Cambridge

Week 7, 2018

12/02/2018 to 18/02/2018

REGION - East

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Footfall

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	▼ -0.2 %	▲ 2.9 %	▼ -1.9 %	▲ 10.4 %	▲ 10.6 %	▲ 18.0 %
East	▼ -0.7 %	▲ 3.3 %	▲ 0.3 %	▲ 3.9 %	▲ 15.3 %	▲ 17.1 %
UK	▼ -2.4 %	▼ -1.1 %	▼ -3.0 %	▲ 2.9 %	▲ 12.1 %	▲ 14.8 %

Headlines

The change in footfall for Cambridge over the last 52 weeks is 2.8% up on the previous year.

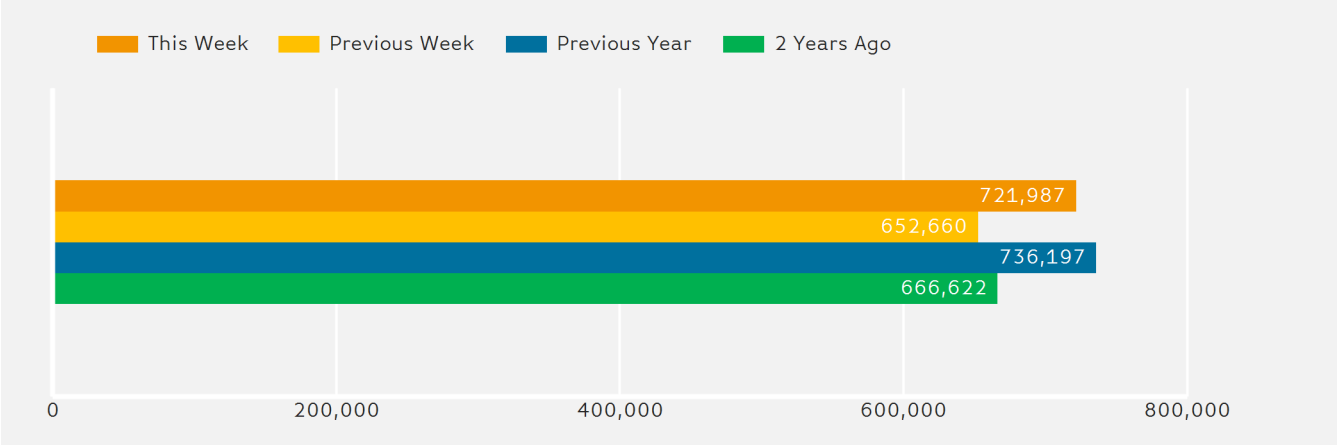
Footfall for the year to date is 0.2% down on the previous year.

The number of visitors counted for week commencing 12 February 2018 was 721,987.

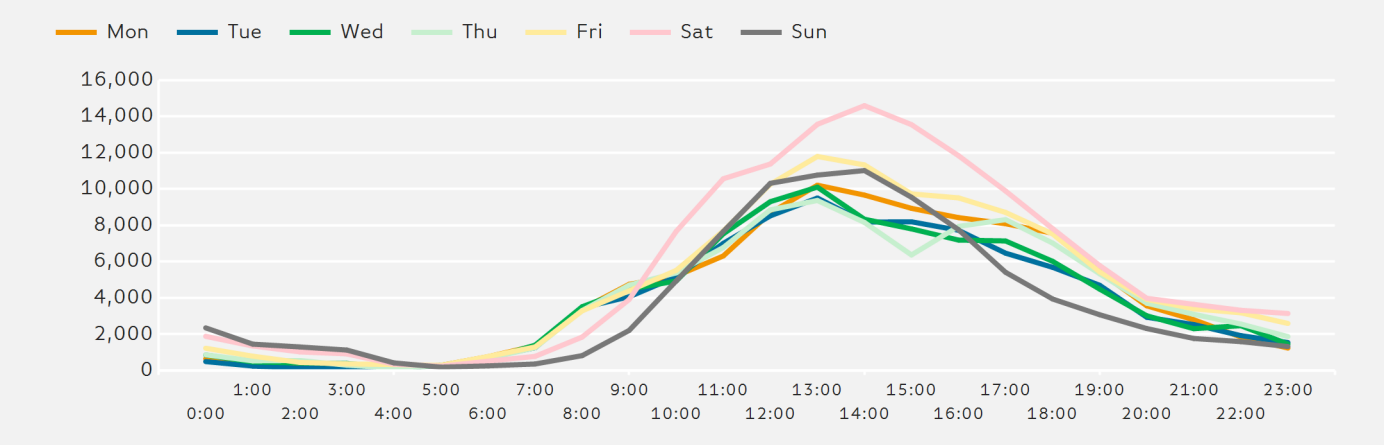
The busiest day in week commencing 12 February 2018 was Saturday with 133,496 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 14,590

