



**Salisbury BID**

January 2019

30/12/2018 to 26/01/2019



REGION - South West

Sunday to Saturday

COUNT TYPE: Footfall

Weeks This Month: 4

Weeks Last Month: 5

**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 |           |
|----------------------------------------------|-----------------------|-----------|-----------------------|-----------|-------------------------|-----------|
|                                              | 2019                  | 2018      | 2019                  | 2018      | 2019                    | 2018      |
| Salisbury BID                                | ▼ -5.9 %              | ▼ -14.5 % | ▼ -5.9 %              | ▼ -14.5 % | ▼ -24.5 %               | ▼ -26.7 % |
| South West                                   | ▲ 0.4 %               | ▼ -3.9 %  | ▲ 0.4 %               | ▼ -3.9 %  | ▼ -24.4 %               | ▼ -30.1 % |
| High Street Index(South East)                | ▼ -2.9 %              | ▼ -2.9 %  | ▼ -2.9 %              | ▼ -2.9 %  | ▼ -15.5 %               | ▼ -18.1 % |
| High Street Index - BDSU (BDSU - Comparison) | ▲ 1.3 %               |           | ▲ 1.3 %               |           | ▼ -22.4 %               |           |
| UK                                           | ▼ -0.7 %              | ▼ -1.9 %  | ▼ -0.7 %              | ▼ -1.9 %  | ▼ -18.2 %               | ▼ -20.1 % |

**Headlines**

Footfall for the year to date is 5.9% down on the previous year.

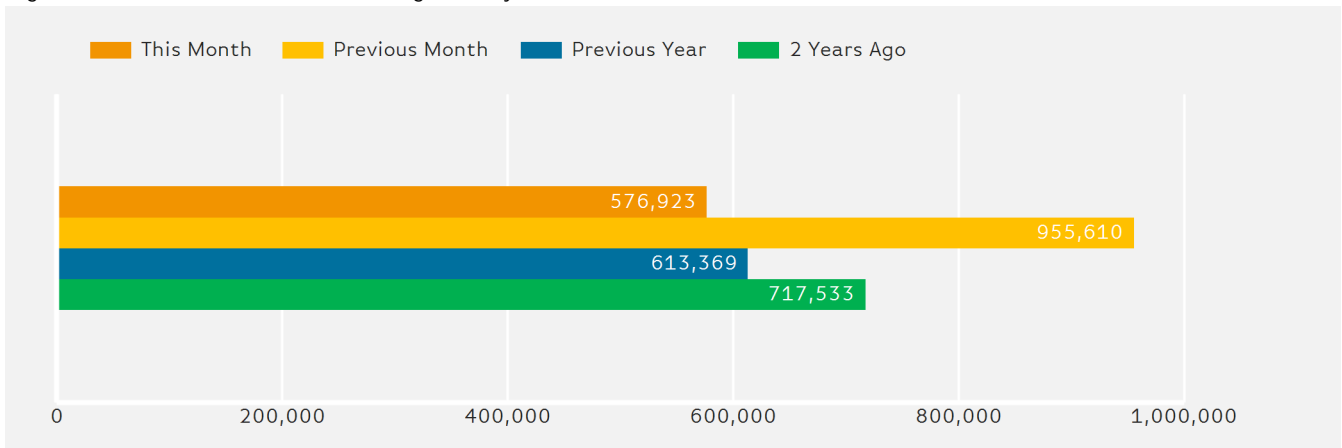
The number of visitors counted for month commencing 30 December 2018 was 576,923.

The busiest day in month commencing 30 December 2018 was Saturday 12 January with 31,057 visitors.

The peak hour of the month was 12:00 on Saturday 5 January 2019 with footfall of 4,246

# Footfall by Month

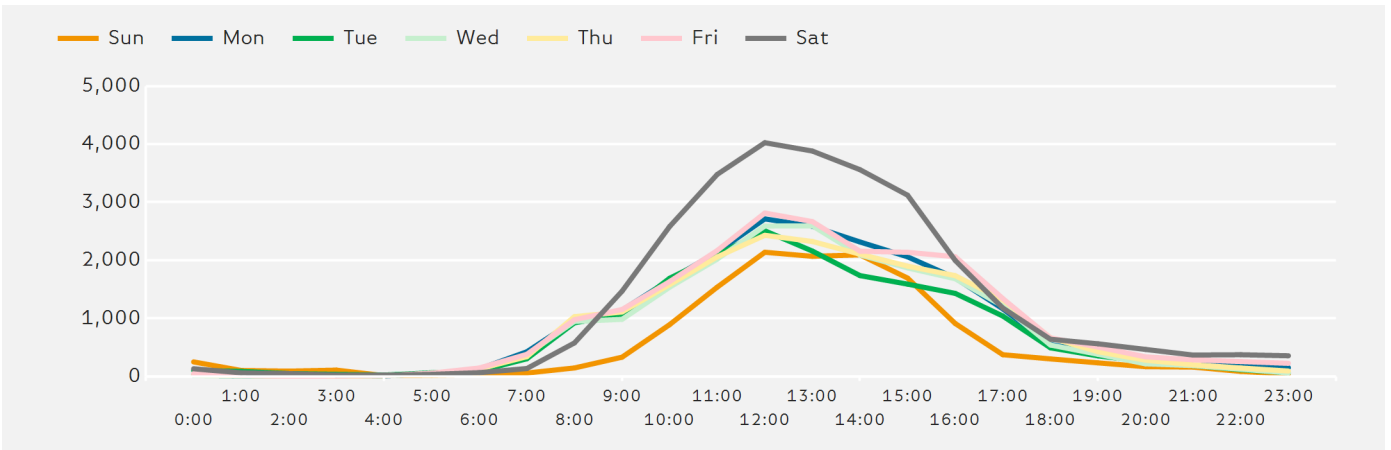
Figures shown below are calculated using monthly totals.



