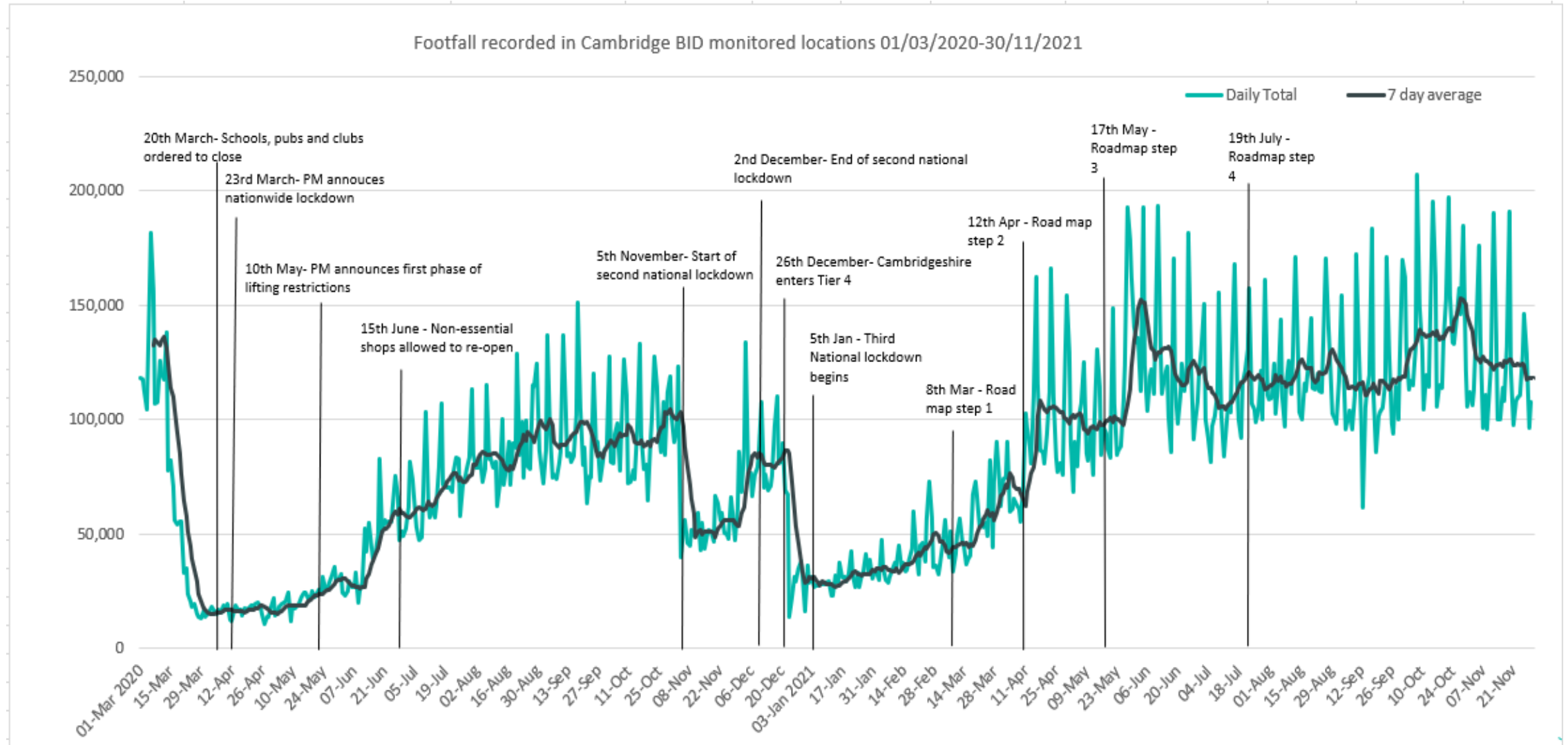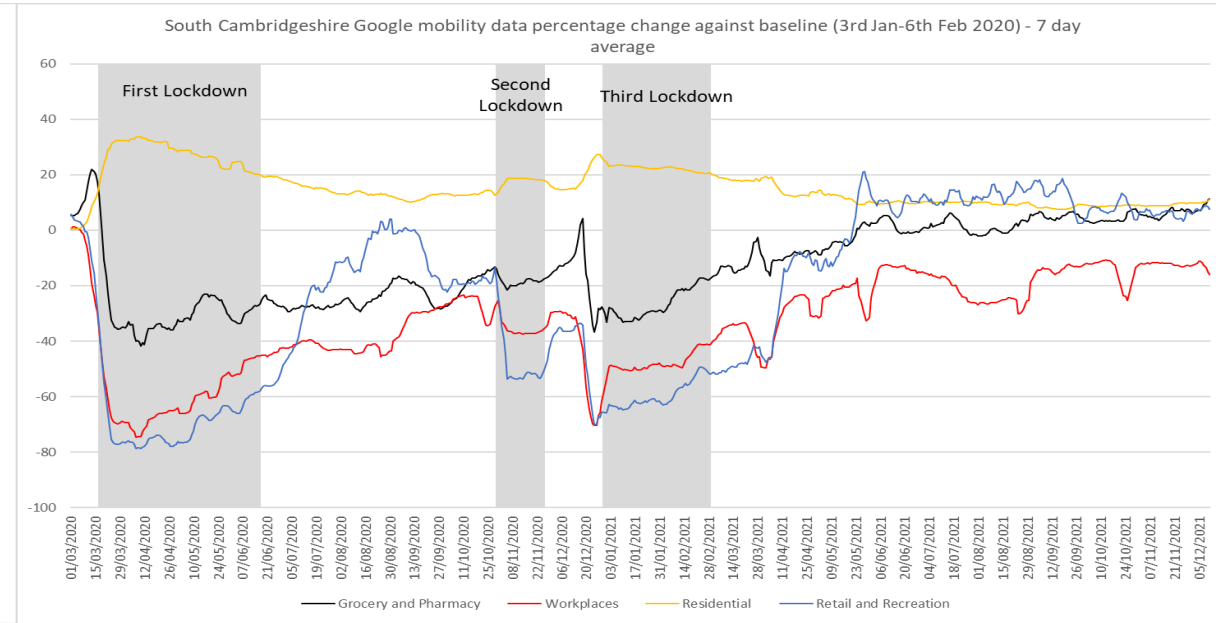