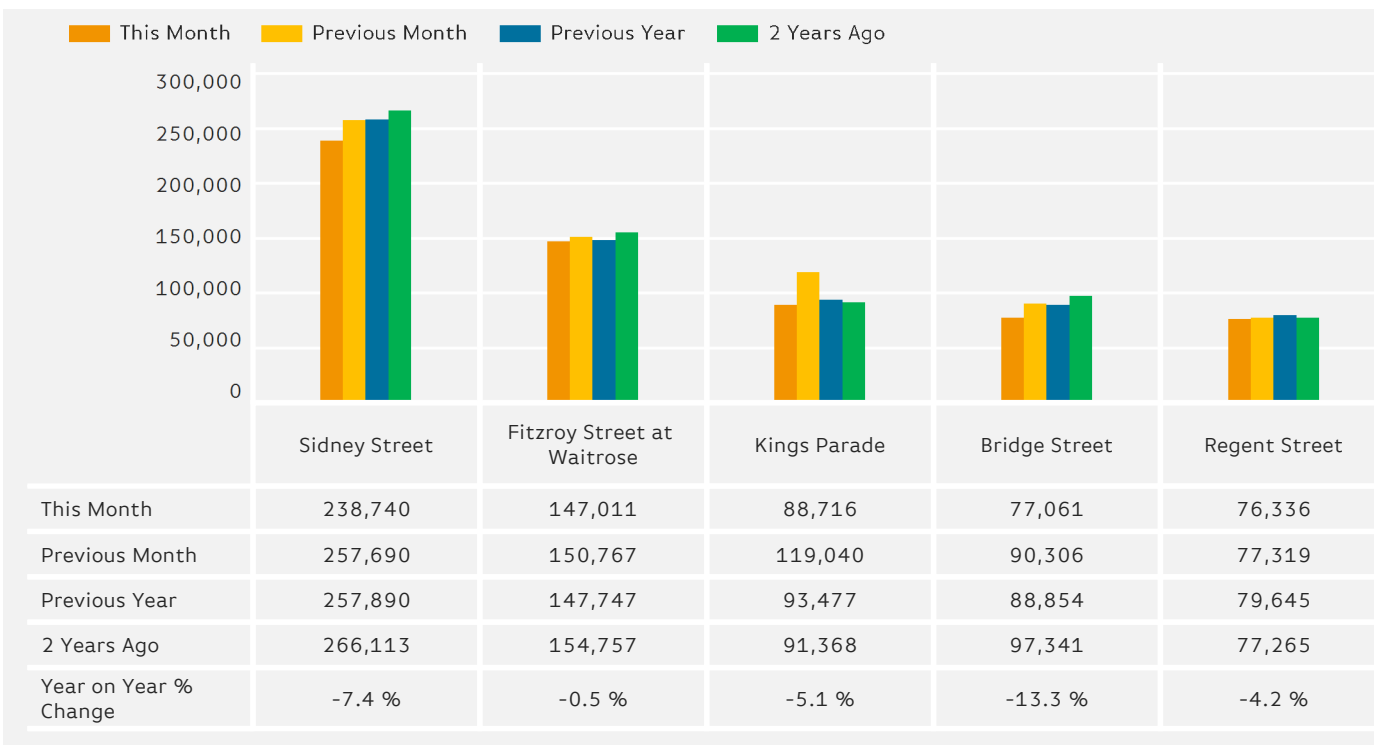
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



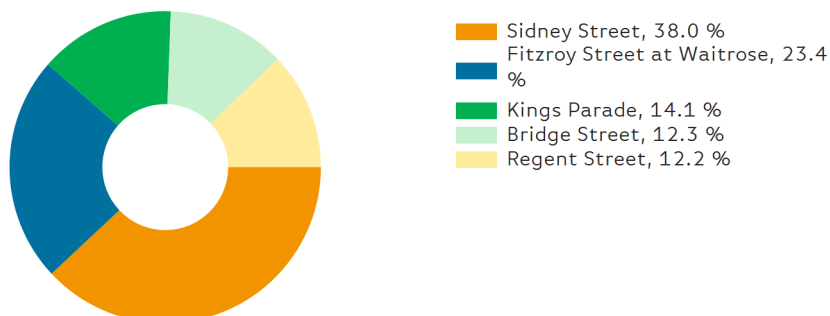
Footfall by Location

The figures shown below are calculated using weekly averages.



