

# Footfall Report for: Salisbury BID

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Salisbury BID	-4.5 %	-14.0 %	0.4 %	-17.1 %	8.3 %	-2.0 %
South West	0.0 %	-3.7 %	-0.9 %	-3.8 %	3.5 %	-3.1 %
High Street Index(South East)	-1.4 %	-5.9 %	1.1 %	-9.7 %	3.0 %	-0.5 %
High Street Index - BDSU(BDSU - Comparison)	0.8 %		2.5 %		3.1 %	
UK	0.7 %	-4.4 %	2.5 %	-8.6 %	2.8 %	-3.2 %

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 4.5% down on the previous year.

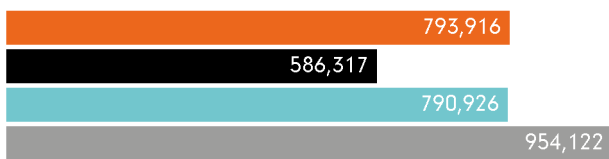
The number of visitors counted for month commencing 24 February 2019 was 793,916.

The busiest day in month commencing 24 February 2019 was Saturday 30 March with 40,173 visitors.

The peak hour of the month was 13:00 on Saturday 30 March 2019 with footfall of 5,919

## Footfall by month

Figures shown below are calculated using monthly totals.



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

## Weather



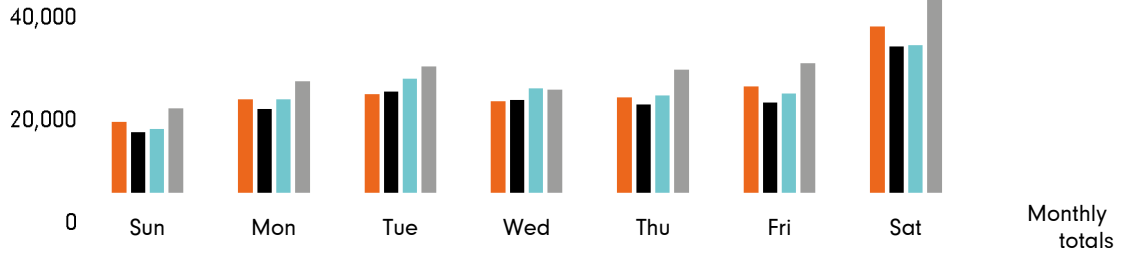
	Sun	Cloud	Rain	Snow
Number of days this month	12	7	16	
Number of days same month last year	12	3	16	4

### Average temperature

	Maximum temperature	Minimum temperature
2019	13°	4°
2018	8°	1°

## Footfall by day

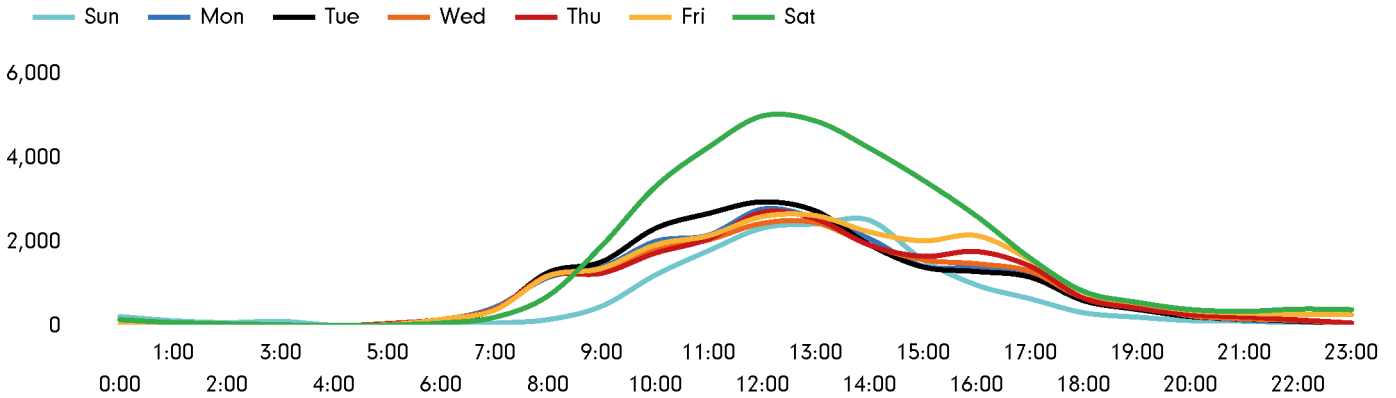
The figures shown below are calculated using weekly averages.