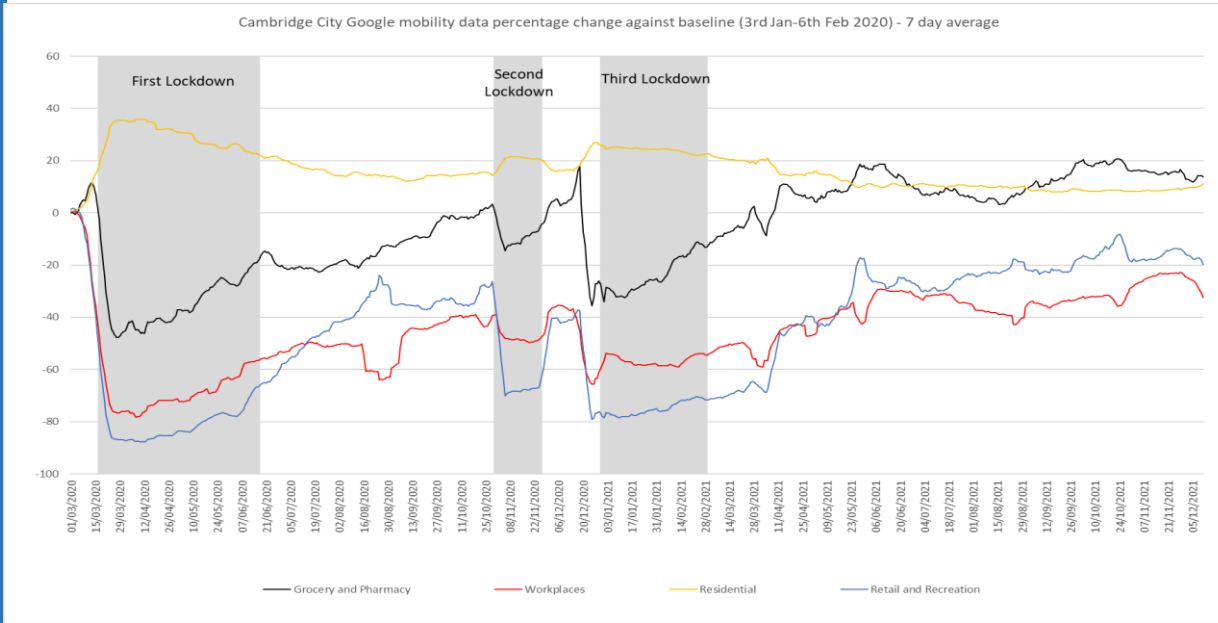# Consumer Behaviour – Footfall

