

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	-3.7 %	-11.7 %	1.2 %	-8.7 %	20.1 %	12.7 %
South West	-3.3 %	-3.4 %	-5.2 %	-6.0 %	13.0 %	11.4 %
High Street Index(South East)	-3.6 %	-4.0 %	-5.9 %	-1.6 %	5.7 %	4.4 %
High Street Index - BDSU(BDSU - Comparison)	-2.0 %	-0.4 %	-2.5 %	-1.3 %	12.8 %	9.8 %
UK	-2.2 %	-2.4 %	-3.5 %	-2.1 %	6.1 %	5.3 %

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.

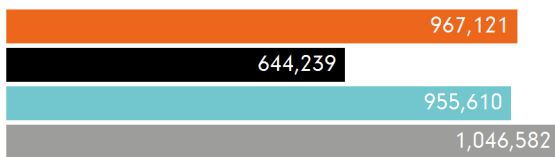
The number of visitors counted for month commencing 24 November 2019 was 967,121.

The busiest day in month commencing 24 November 2019 was Saturday 7 December with 48,285 visitors.

The peak hour of the month was 12:00 on Saturday 14 December 2019 with footfall of 6,827

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 **8** **7** **20**

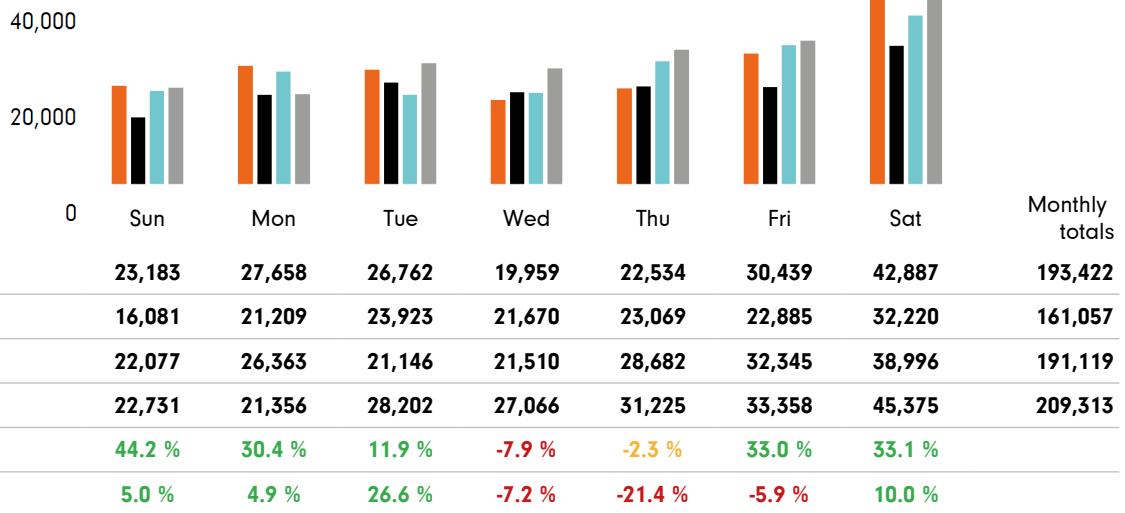
Number of days same month last year **10** **6** **18** **1**

Average temperature

	Maximum temperature	Minimum temperature
2019	9°	4°
2018	10°	5°

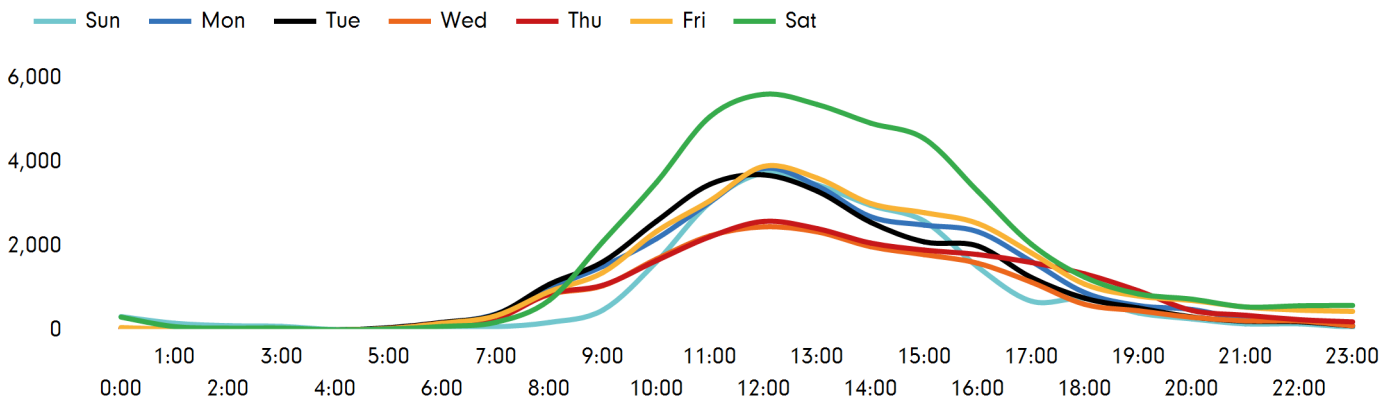
Footfall by day

The figures shown below are calculated using weekly averages.



