



Salisbury BID

May 2017

30/04/2017 to 27/05/2017

Sunday to Saturday



REGION - South West

COUNT TYPE: Footfall

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) 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		Month on Month % Change	
	2017	2016	2017	2016	2017	2016
Salisbury BID	▲ 7.9 %	▼ -10.8 %	▲ 3.3 %	▼ -5.6 %	▲ 1.0 %	▲ 10.0 %
South West	▲ 1.2 %	▼ -0.6 %	▼ -2.7 %	▲ 0.3 %	▼ -5.3 %	▲ 5.8 %
High Street Index(South East)	▼ -0.2 %	▼ -3.7 %	▼ -2.6 %	▼ -0.3 %	▲ 0.1 %	▲ 2.5 %
UK	▲ 0.5 %	▼ -2.1 %	▼ -2.0 %	▲ 1.1 %	▼ -1.0 %	▲ 3.7 %

Headlines

Footfall for the year to date is 7.9% up on the previous year.

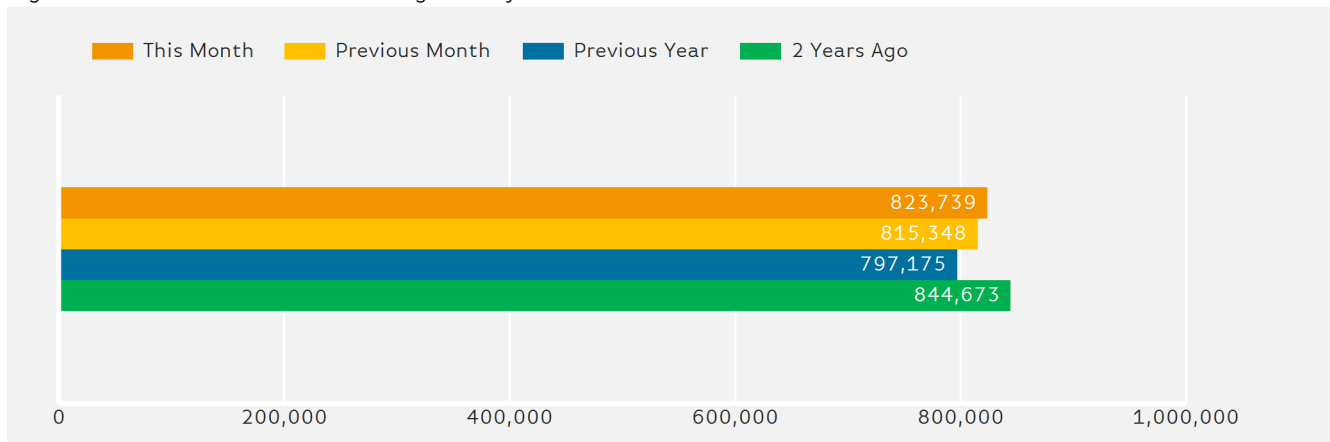
The number of visitors counted for month commencing 30 April 2017 was 823,739.

The busiest day in month commencing 30 April 2017 was Saturday 27 May with 46,928 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 5,618

Footfall Totals by Month

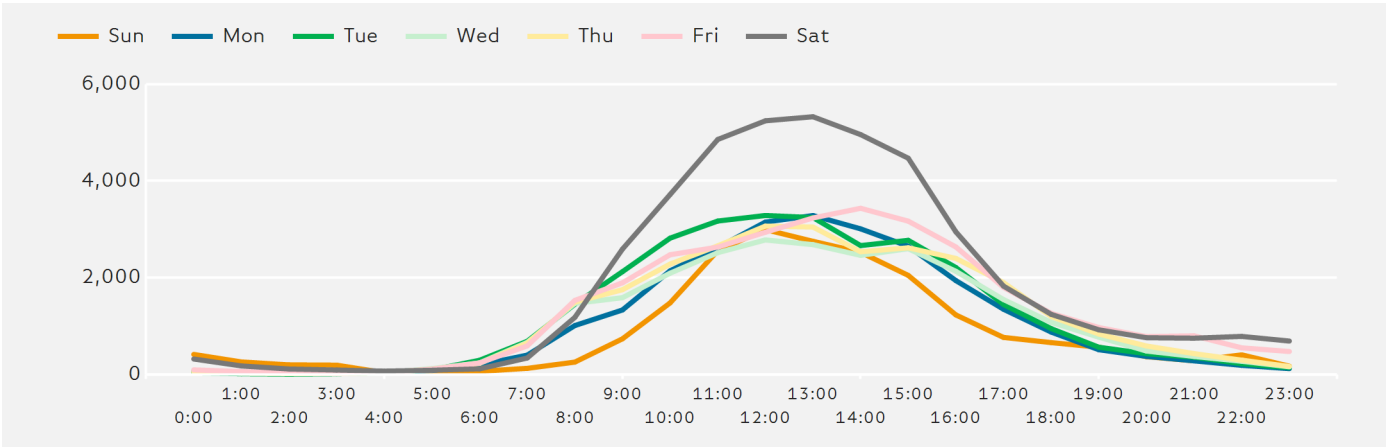
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



