

Footfall Report for: Taunton

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
Taunton	-8.2 %	-5.7 %	-11.6 %	-4.5 %	1.9 %	-0.5 %
South West	-1.6 %	-3.5 %	-7.3 %	-0.7 %	-3.3 %	4.7 %
High Street Index(Market Towns)	-2.1 %	-6.4 %	-6.8 %	-1.5 %	0.9 %	5.5 %
High Street Index - BDSU(BDSU - Comparison)	-0.7 %		-4.5 %	2.3 %	-0.9 %	3.6 %
UK	-0.7 %	-3.8 %	-5.1 %	0.8 %	0.0 %	4.3 %

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 8.2% down on the previous year.

The number of visitors counted for month commencing 29 April 2019 was 1,213,710.

The busiest day in month commencing 29 April 2019 was Saturday 11 May with 66,185 visitors.

The peak hour of the month was 12:00 on Saturday 18 May 2019 with footfall of 9,232

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 12 9 7

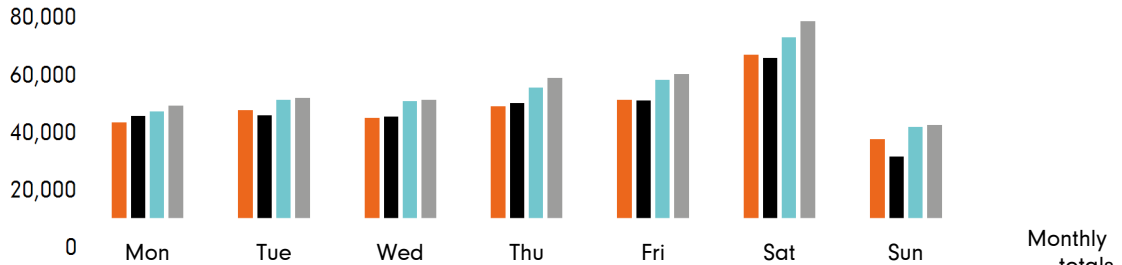
Number of days same month last year 13 5 10

Average temperature

	Maximum temperature	Minimum temperature
2019	16°	7°
2018	18°	8°

Footfall by day

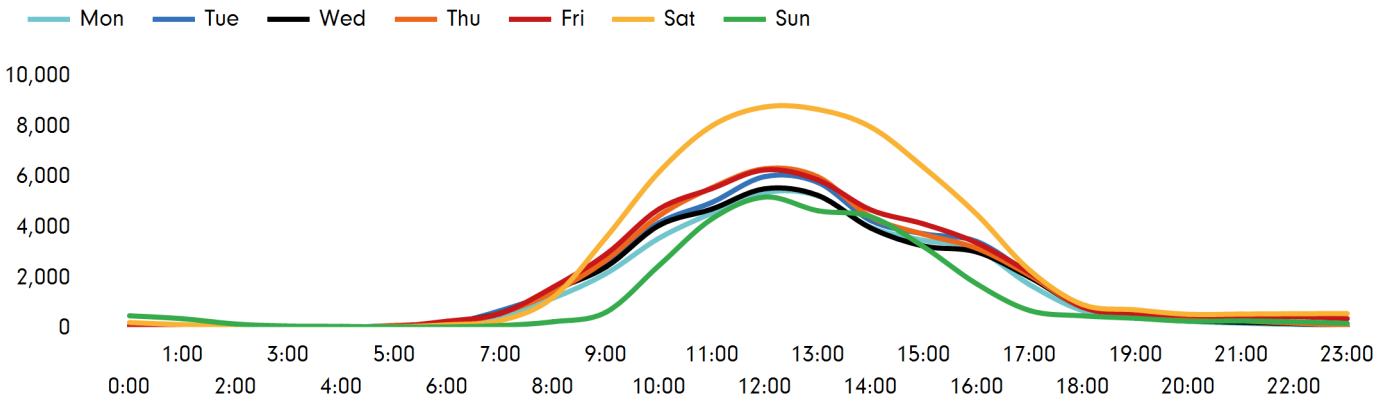
The figures shown below are calculated using weekly averages.



This Month	37,702	42,312	39,312	43,599	46,065	62,995	31,440	303,425
Previous Month	40,010	40,416	39,836	45,029	45,934	61,893	24,788	297,906
Previous Year	41,702	46,153	45,625	50,774	53,492	69,473	35,892	343,111
2 Years Ago	43,888	46,896	46,127	54,358	55,777	75,652	36,650	359,348
Month on month %	-5.8 %	4.7 %	-1.3 %	-3.2 %	0.3 %	1.8 %	26.8 %	
Year on year %	-9.6 %	-8.3 %	-13.8 %	-14.1 %	-13.9 %	-9.3 %	-12.4 %	

