

Footfall Report for: Cambridge Originals

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2019	2018	2019	2018	2019	2018
Cambridge Originals	-3.8 %	-4.5 %	1.8 %	-8.6 %	5.4 %	-4.0 %
East	-3.0 %	-3.8 %	-2.6 %	-6.1 %	-1.1 %	-2.1 %
UK	-1.7 %	-2.5 %	-3.1 %	-3.4 %	-2.0 %	-2.7 %

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The change in footfall for Cambridge Originals over the last 52 weeks is 4.3% down on the previous year.

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

The number of visitors counted for week commencing 7 October 2019 was 687,516.

The busiest day in week commencing 7 October 2019 was Saturday with 129,879 visitors.






















The peak hour of the week was 15:00 on Saturday 12 October 2019 with footfall of 13,941

Footfall by week

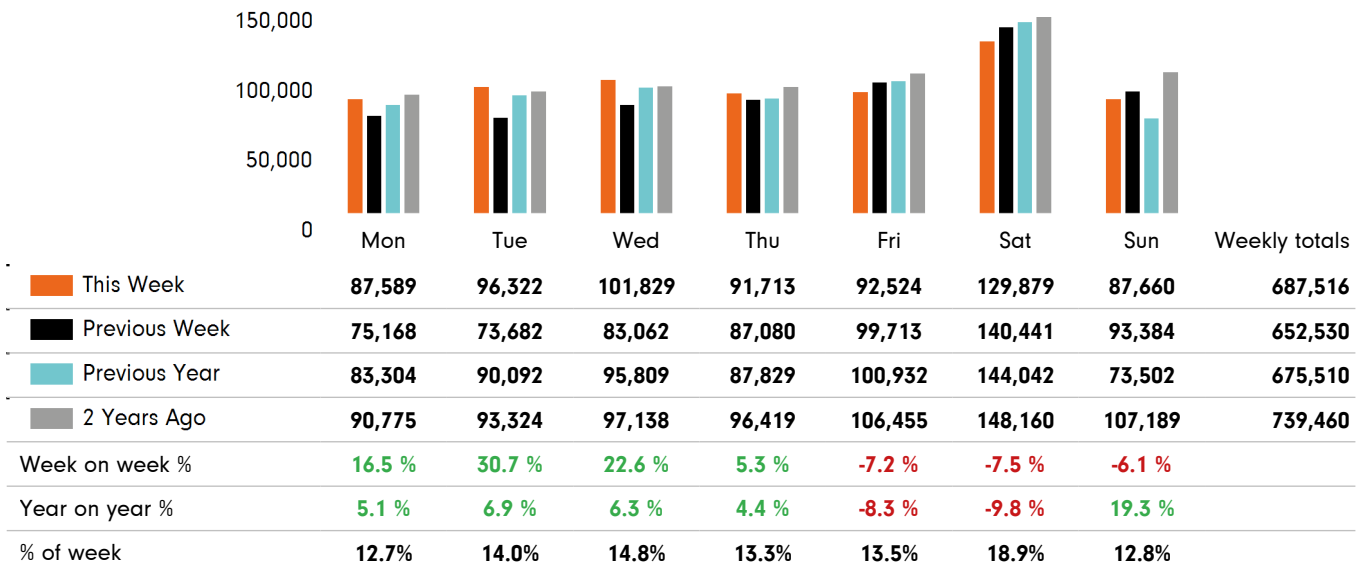


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

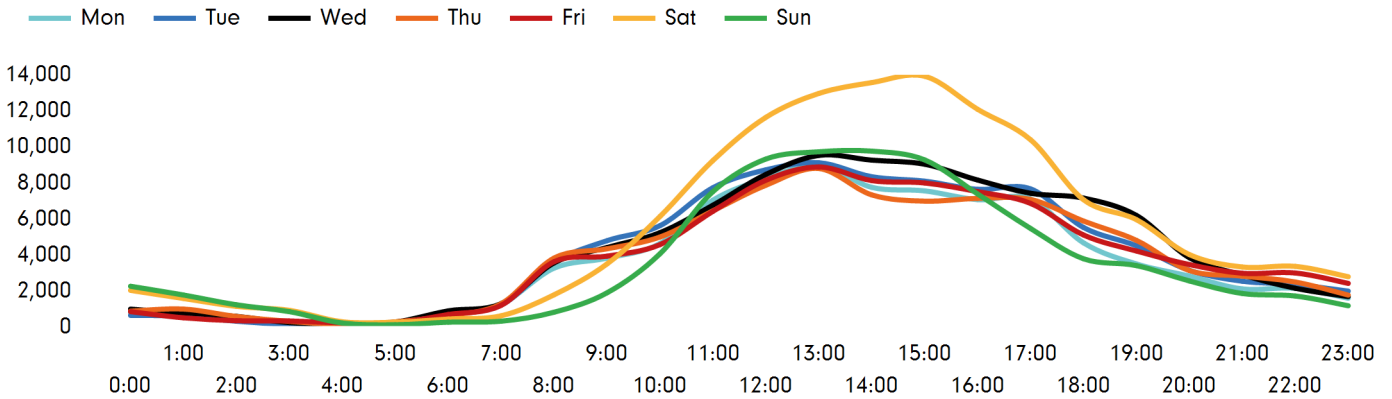
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 15°	 17°	 15°	 16°	 17°	 15°	 16°
Previous week	 18°	 18°	 14°	 14°	 15°	 16°	 15°
Previous year	 19°	 21°	 22°	 22°	 21°	 24°	 16°

