

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Salisbury BID	<b>-3.7 %</b>	<b>-13.7 %</b>	<b>-4.7 %</b>	<b>-9.3 %</b>	<b>5.0 %</b>	<b>10.3 %</b>
South West	<b>-1.5 %</b>	<b>-3.1 %</b>	<b>-6.9 %</b>	<b>-1.3 %</b>	<b>-3.7 %</b>	<b>3.8 %</b>
High Street Index(South East)	<b>-2.1 %</b>	<b>-4.9 %</b>	<b>-3.5 %</b>	<b>0.1 %</b>	<b>2.4 %</b>	<b>6.3 %</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-0.5 %</b>		<b>-4.5 %</b>	<b>2.0 %</b>	<b>-1.0 %</b>	<b>4.1 %</b>
UK	<b>-0.7 %</b>	<b>-3.4 %</b>	<b>-4.8 %</b>	<b>0.5 %</b>	<b>-0.1 %</b>	<b>4.5 %</b>

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 3.7% down on the previous year.

The number of visitors counted for month commencing 28 April 2019 was 711,648.

The busiest day in month commencing 28 April 2019 was Saturday 4 May with 35,796 visitors.

The peak hour of the month was 14:00 on Saturday 4 May 2019 with footfall of 4,819

## 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     **7**     **8**     **13**

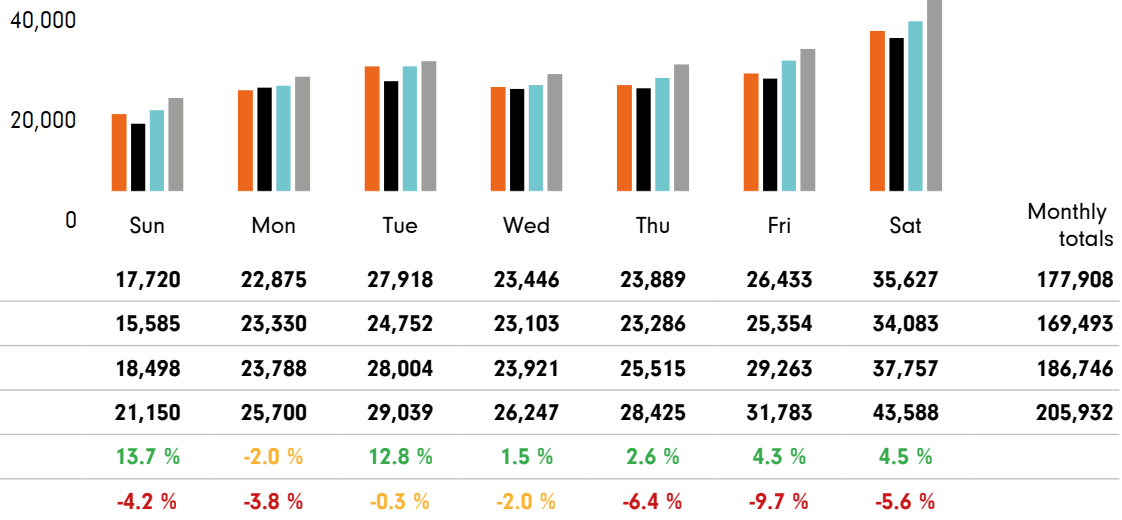
Number of days same month last year     **15**     **6**     **7**

### Average temperature

	Maximum temperature	Minimum temperature
2019	<b>16°</b>	<b>5°</b>
2018	<b>18°</b>	<b>7°</b>

