

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	-4.2 %	-12.0 %	-5.0 %	-10.7 %	-0.3 %	-4.2 %
South West	-3.1 %	-3.2 %	-7.0 %	-4.7 %	-3.7 %	-2.4 %
High Street Index(South East)	-3.4 %	-4.1 %	-6.5 %	-6.0 %	-1.5 %	-2.9 %
High Street Index - BDSU(BDSU - Comparison)	-1.9 %	-0.2 %	-5.0 %	-2.9 %	1.5 %	0.9 %
UK	-2.1 %	-2.4 %	-4.3 %	-3.8 %	-1.8 %	-2.7 %

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 4.2% down on the previous year.

The number of visitors counted for month commencing 27 October 2019 was 644,239.

The busiest day in month commencing 27 October 2019 was Saturday 16 November with 40,313 visitors.

The peak hour of the month was 12:00 on Saturday 16 November 2019 with footfall of 6,414

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 **6** **8** **14**

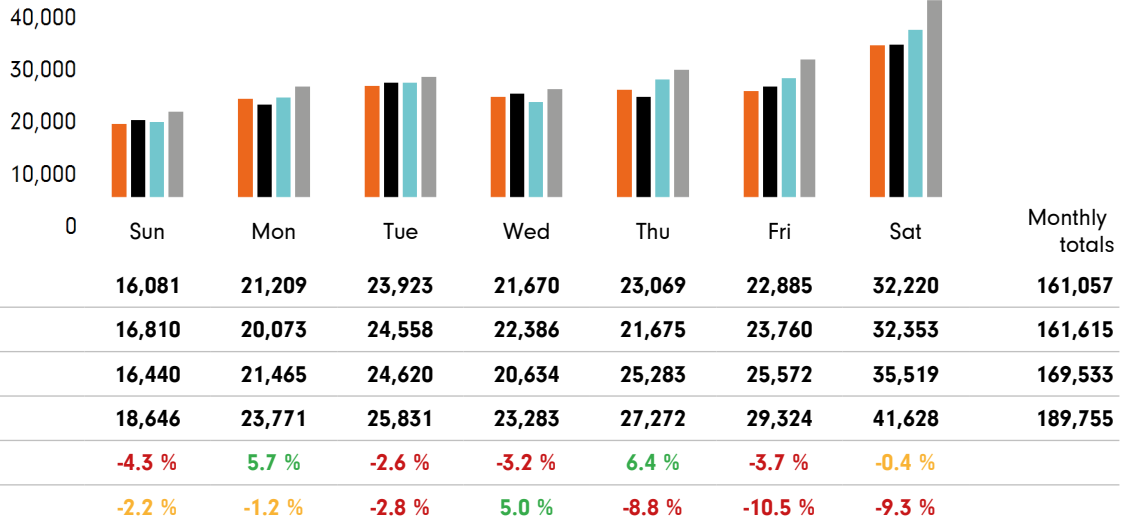
Number of days same month last year **13** **5** **10**

Average temperature

	Maximum temperature	Minimum temperature
2019	10°	4°
2018	12°	5°

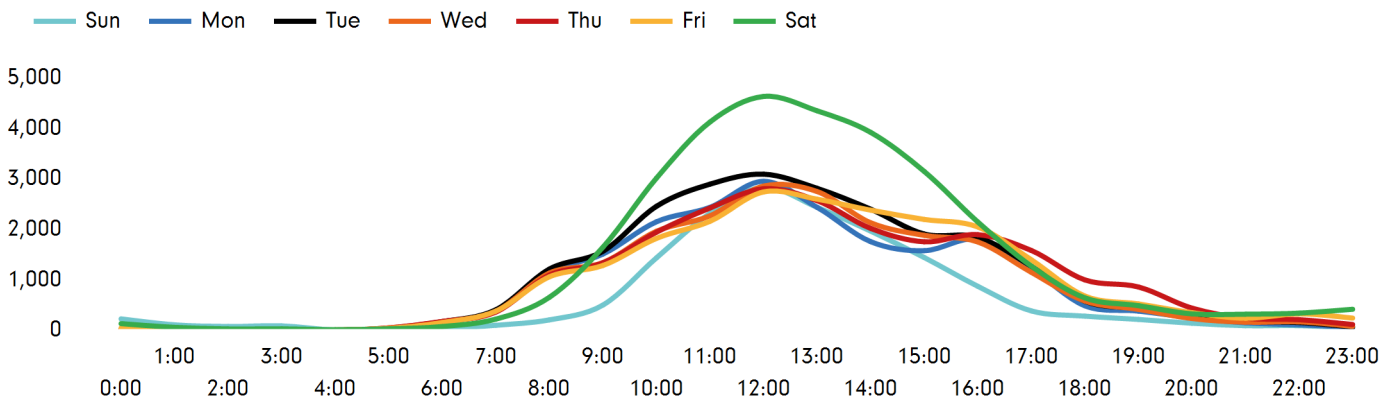
Footfall by day

The figures shown below are calculated using weekly averages.