With a focus on footfall, understanding emerging indications of consumer behaviour, including of spending and confidence.

Footfall recorded in Cambridge BID monitored locations 01/03/2020-30/11/2021

Consumer Behaviour – Google Mobility Data

Cambridge City Google mobility data percentage change against baseline (3rd Jan-6th Feb 2020) - 7 day average

South Cambridgeshire Google mobility data percentage change against baseline (3rd Jan-6th Feb 2020) - 7 day average

Labour Market – Claimant Count

Claimant Count data across Greater Cambridge, as at 11th November 2021

Claimant counts across Greater Cambridge since January 2020

-1,080 claimants from November 2020

-970 claimants from November 2020

Legend: 2020 Cambridge — 2020 South Cambridgeshire — 2021 Cambridge — 2021 South Cambridgeshire
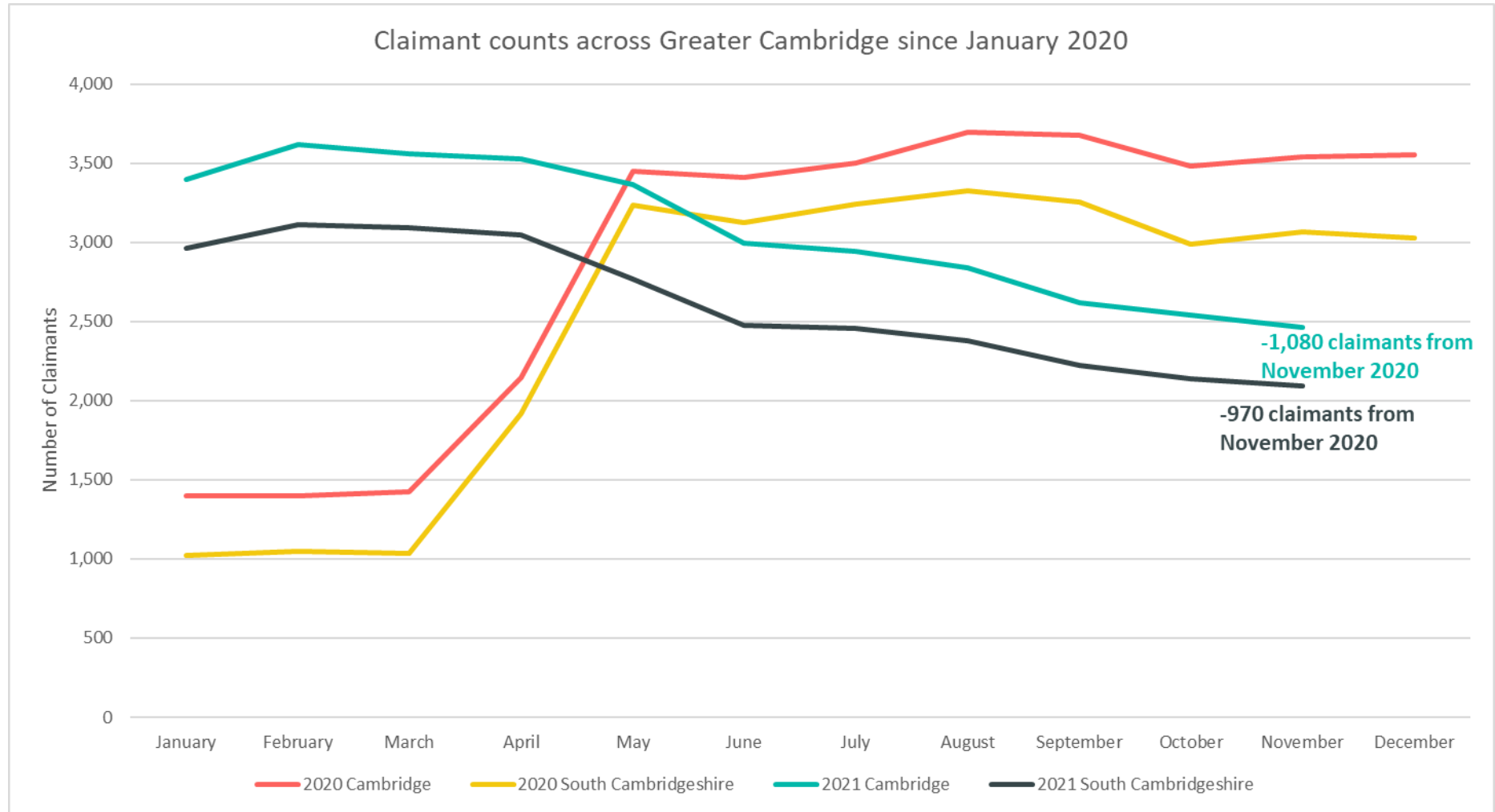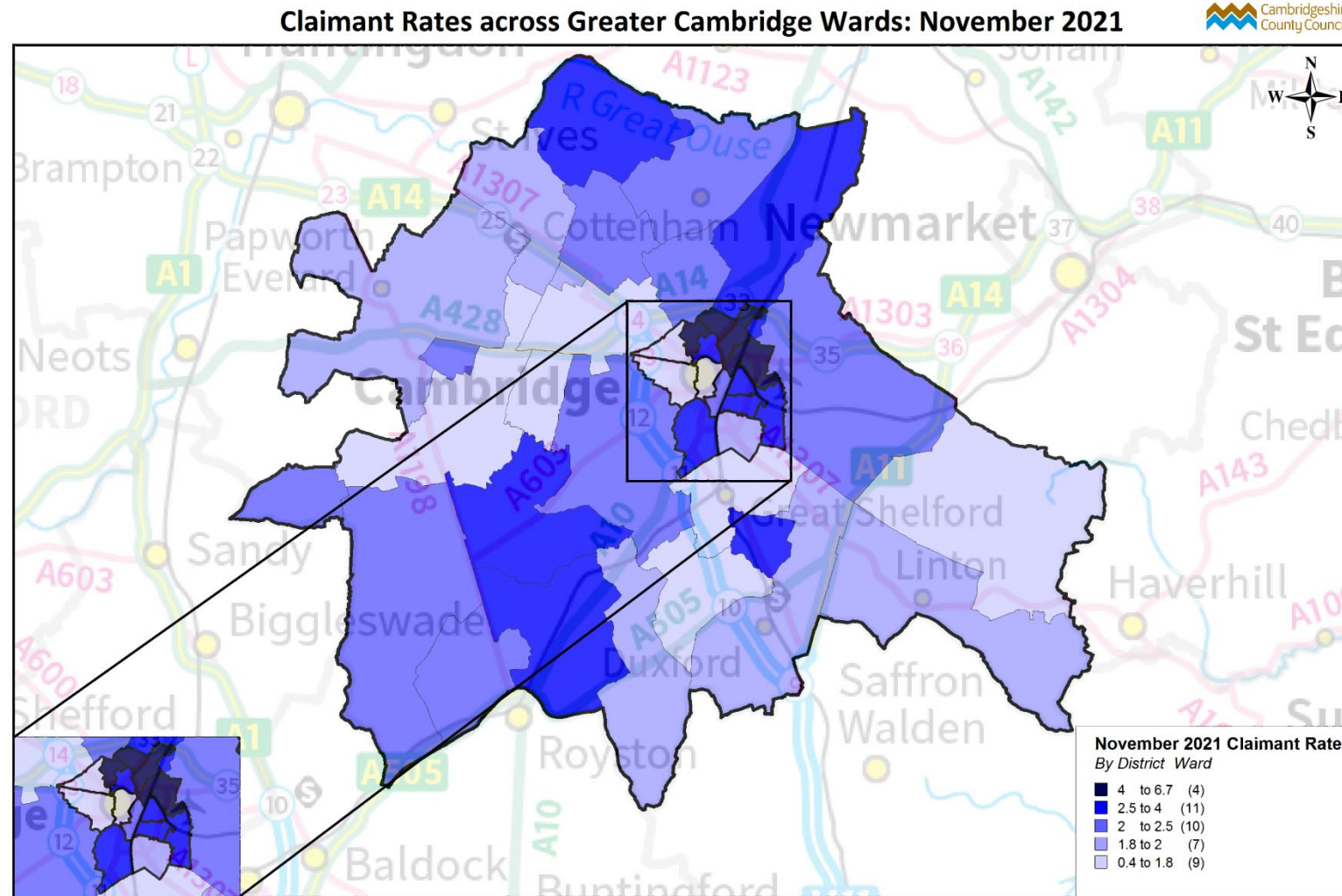
this figure includes all residents over the age of 16 (not just working age)

