

Footfall Report for: Salisbury BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Salisbury BID	-3.9 %	-12.5 %	-1.5 %	-13.0 %	-1.0 %	-2.9 %
South West	-2.6 %	-2.8 %	-3.0 %	-3.8 %	1.6 %	2.5 %
High Street Index(South East)	-2.5 %	-4.1 %	-2.5 %	-3.2 %	-2.8 %	-2.5 %
High Street Index - BDSU(BDSU - Comparison)	-1.1 %		-2.0 %	0.4 %	-1.8 %	-1.7 %
UK	-1.5 %	-2.3 %	-1.9 %	-2.0 %	-1.0 %	-2.2 %

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

Headlines

Footfall for the year to date is 3.9% down on the previous year.

The number of visitors counted for month commencing 28 July 2019 was 758,851.

The busiest day in month commencing 28 July 2019 was Saturday 10 August with 37,233 visitors.

The peak hour of the month was 14:00 on Saturday 10 August 2019 with footfall of 4,737

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Weather



Number of days this month **11** **5** **12**

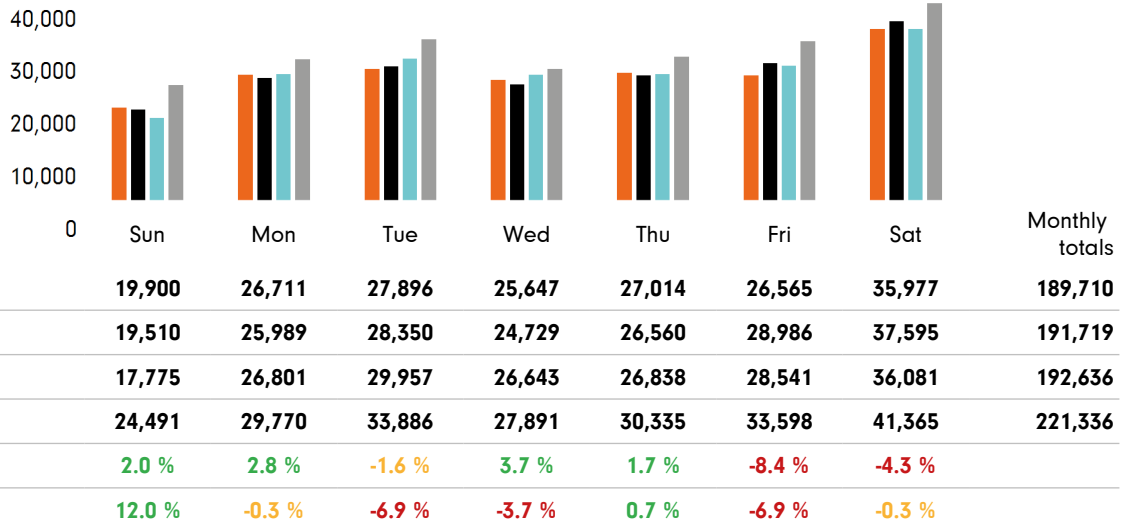
Number of days same month last year **13** **7** **8**

Average temperature

	Maximum temperature	Minimum temperature
2019	22°	13°
2018	23°	13°

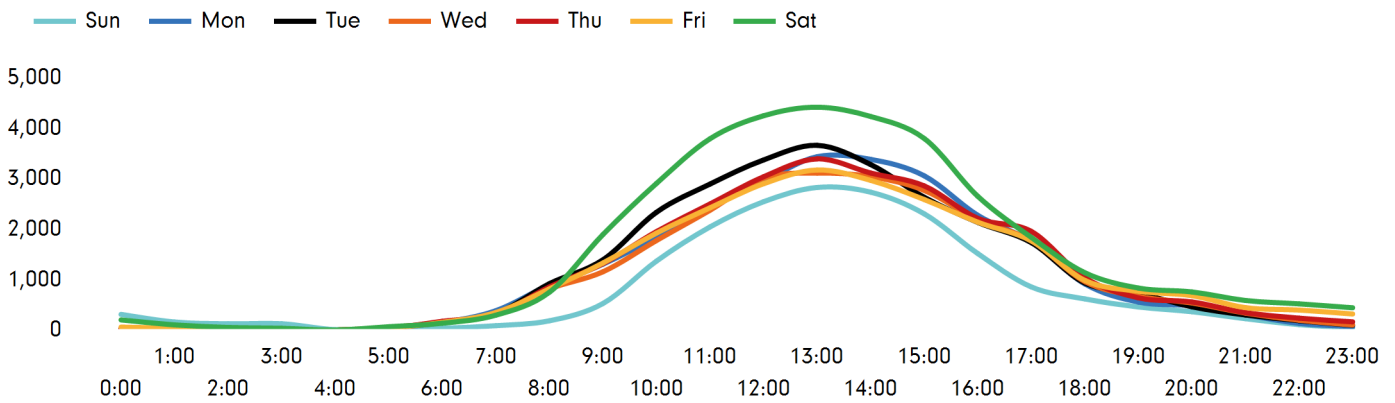
Footfall by day

The figures shown below are calculated using weekly averages.