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



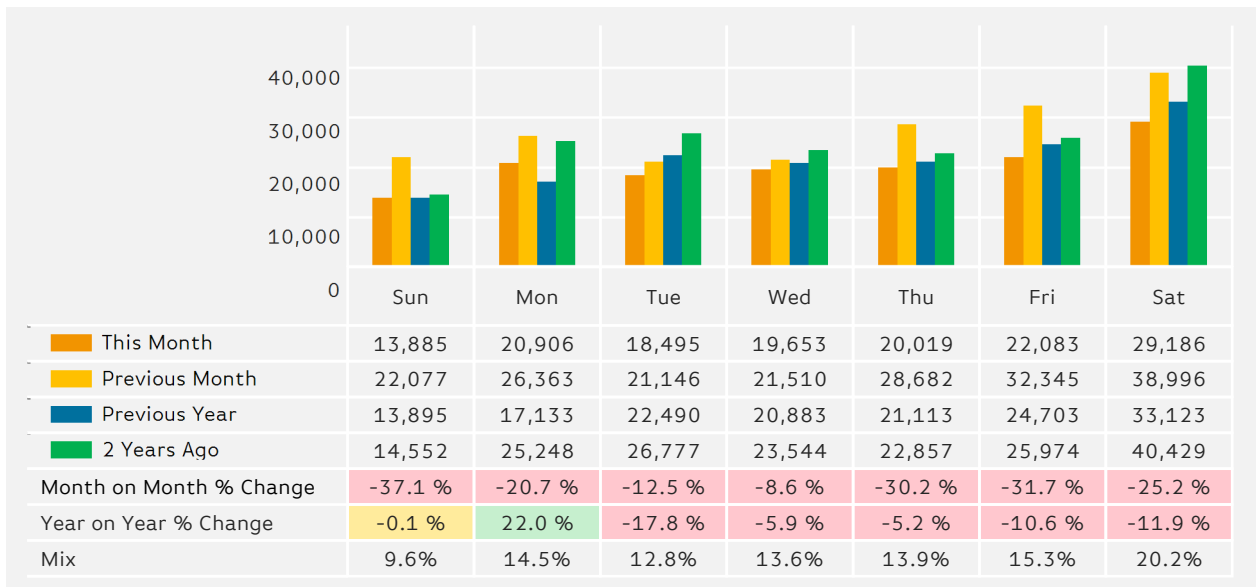
|                                     |    |    |    |
|-------------------------------------|----|----|----|
| Number of days this month           | 13 | 11 | 4  |
| Number of days same month last year | 9  | 3  | 16 |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2019                 | 7.8                 | 2.3                 |
| 2018                 | 8.7                 | 3.2                 |

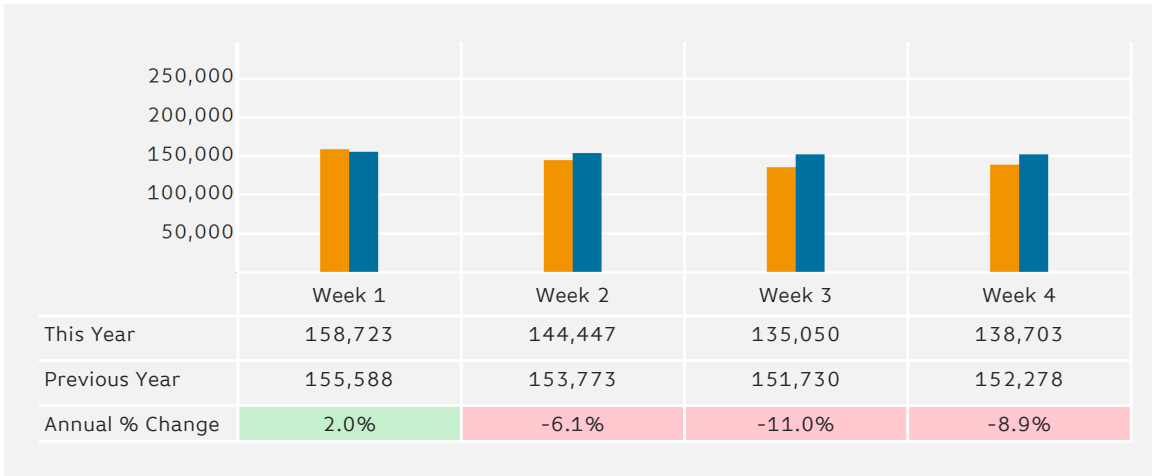
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



