



**Cambridge**

Week 33, 2018

13/08/2018 to 19/08/2018



REGION - East

Monday to Sunday

COUNT TYPE: Footfall Counts

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

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2018	2017	2018	2017	2018	2017
Cambridge	▼ -4.0 %	▲ 5.8 %	▼ -1.5 %	▼ -0.4 %	▲ 0.1 %	▼ -2.3 %
East	▼ -3.3 %	▲ 2.5 %	▼ -4.8 %	▲ 0.6 %	▲ 0.5 %	▲ 2.7 %
UK	▼ -2.5 %	▼ -0.5 %	▼ -1.7 %	▼ -1.5 %	▼ -0.5 %	▲ 0.5 %

**Headlines**

The change in footfall for Cambridge over the last 52 weeks is 2.9% down on the previous year.

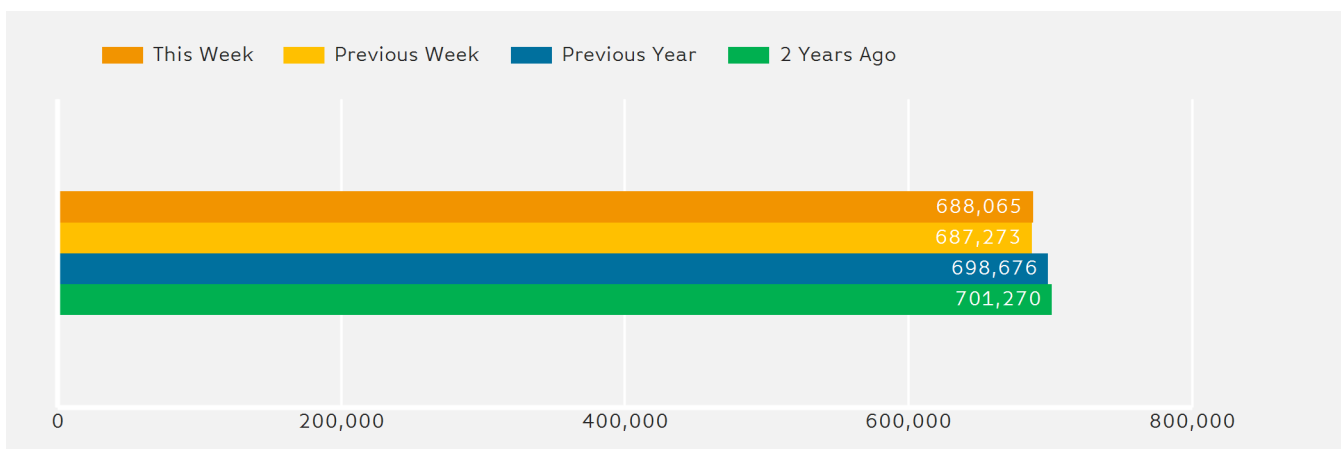
Footfall for the year to date is 4% down on the previous year.

The number of visitors counted for week commencing 13 August 2018 was 688,065.

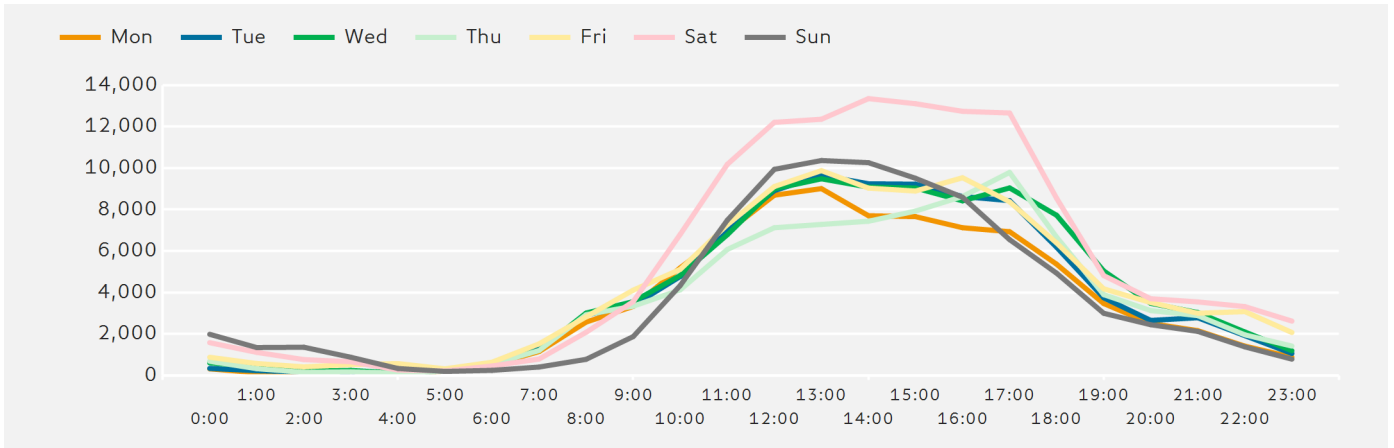
The busiest day in week commencing 13 August 2018 was Saturday with 131,426 visitors.