Labour Market – Claimant Count by Age

November 2021 Claimant Counts by Age Group (Indexed to February 2020)

Labour Market – Claimant Count by Location

Claimant Rates across Greater Cambridge Wards: November 2021

November 2021 Claimant Rate
By District Ward

■	4 to 6.7	(4)
■	2.5 to 4	(11)
■	2 to 2.5	(10)
■	1.8 to 2	(7)
■	0.4 to 1.8	(9)

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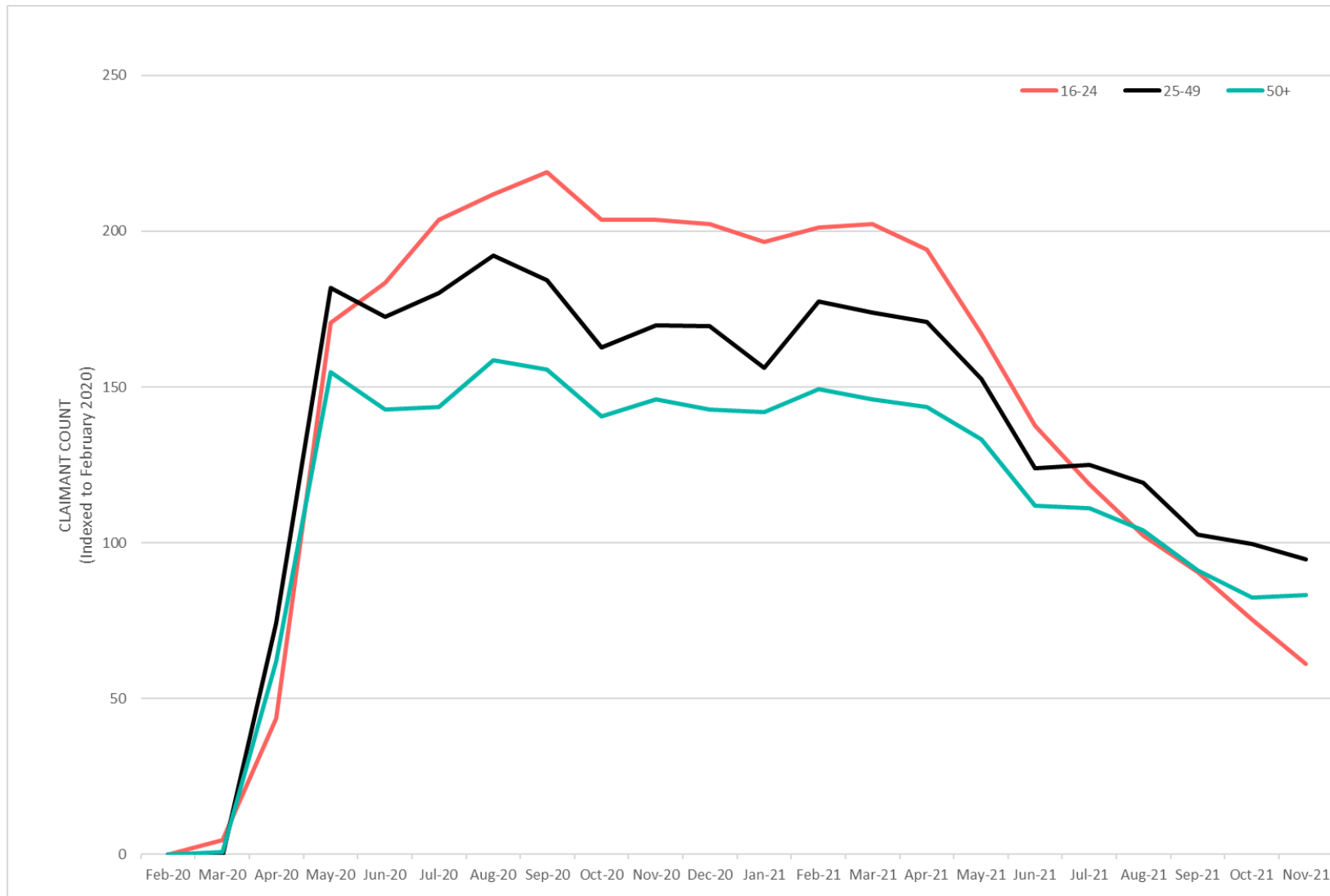
Labour Market – Claimant Count by Location

March 2020 🔵

November 2021 🔴

Claimant Rate during COVID-19 outbreak across Greater Cambridge Wards
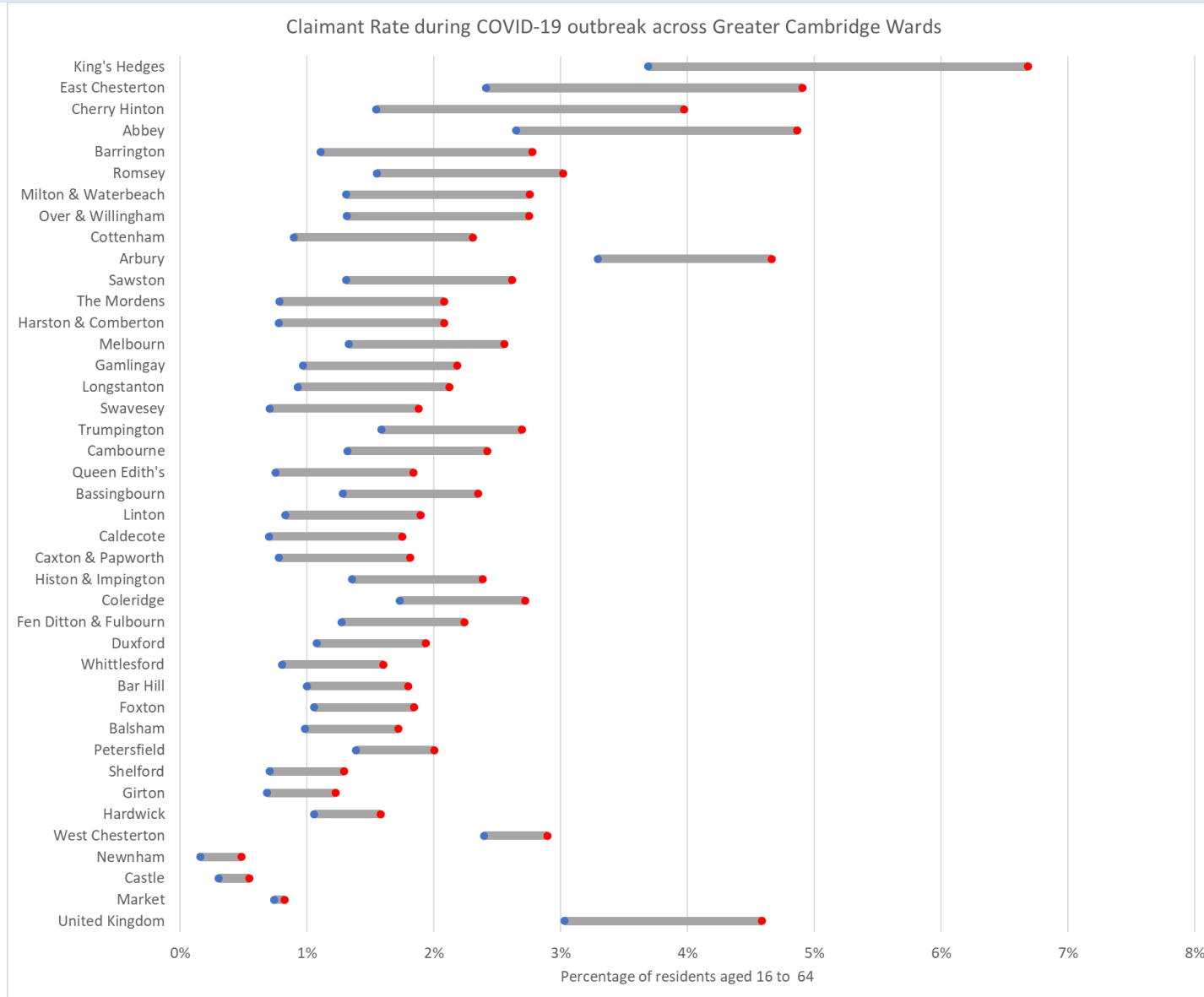
Labour Market – Job Retention Scheme