Footfall by Week



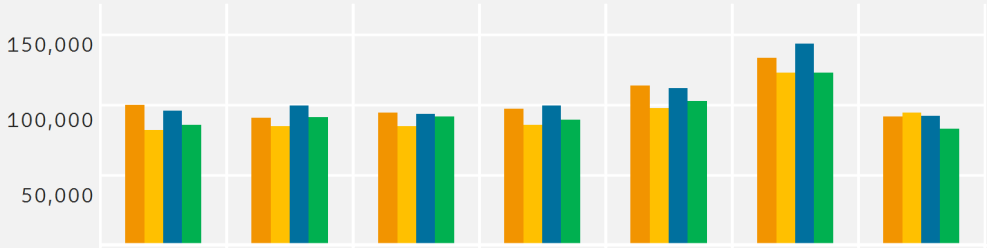
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	5	6	9	10	10	11
Previous Week	4	3	5	7	5	8	5
Previous Year	10	11	12	12	12	9	11

Footfall by Day



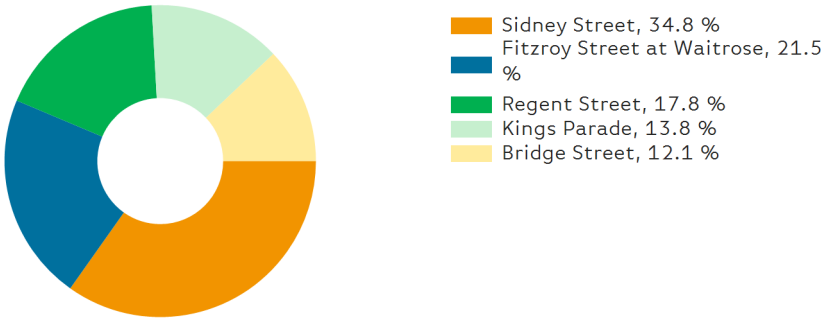
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	100,005	90,950	94,627	97,307	113,745	133,496	91,857	721,987
Previous Week	82,126	84,659	84,781	85,857	97,741	122,830	94,666	652,660
Previous Year	95,843	99,450	93,463	99,591	111,778	143,685	92,387	736,197
2 Years Ago	85,556	91,333	91,745	89,280	102,848	122,731	83,129	666,622
Week on Week % Change	21.8 %	7.4 %	11.6 %	13.3 %	16.4 %	8.7 %	-3.0 %	10.6 %
Year on Year % Change	4.3 %	-8.5 %	1.2 %	-2.3 %	1.8 %	-7.1 %	-0.6 %	-1.9 %

Footfall by Location

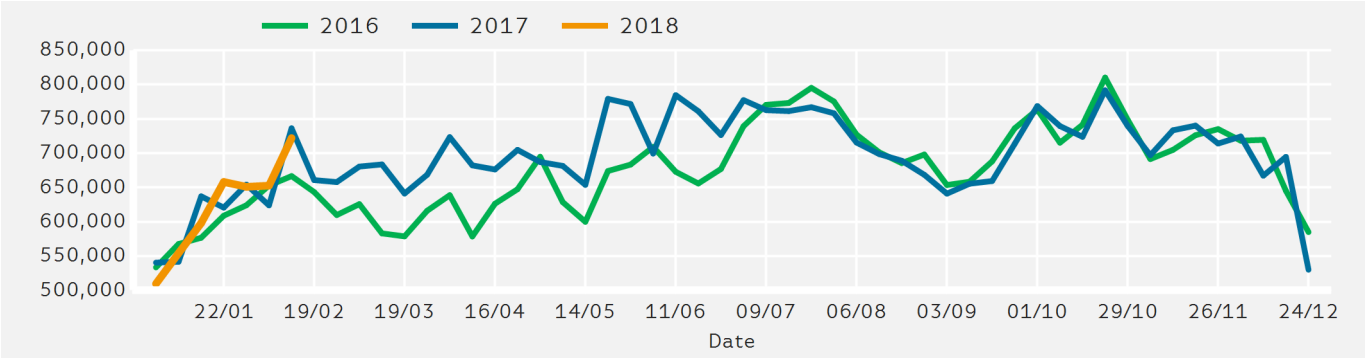
	Sidney Street	Fitzroy Street at Waitrose	Regent Street	Kings Parade	Bridge Street
This Week	251,305	155,493	128,336	99,800	87,053
Previous Week	245,113	134,776	113,336	85,385	74,050
Previous Year	287,821	155,351	96,087	89,643	107,295
2 Years Ago	240,521	159,141	80,122	81,690	105,148
Week on Week % Change	2.5 %	15.4 %	13.2 %	16.9 %	17.6 %
Year on Year % Change	-12.7 %	0.1 %	33.6 %	11.3 %	-18.9 %

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 7 , 2018 Vs Week 1, 2017 to Week 7 , 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 7, 2018 Vs Week 7, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2018 Vs Week 6 2018