The peak hour of the week was 14:00 on Saturday 18 August 2018 with footfall of 13,347

**Footfall by Week**



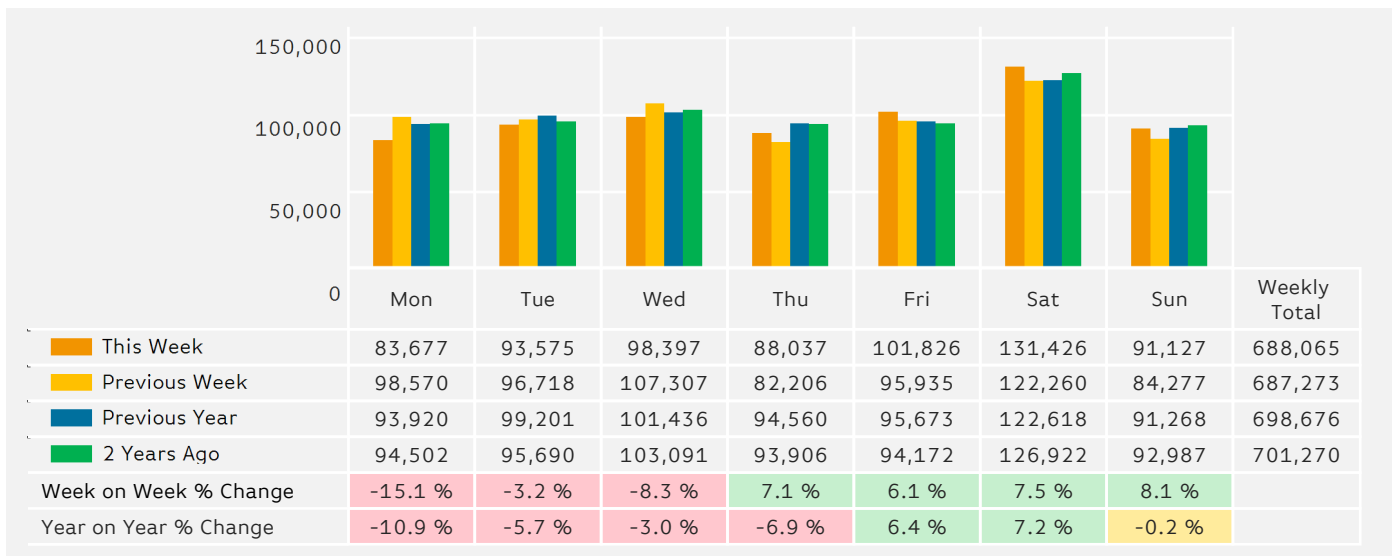
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	23	26	26	20	22	26	26
Previous Week	32	32	25	17	18	21	20
Previous Year	22	21	22	24	20	19	21

### Footfall by Day

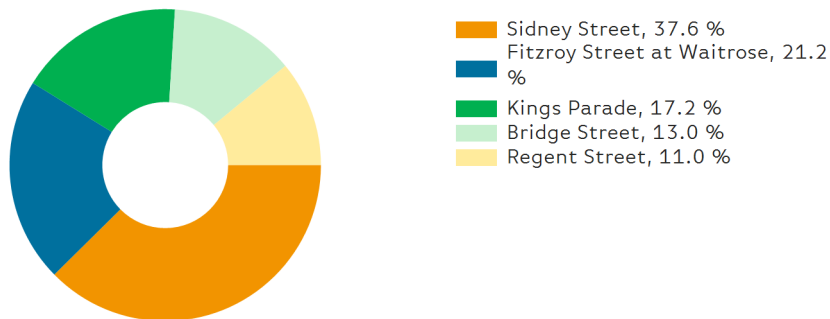


### Footfall by Location

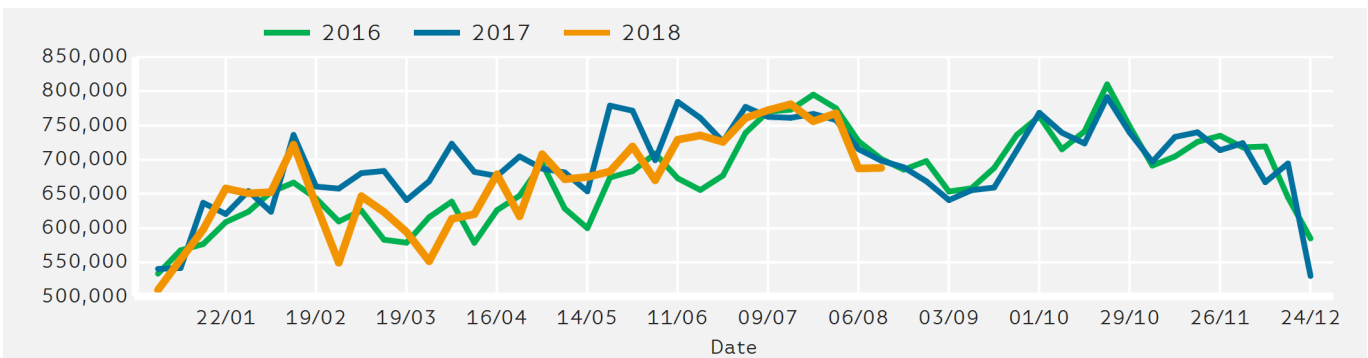


### Footfall by location

Counting By Location - Main Locations Only



### Footfall by Week



**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, 2018 to Week 33, 2018 Vs Week 1, 2017 to Week 33, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 33, 2018 Vs Week 33, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 33 2018 Vs Week 32 2018