Total employments furloughed since 31st May 2020

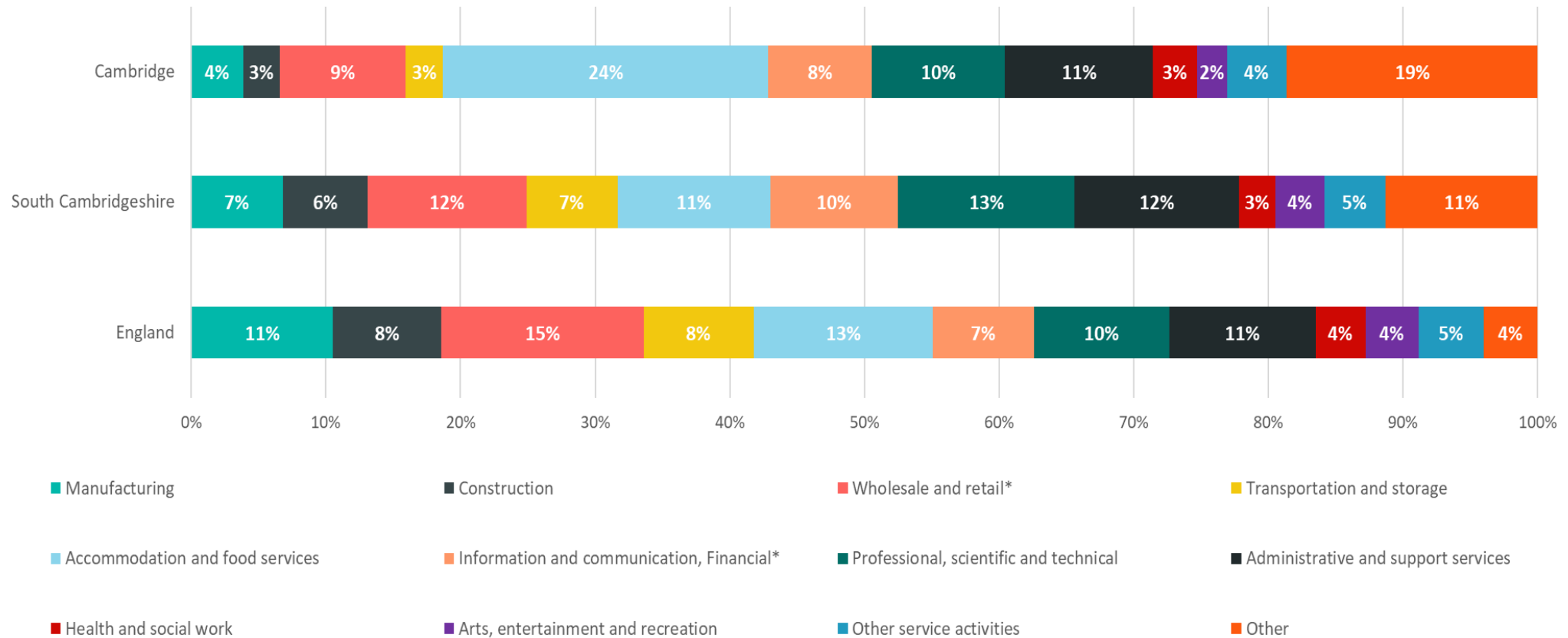Take up rate of the Coronavirus Job Retention Scheme since June 2020
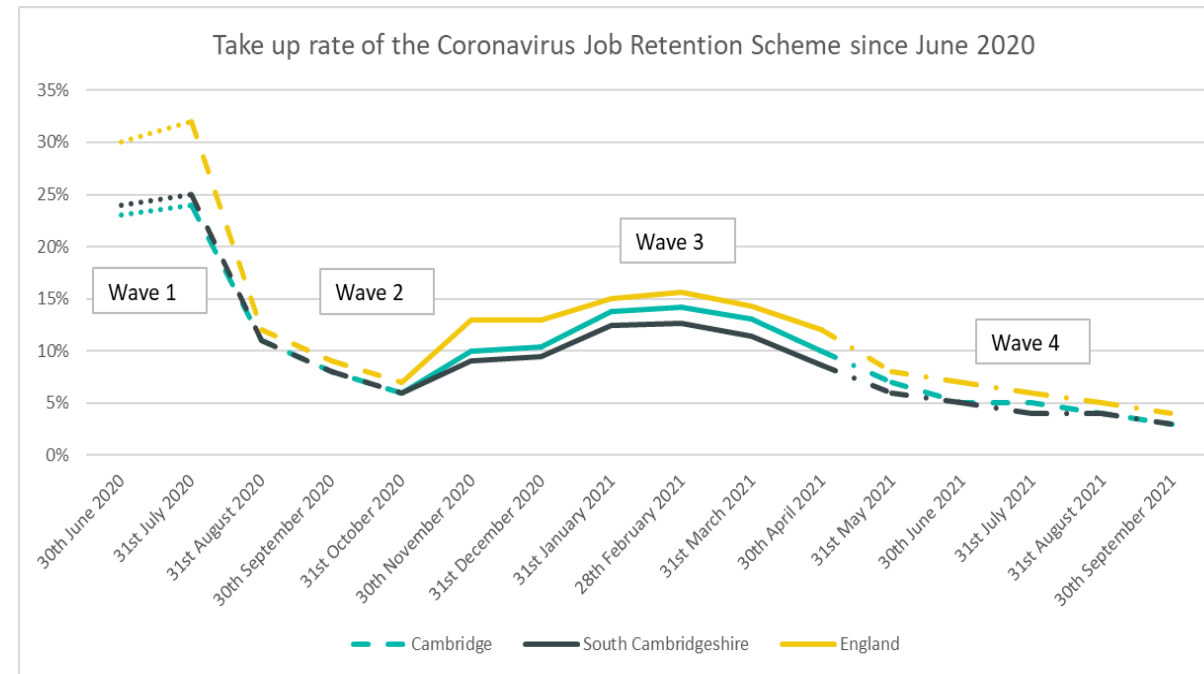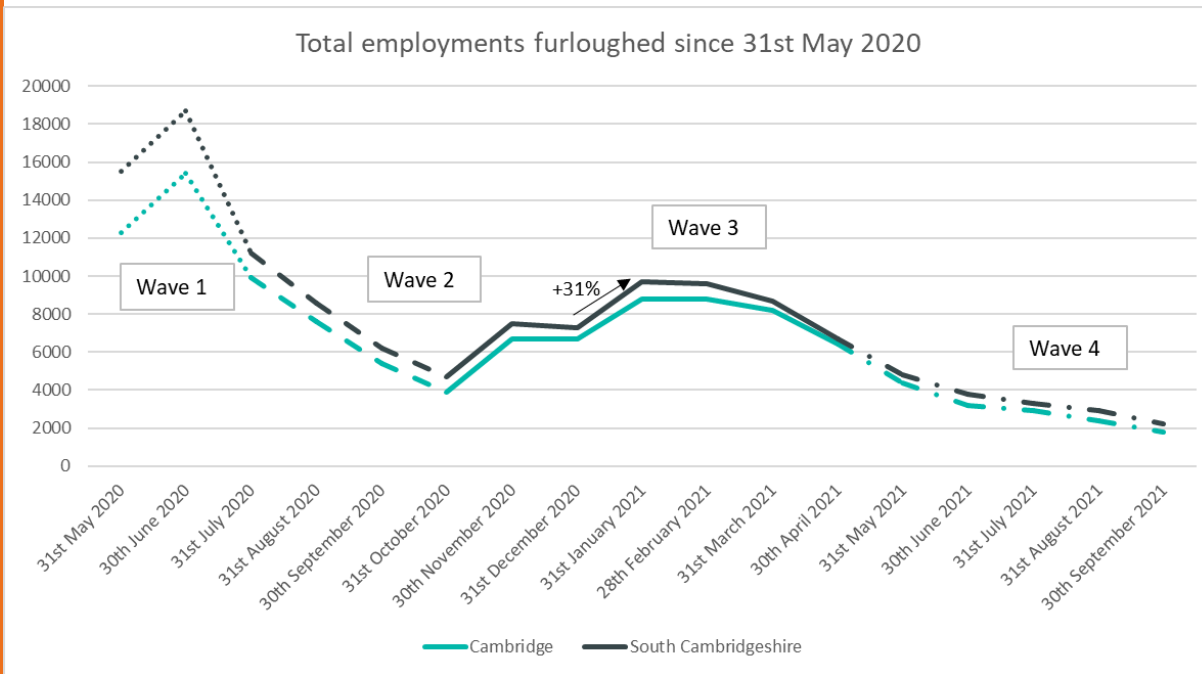
*The number of employments furloughed are not directly comparable across waves as there are differences in eligibility criteria and claim values.
*September 2021 data is provisional and subject to change