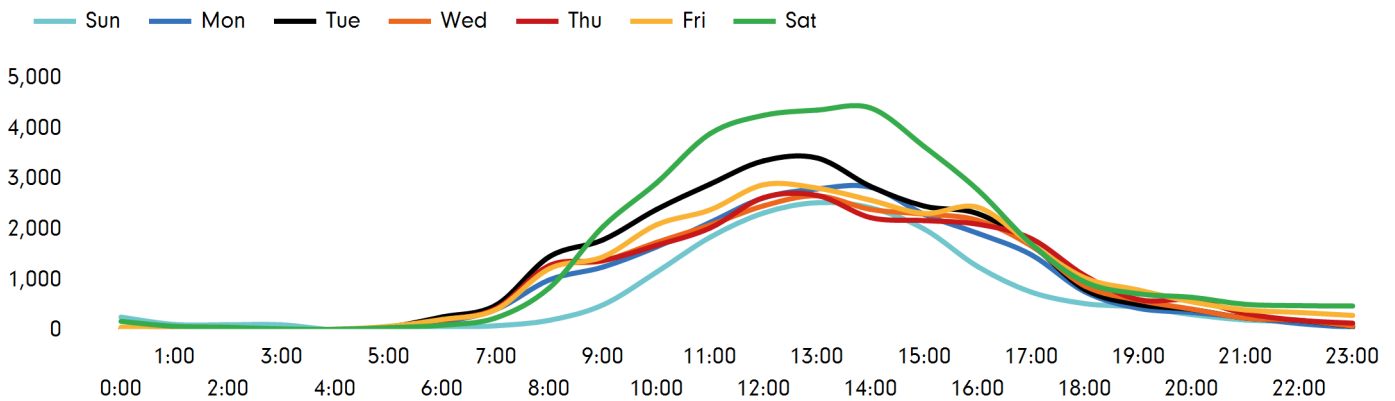
## Footfall by day

The figures shown below are calculated using weekly averages.



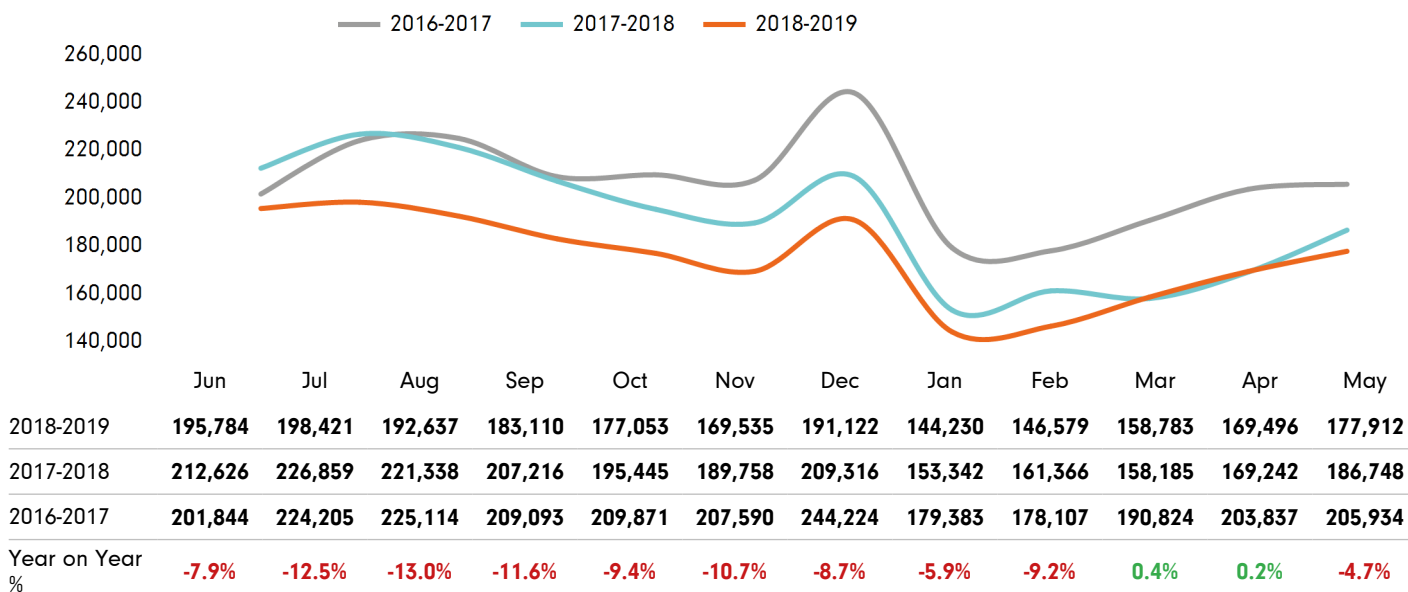
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

