HuQ Data Collection
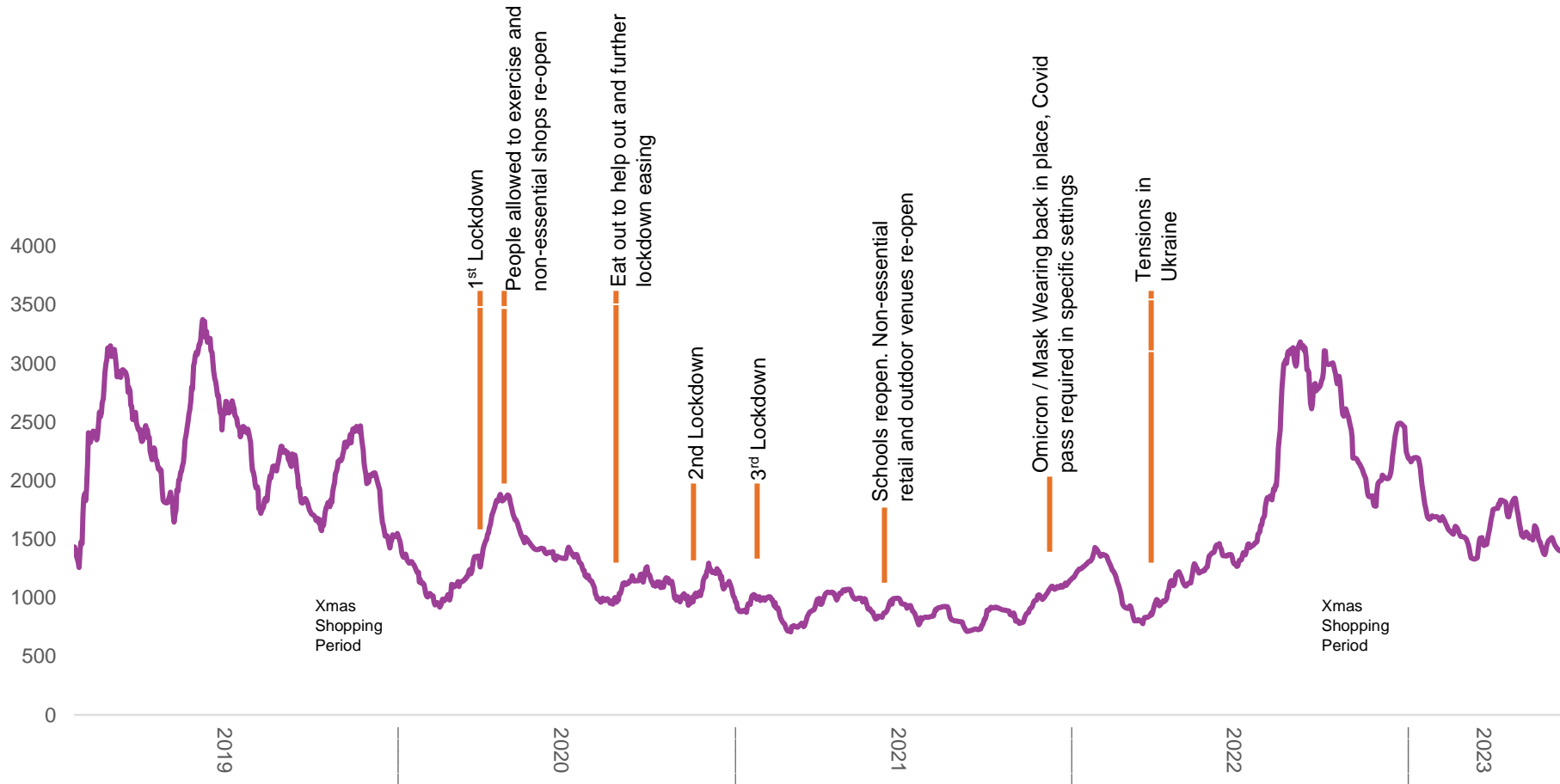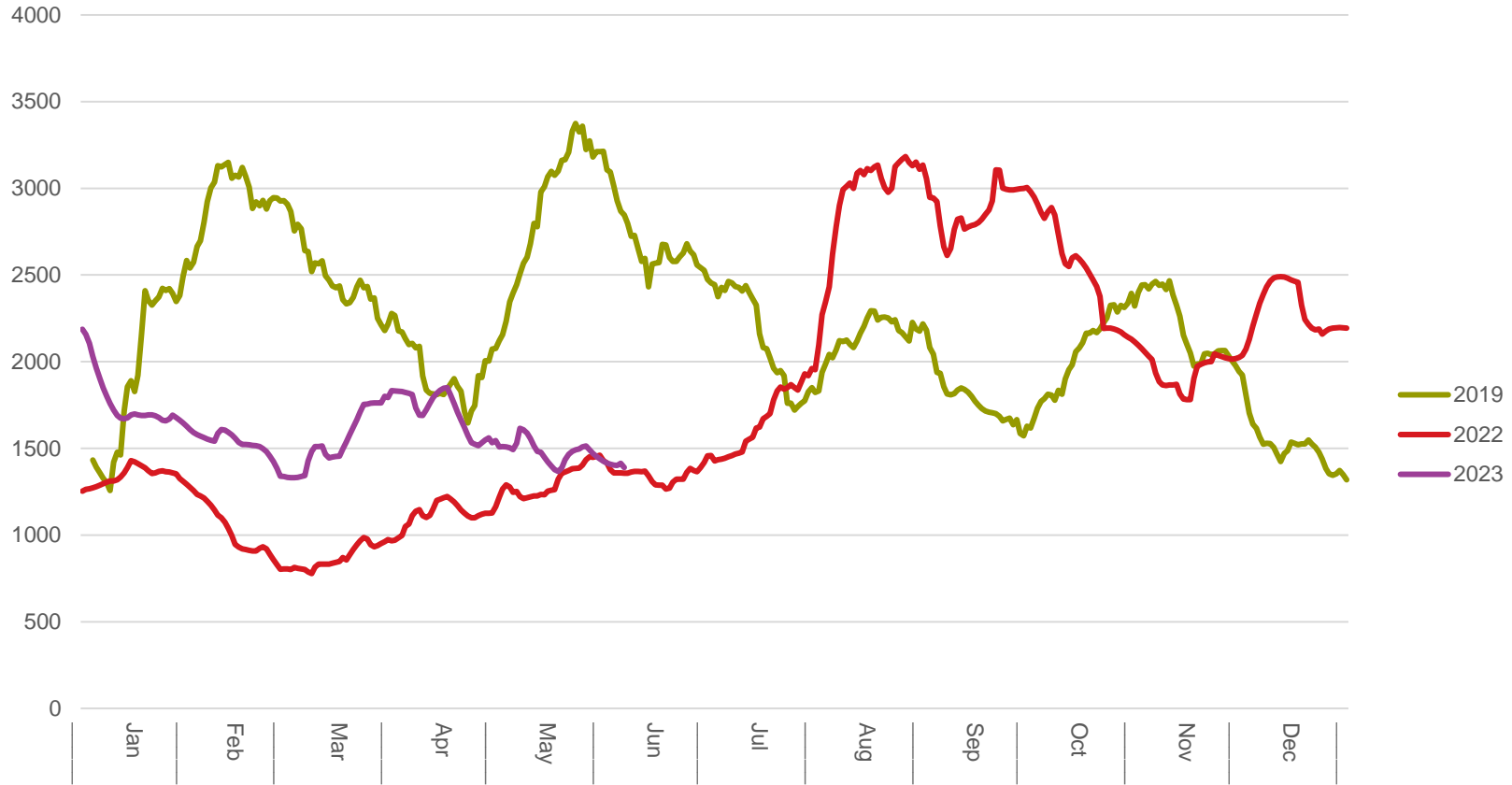
- Collected from Google
  - Any person with Google Maps on any device.
  - Any person that has 'shared their location' via mobile app usage.
- Footfall Data
  - Counts a person entering the area once per day, no double counting.
  - These would be minimum numbers as people without phones (some elderly and children) are not counted.
  - Reports daily usage every week. Currently one week behind.
  - Hourly and daily footfall reports
  - Dwell Time Data
  - Measures how long a person staying in town on average in minutes
  - Longer times mean people are potentially visiting many locations per trip (trip chaining) or adding hospitality sector to their shopping trip.