Labour Market – Furloughed by Sector

Employments Furloughed by Sector across Greater Cambridge based on claims made by the 21st November

Area	Manufacturing	Construction	Wholesale and retail*	Transportation and storage	Accommodation and food services	Information and communication, Financial*	Professional, scientific and technical	Administrative and support services	Health and social work	Arts, entertainment and recreation	Other service activities	Other
Cambridge	4%	3%	9%	3%	24%	8%	10%	11%	3%	2%	4%	19%
South Cambridgeshire	7%	6%	12%	7%	11%	10%	13%	12%	3%	4%	5%	11%
England	11%	8%	15%	8%	13%	7%	10%	11%	4%	4%	5%	4%

Legend:
- Manufacturing
- Construction
- Wholesale and retail*
- Transportation and storage
- Accommodation and food services
- Information and communication, Financial*
- Professional, scientific and technical
- Administrative and support services
- Health and social work
- Arts, entertainment and recreation
- Other service activities
- Other

Labour Market – Self Employment Income Support Scheme

Claims made to the Self Employed Income Support Scheme since 31st May 2020
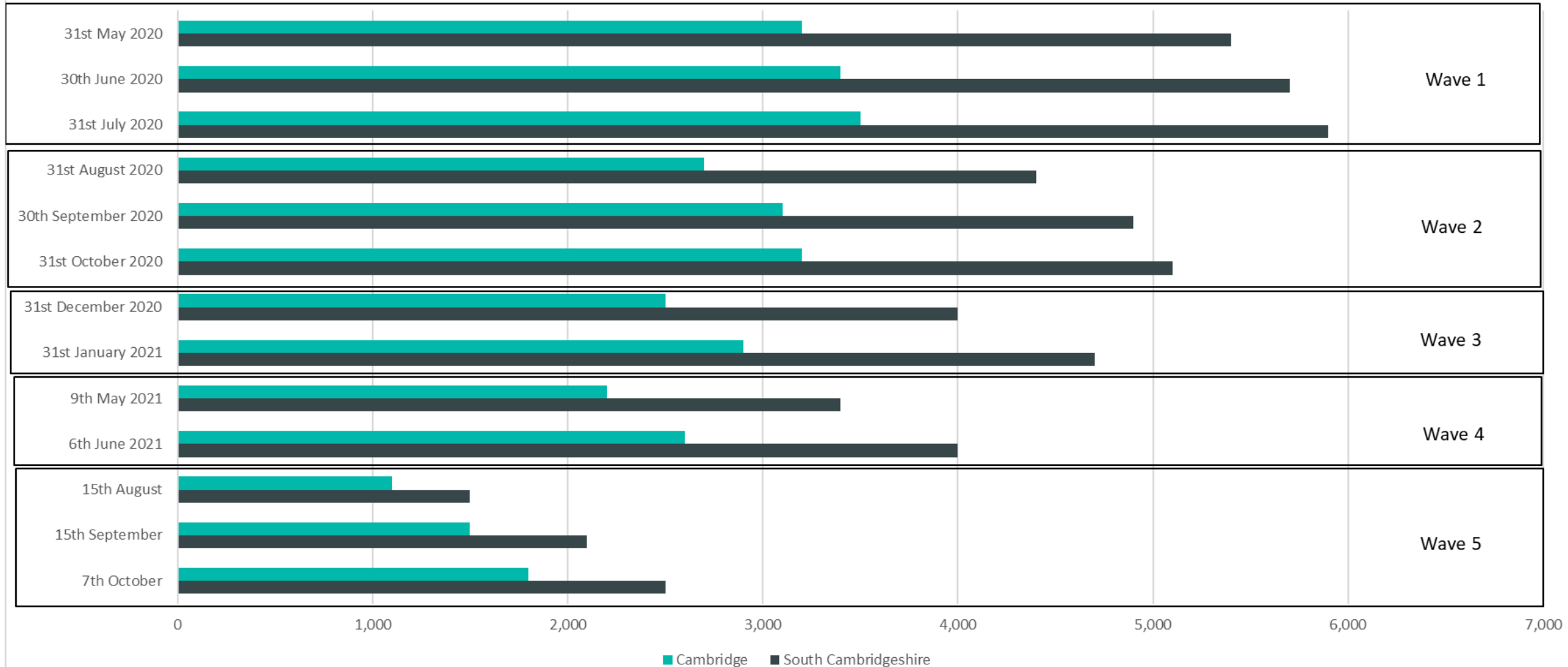
* The number and values of claims are not directly comparable across waves as there are differences in eligibility criteria and claim values.