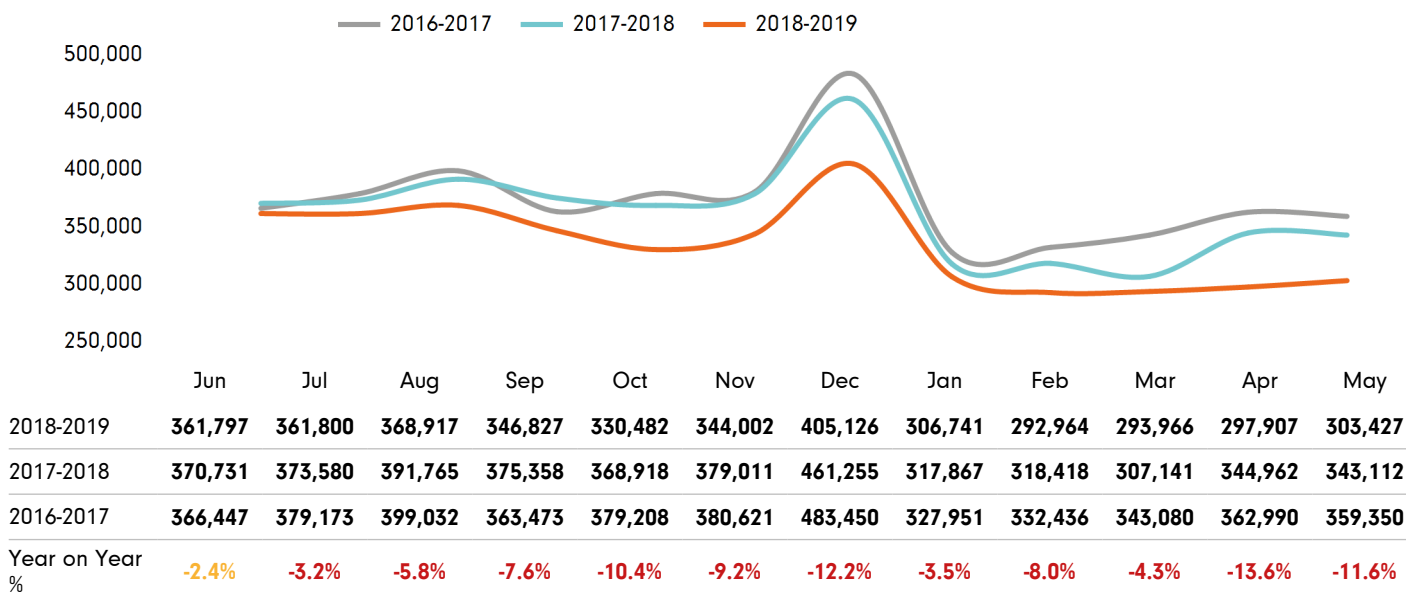
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

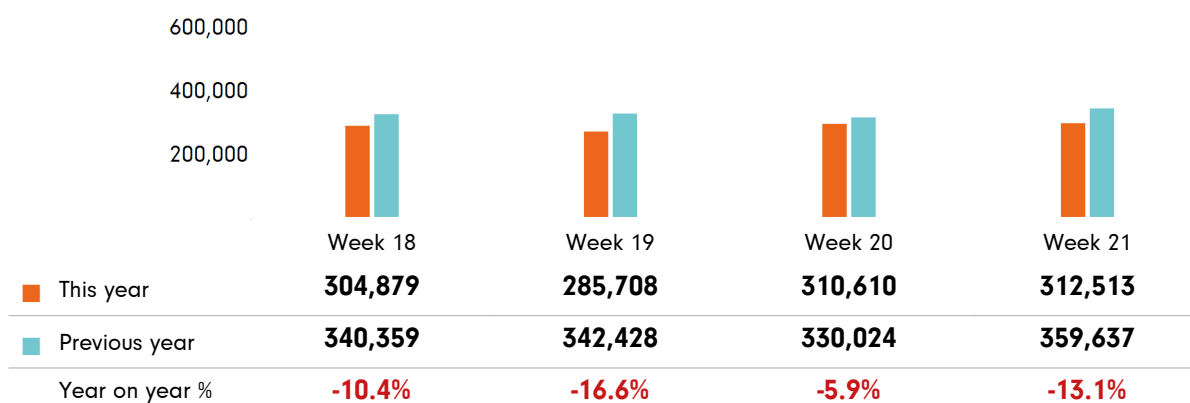
The figures shown below are calculated using weekly averages.



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

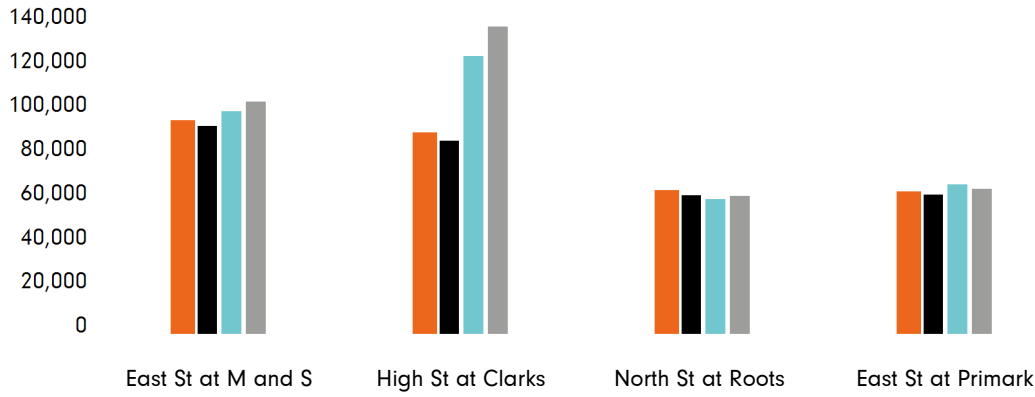
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	92,286	86,996	62,405	61,741
Previous Month	90,941	84,405	61,146	61,417
Previous Year	97,039	120,575	59,612	65,886
2 Years Ago	101,083	133,231	61,061	63,977
Year on Year %	-4.9 %	-27.8 %	4.7 %	-6.3 %

Footfall by location



■ East St at M and S, 30.4 %
■ High St at Clarks, 28.7 %
■ North St at Roots , 20.6 %
■ East St at Primark, 20.3 %

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