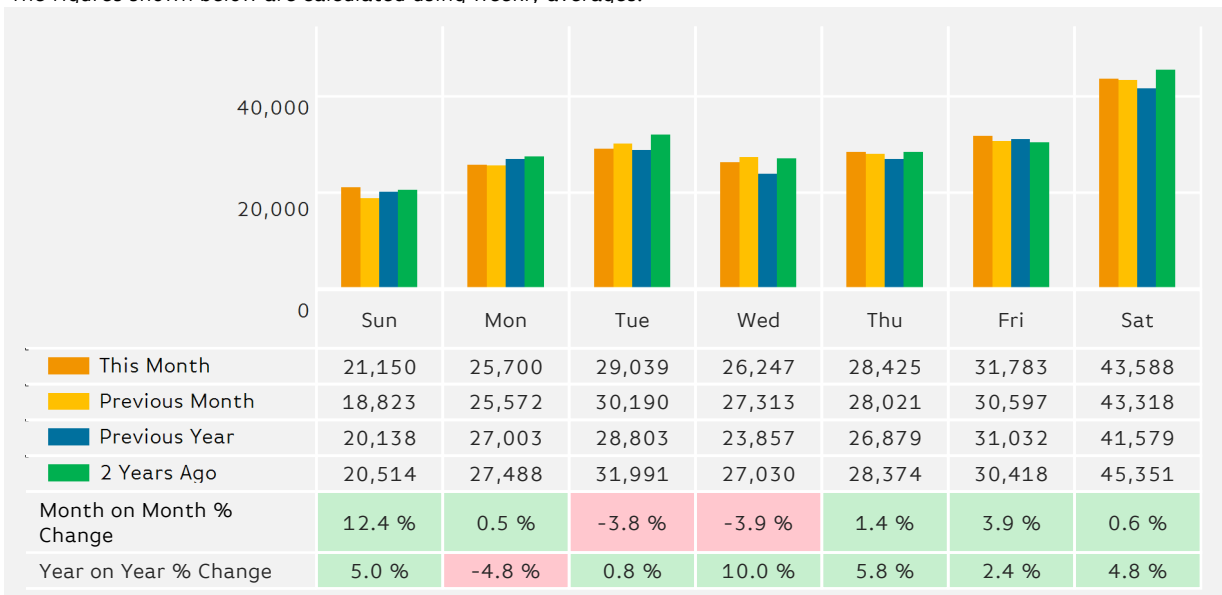
Number of days this month	10	12	6
Number of days same month last year	14	9	5

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	17.2	8.4
2016	16.9	7.7

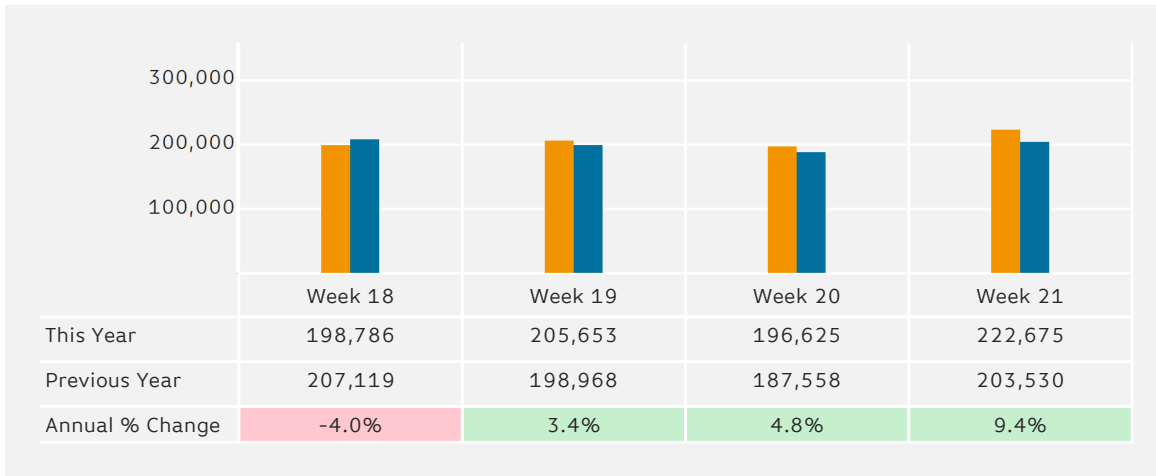
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