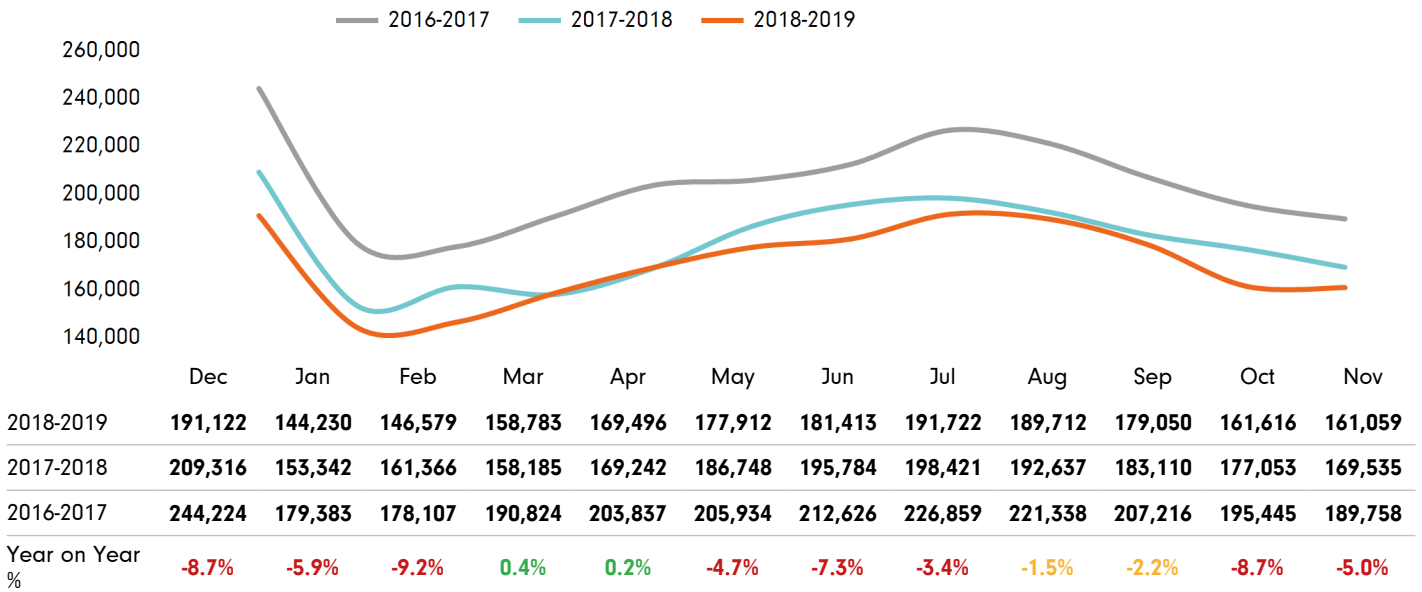
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

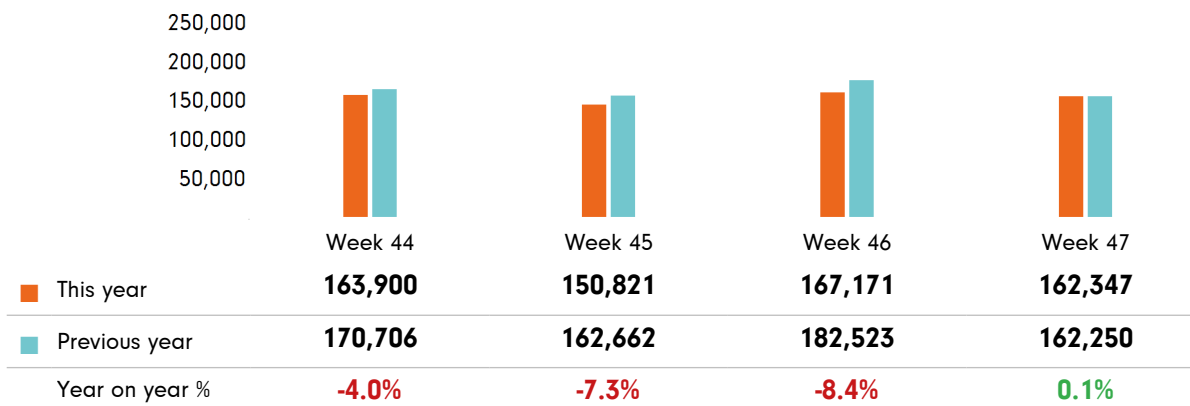
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

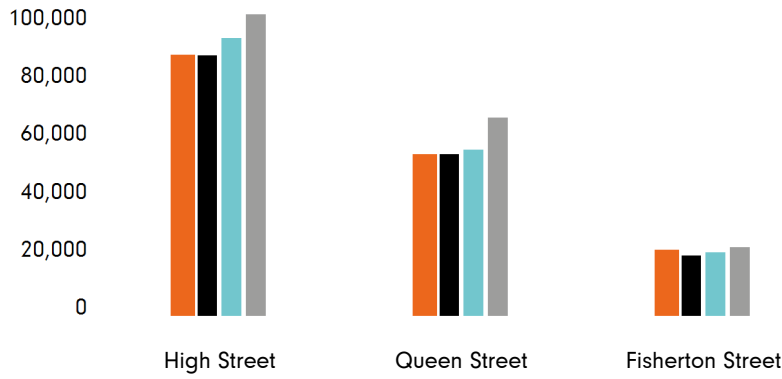
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	85,670	53,207	22,183
Previous Month	86,267	54,100	21,250
Previous Year	91,800	55,512	22,224
2 Years Ago	99,634	66,077	24,047
Year on Year %	-6.7 %	-4.2 %	-0.2 %

Footfall by location



■ High Street, 53.2 %
■ Queen Street, 33.0 %
■ Fisherton Street, 13.8 %

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 November, 2019 Vs January, 2018 to November, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2019 Vs 10 2019