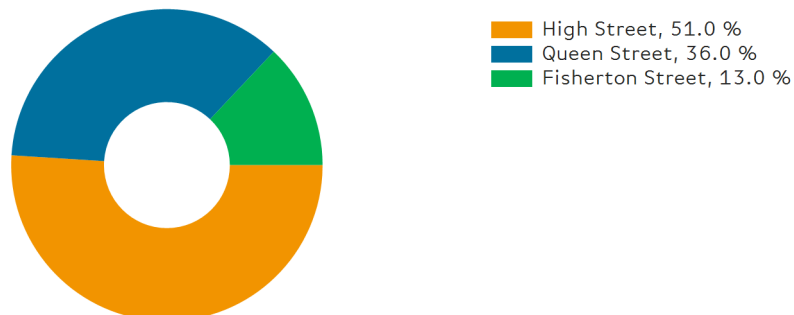
### Footfall by Location

The figures shown below are calculated using weekly averages.



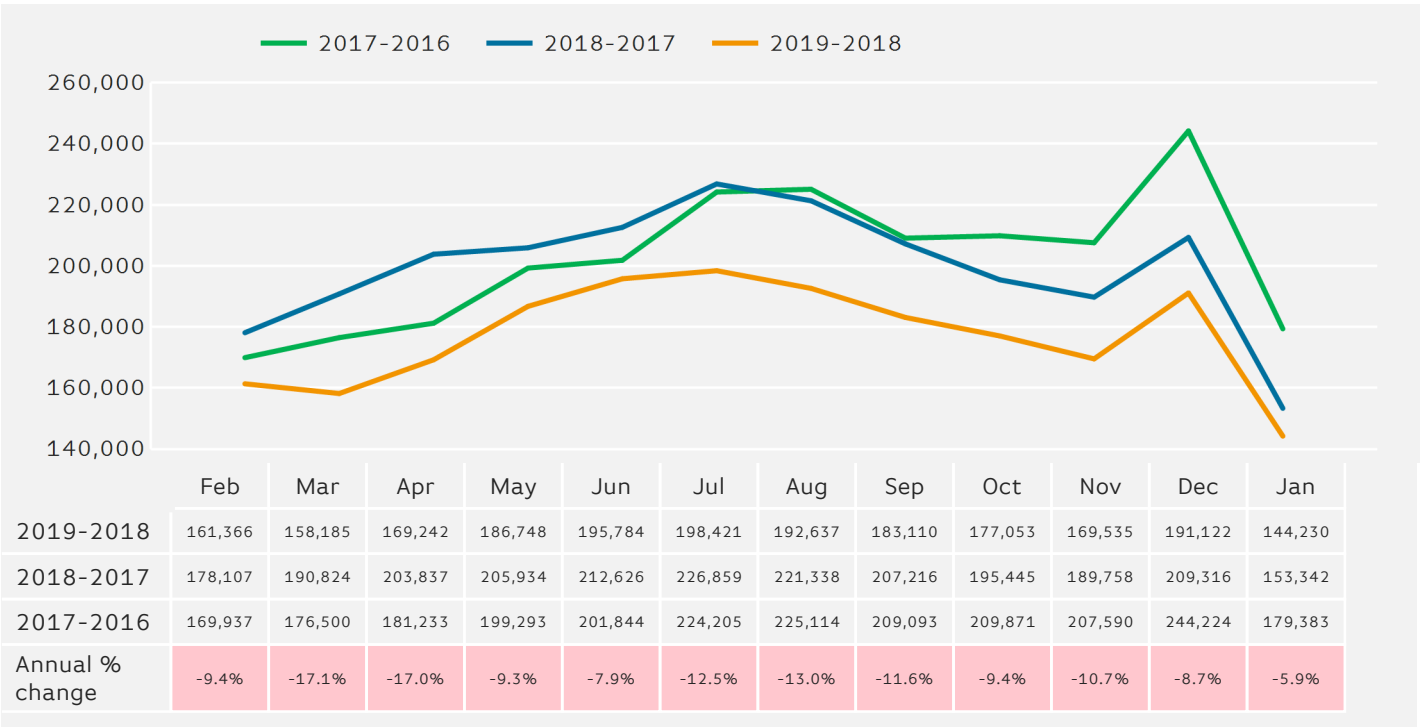
### Footfall by location

Counting By Location - Main Locations Only



**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



**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 January, 2019 Vs January, 2018 to January, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2019 Vs December 2018