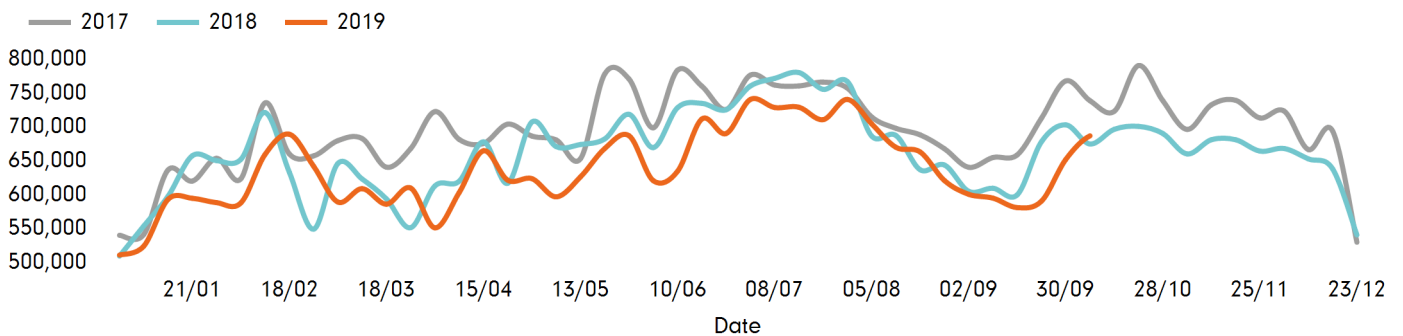
Footfall by day



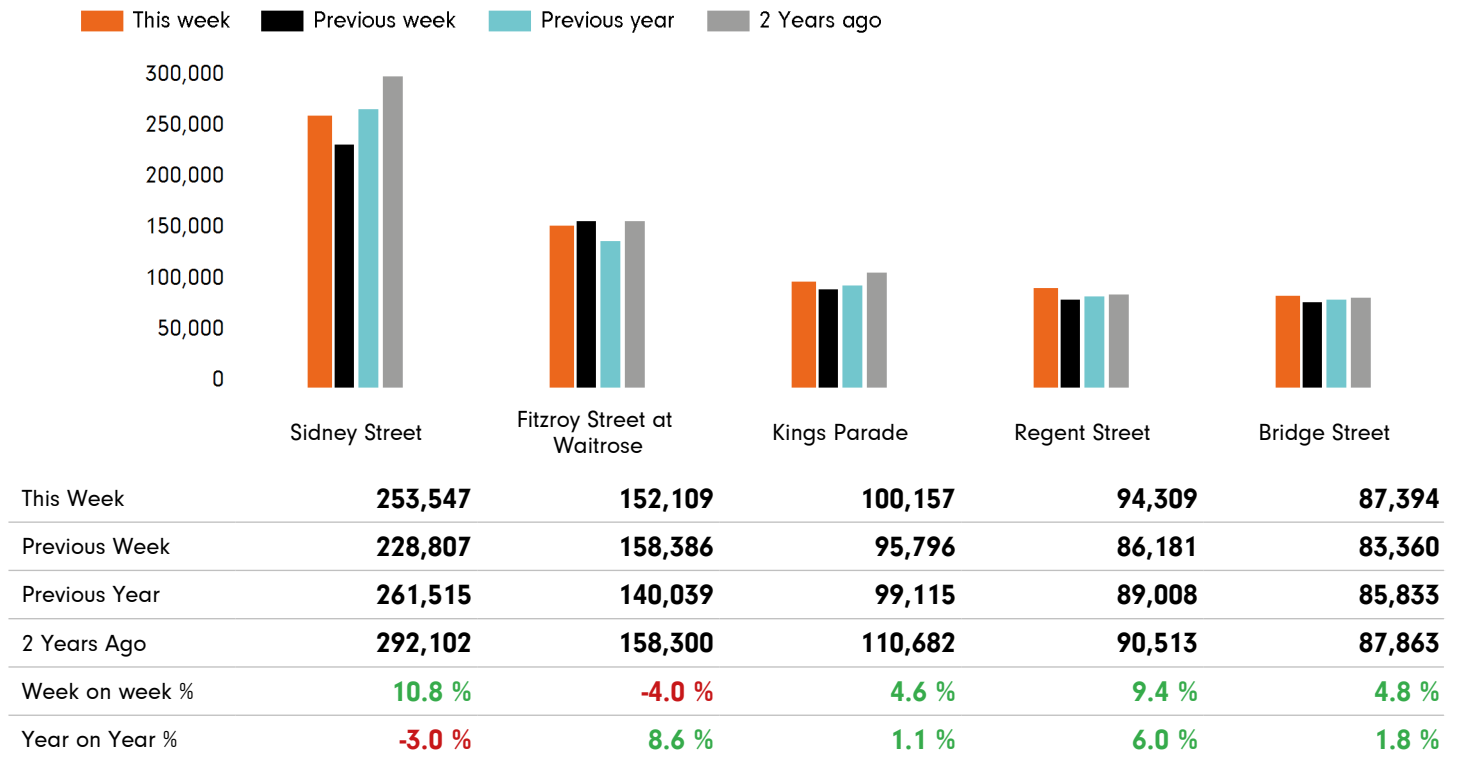
Footfall by hour



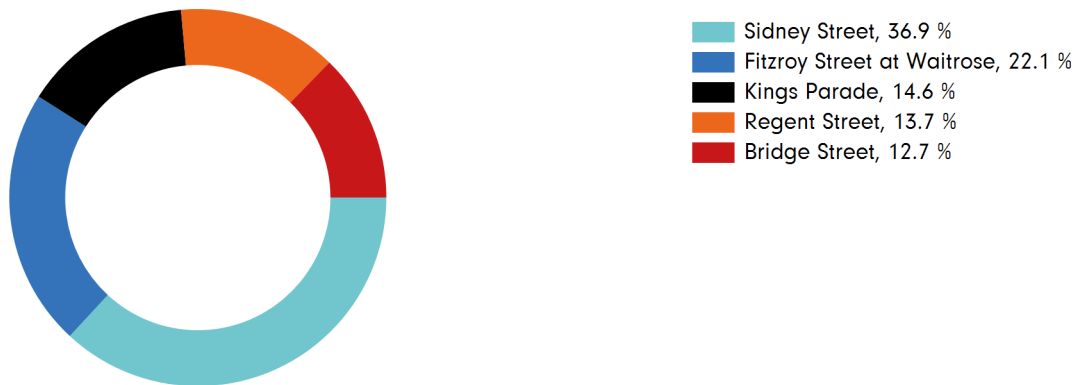
Footfall by week



Footfall by location



Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2019 to Week 41, 2019 Vs Week 1, 2018 to Week 41, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 41, 2019 Vs Week 41, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 41 2019 Vs Week 40 2019