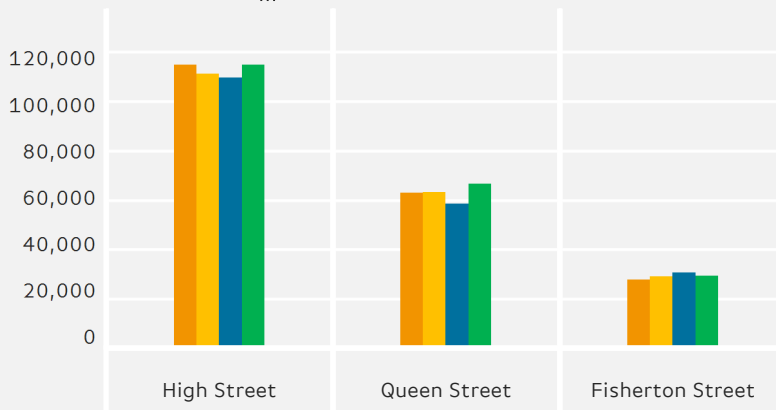
The figures shown below are calculated using weekly totals.



Footfall Totals

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ ...



	High Street	Queen Street	Fisherton Street
This Month	114,857	63,158	27,920
Previous Month	111,238	63,421	29,178
Previous Year	109,753	58,702	30,840
2 Years Ago	114,912	66,725	29,532
Year on Year % Change	4.7 %	7.6 %	-9.5 %

Footfall Totals

Counting By Location - Main Locations Only

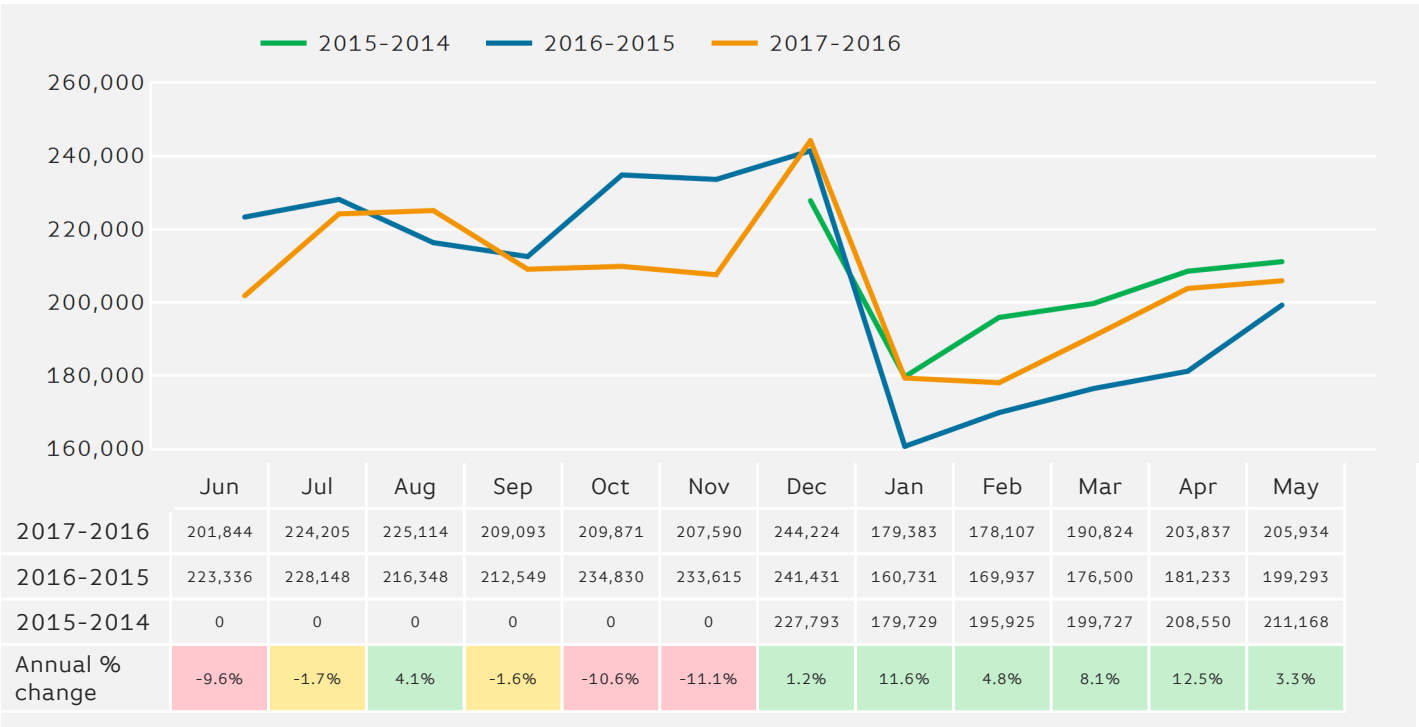
The figures shown below are based on weekly averages



■ High Street, 55.8 %
■ Queen Street, 30.7 %
■ Fisherton Street, 13.6 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.