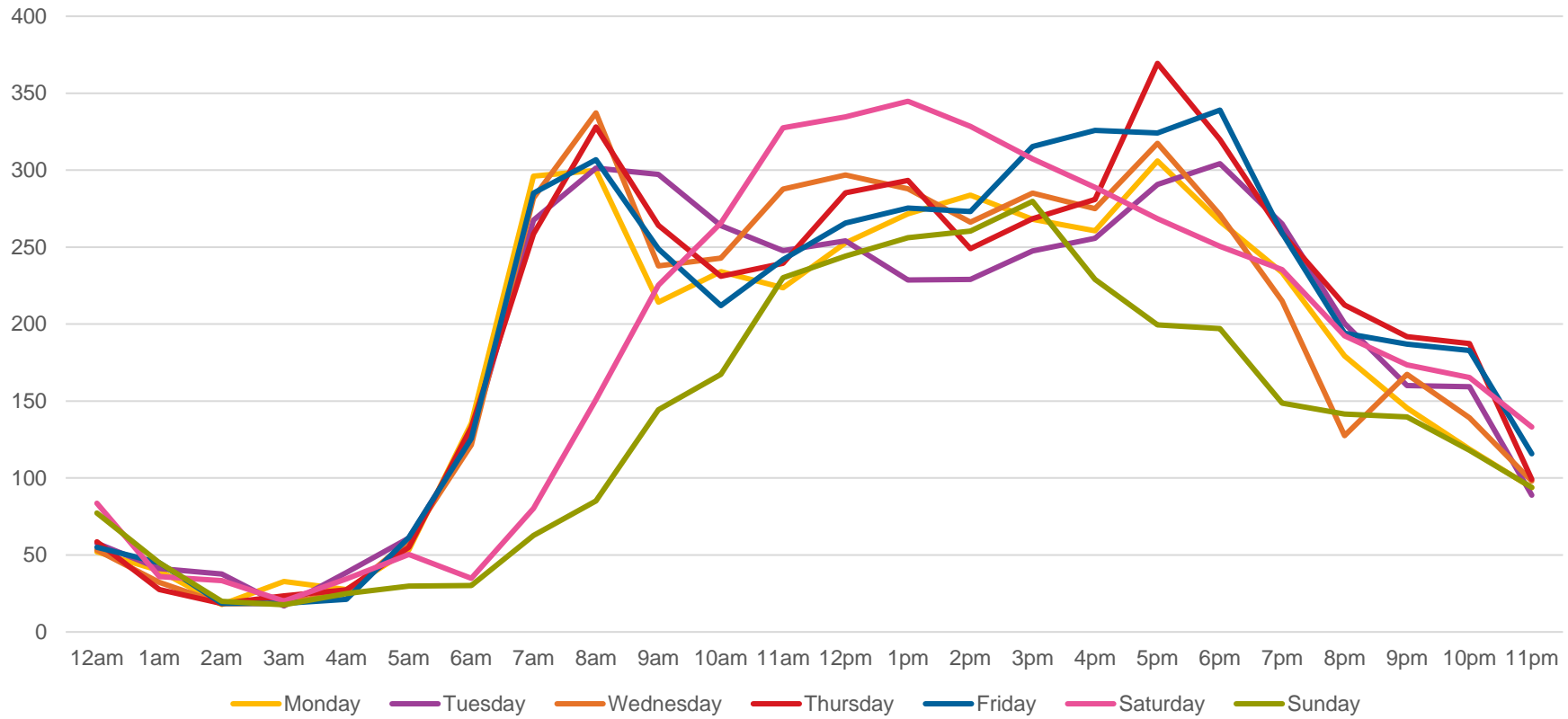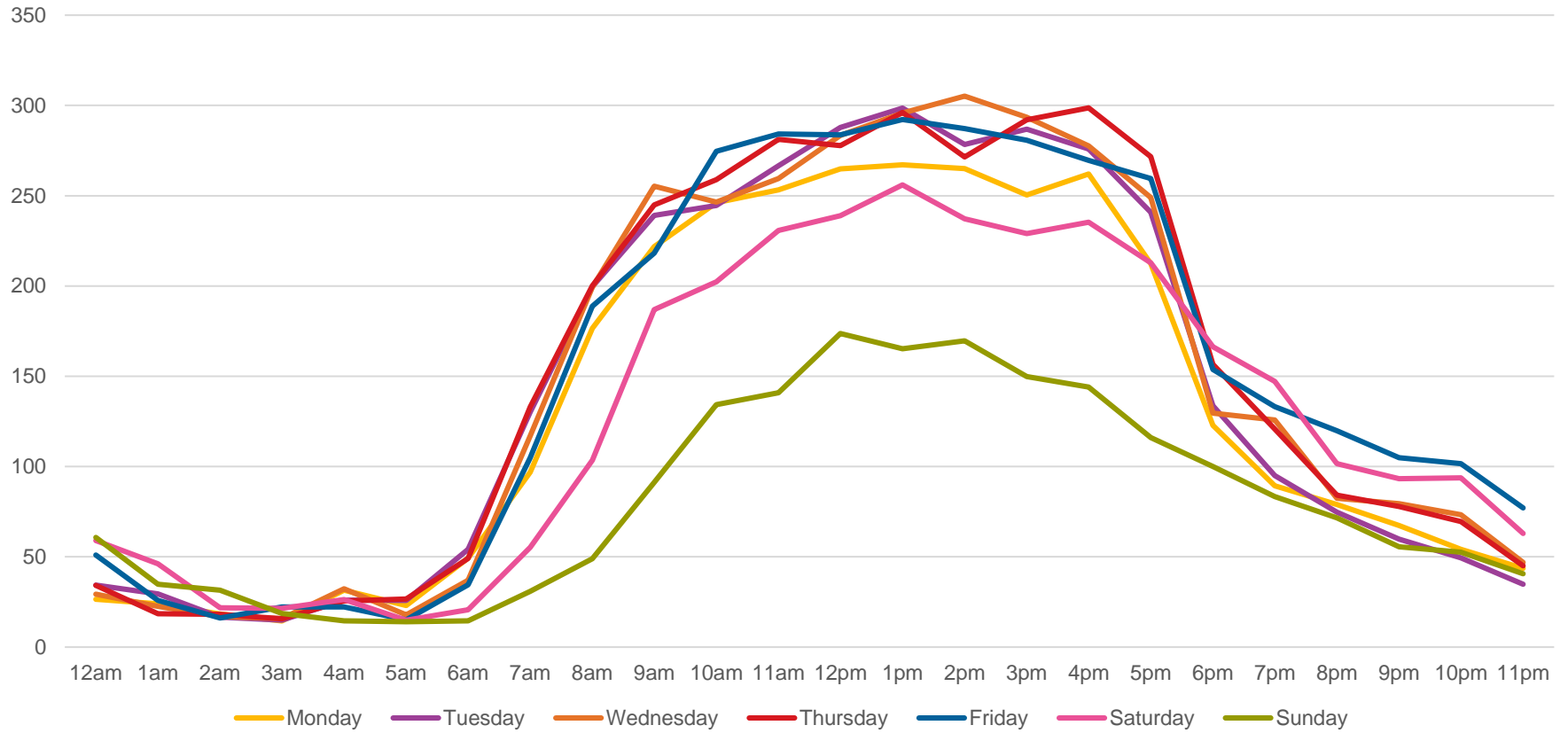**Rickmansworth Footfall: linear footfall and world events**

1st Lockdown

People allowed to exercise and non-essential shops re-open

Eat out to help out and further lockdown easing

2nd Lockdown

3rd Lockdown

Schools reopen. Non-essential retail and outdoor venues re-open

Omicron / Mask Wearing back in place, Covid pass required in specific settings

Tensions in Ukraine

Xmas Shopping Period

Xmas Shopping Period

4000
3500
3000
2500
2000
1500
1000
500
0

2019   2020   2021   2022   2023

Rickmansworth: Year-by-Year Footfall Comparison

Legend: 2019, 2020, 2021, 2022, 2023

Rickmansworth: Year-by-Year Footfall Comparison

Rickmansworth Hourly Footfall by Year 2019

Hourly Footfall by Year 2022

Rickmansworth Dwell Time (Jan-Dec) by Year