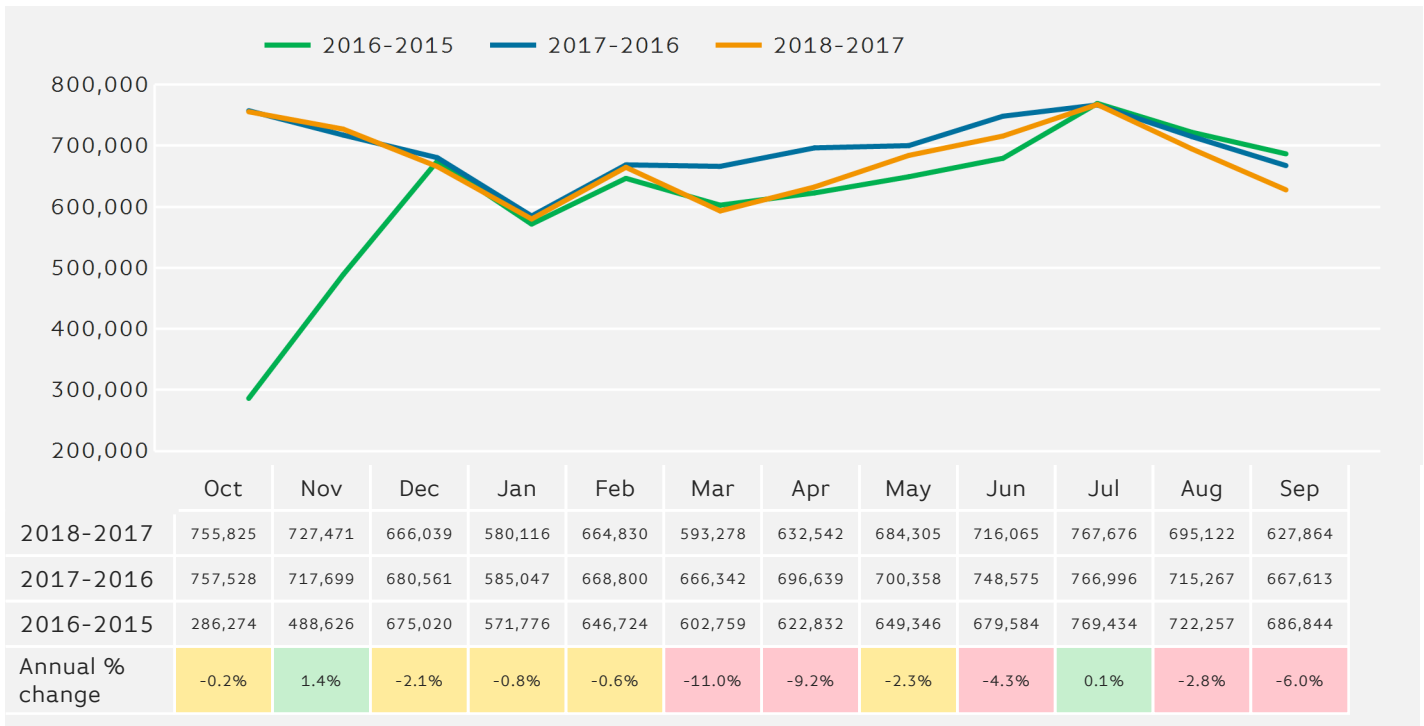
Footfall by location

Counting By Location - Main Locations Only



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to September, 2018 Vs January, 2017 to September, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. September, 2018 Vs September, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 9 2018 Vs 8 2018