Month on month %	16.2 %	10.2 %	-2.4 %	-1.4 %	6.9 %	17.3 %	12.8 %	
Year on year %	11.0 %	-0.4 %	-12.8 %	-11.7 %	-2.0 %	6.9 %	12.2 %	

## Footfall by hour

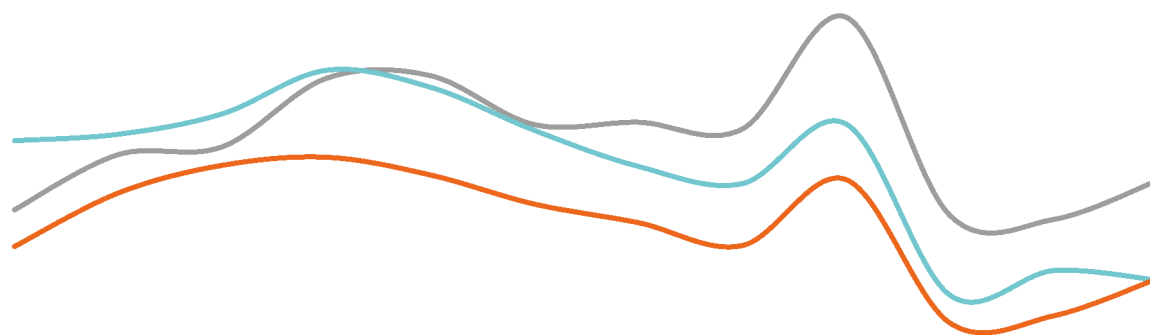
The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	169,242	186,748	195,784	198,421	192,637	183,110	177,053	169,535	191,122	144,230	146,579	158,783
2018-2017	203,837	205,934	212,626	226,859	221,338	207,216	195,445	189,758	209,316	153,342	161,366	158,185
2017-2016	181,233	199,293	201,844	224,205	225,114	209,093	209,871	207,590	244,224	179,383	178,107	190,824
Year on Year %	-17.0%	-9.3%	-7.9%	-12.5%	-13.0%	-11.6%	-9.4%	-10.7%	-8.7%	-5.9%	-9.2%	0.4%

## Footfall by week of month

The figures shown below are calculated using weekly totals.

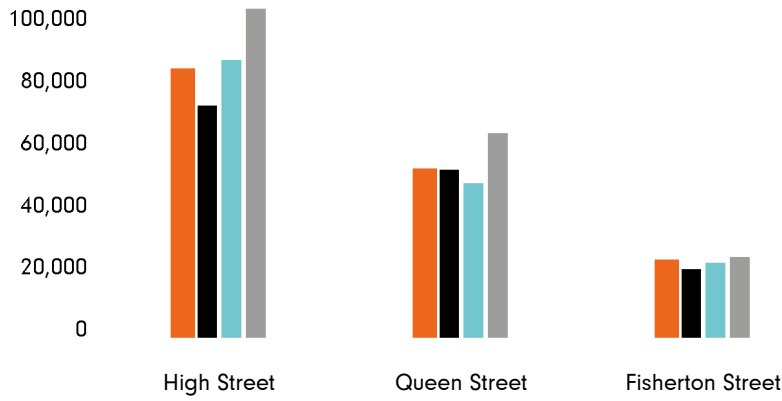
250,000  
200,000  
150,000  
100,000  
50,000

	Week 9	Week 10	Week 11	Week 12	Week 13
This year	160,190	160,326	143,385	160,770	169,245
Previous year	119,061	176,349	154,808	163,867	176,841
Year on Year %	34.5%	-9.1%	-7.4%	-1.9%	-4.3%

## Footfall by location

The figures shown below are calculated using weekly averages.

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



This month	<b>82,273</b>	<b>51,996</b>	<b>24,514</b>
Previous month	<b>71,895</b>	<b>52,355</b>	<b>22,330</b>
Previous year	<b>85,636</b>	<b>48,356</b>	<b>24,193</b>
2 Years ago	<b>101,255</b>	<b>63,498</b>	<b>26,071</b>
Year on year %	<b>-3.9 %</b>	<b>7.5 %</b>	<b>1.3 %</b>

## Footfall by location



■ High Street, 51.8 %  
■ Queen Street, 32.7 %  
■ Fisherton Street, 15.4 %

### 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 March, 2019 Vs January, 2018 to March, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019