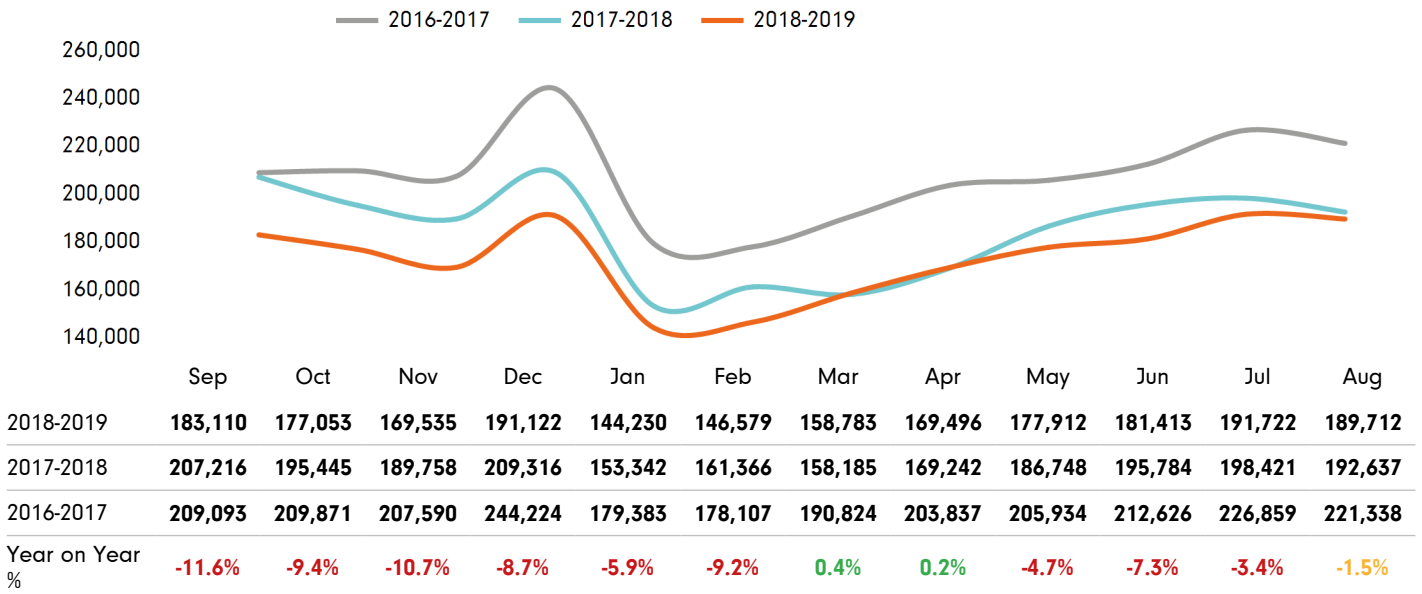
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

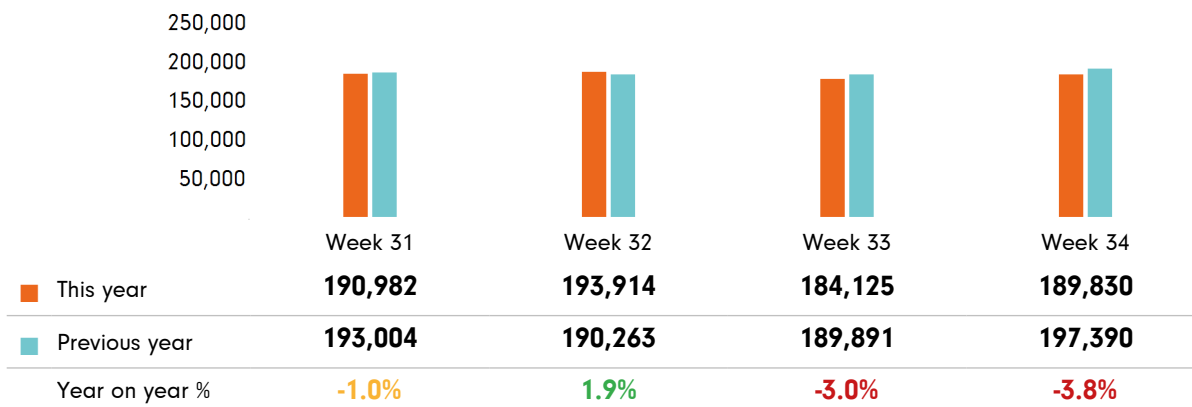
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for August compares August 2019 to August 2018

Footfall by week of month

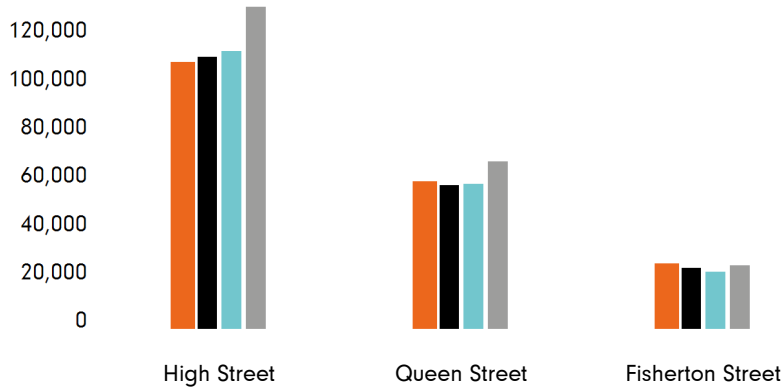
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	104,847	58,336	26,530
Previous Month	107,900	58,039	25,783
Previous Year	110,098	58,412	24,128
2 Years Ago	127,342	67,284	26,712
Year on Year %	-4.8 %	-0.1 %	10.0 %

Footfall by location



■ High Street, 55.3 %
■ Queen Street, 30.7 %
■ Fisherton Street, 14.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to August, 2019 Vs January, 2018 to August, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. August, 2019 Vs August, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2019 Vs 7 2019