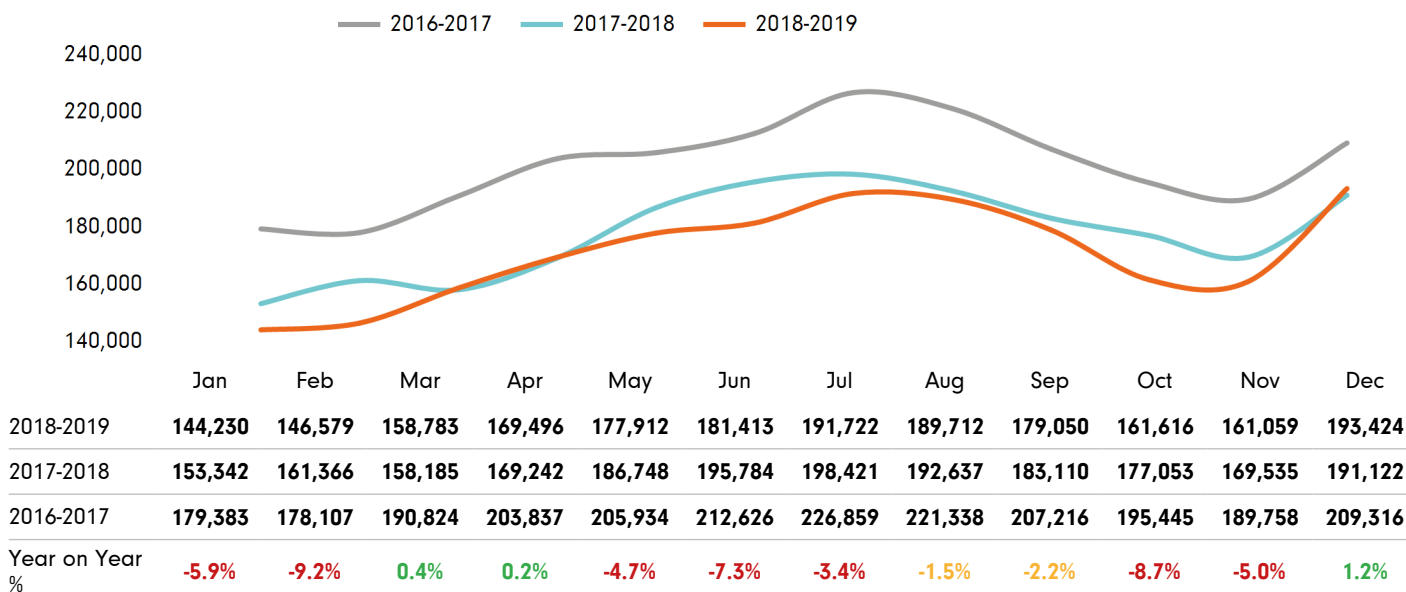
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

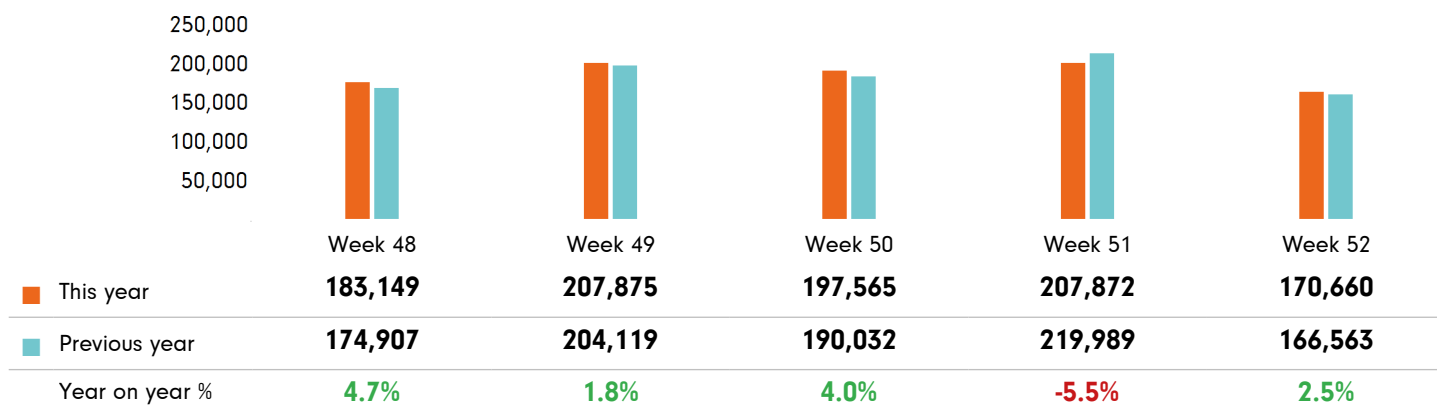
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

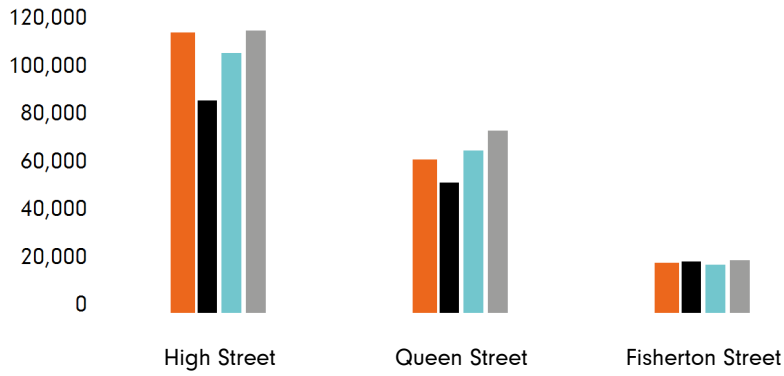
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	111,260	61,353	20,811
Previous Month	85,670	53,207	22,183
Previous Year	104,225	65,989	20,908
2 Years Ago	112,990	73,666	22,661
Year on Year %	6.7 %	-7.0 %	-0.5 %

Footfall by location



■ High Street, 57.5 %
■ Queen Street, 31.7 %
■ Fisherton Street, 10.8 %

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 December, 2019 Vs January, 2018 to December, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2019 Vs 11 2019