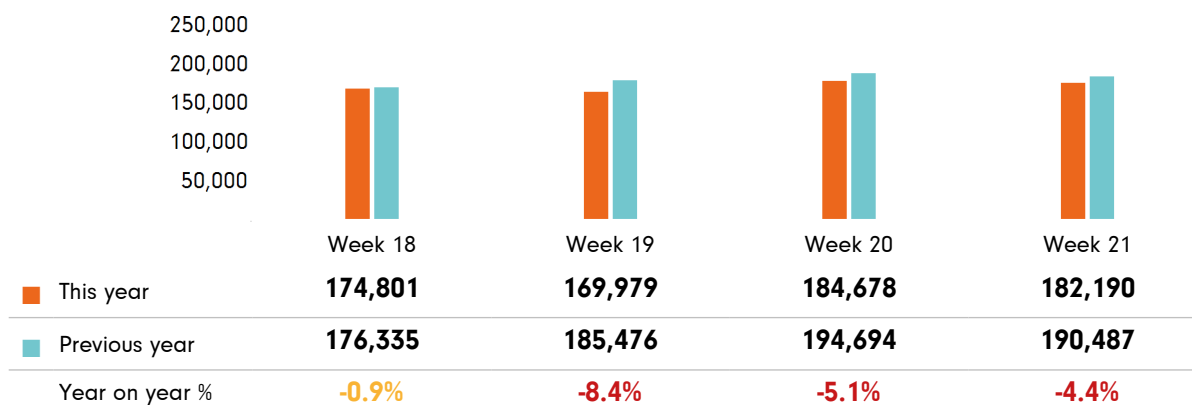
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

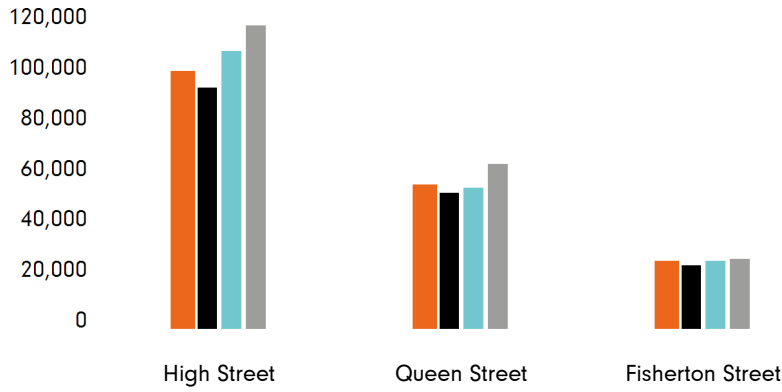
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>96,855</b>	<b>54,705</b>	<b>26,353</b>
Previous Month	<b>91,525</b>	<b>52,398</b>	<b>25,573</b>
Previous Year	<b>105,157</b>	<b>54,449</b>	<b>27,142</b>
2 Years Ago	<b>114,857</b>	<b>63,158</b>	<b>27,920</b>
Year on Year %	<b>-7.9 %</b>	<b>0.5 %</b>	<b>-2.9 %</b>

## Footfall by location



■ High Street, 54.4 %  
■ Queen Street, 30.7 %  
■ Fisherton Street, 14.8 %

### 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 May, 2019 Vs January, 2018 to May, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2019 Vs 4 2019