

Footfall Report for: Taunton

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
Taunton	-7.7 %	-5.0 %	-5.9 %	-2.4 %	12.2 %	5.4 %
South West	-2.5 %	-3.0 %	-6.7 %	-0.9 %	4.1 %	5.2 %
High Street Index(Market Towns)	-3.3 %	-5.7 %	-9.5 %	-2.8 %	-1.9 %	1.4 %
High Street Index - BDSU(BDSU - Comparison)	-1.1 %		-2.9 %	1.1 %	3.7 %	1.0 %
UK	-1.4 %	-3.1 %	-4.3 %	-0.1 %	2.3 %	0.9 %

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 7.7% down on the previous year.

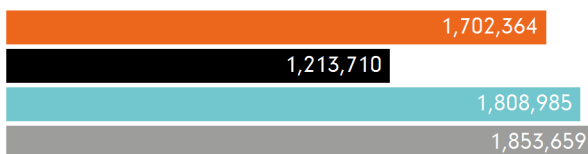
The number of visitors counted for month commencing 27 May 2019 was 1,702,364.

The busiest day in month commencing 27 May 2019 was Saturday 15 June with 76,334 visitors.

The peak hour of the month was 12:00 on Saturday 15 June 2019 with footfall of 10,731

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 **10** **7** **18**

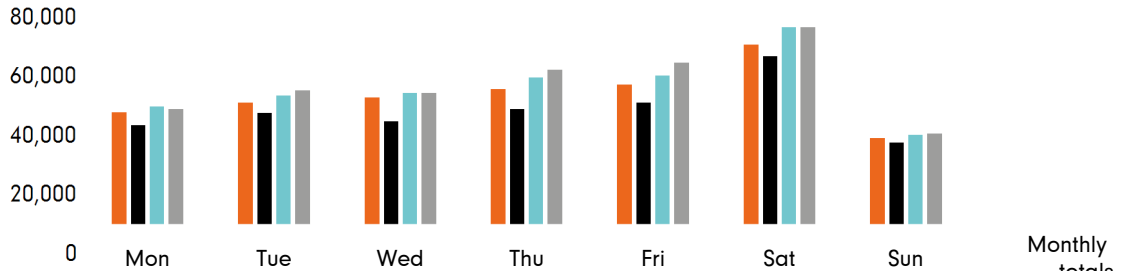
Number of days same month last year **16** **5** **14**

Average temperature

	Maximum temperature	Minimum temperature
2019	19°	11°
2018	22°	12°

Footfall by day

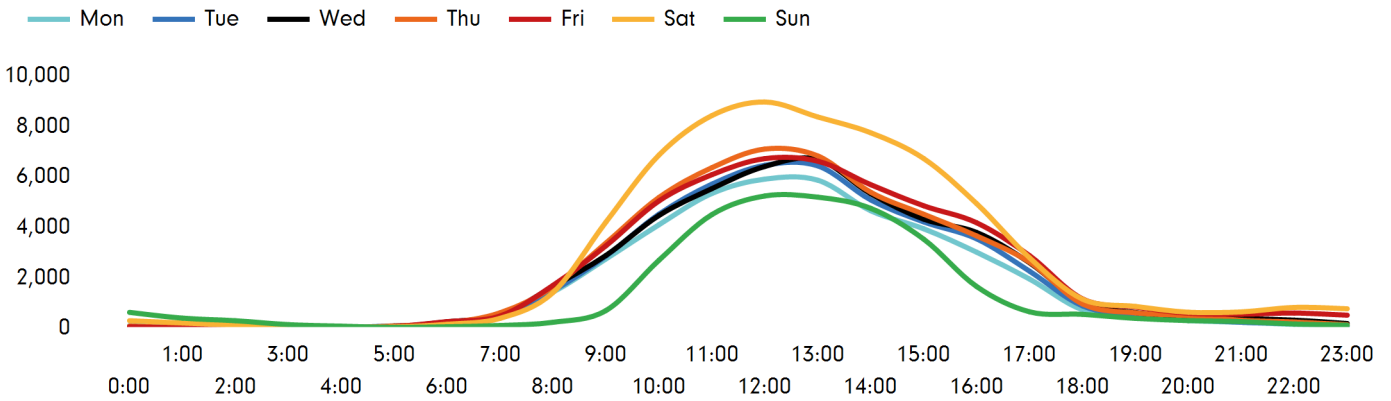
The figures shown below are calculated using weekly averages.



This Month	42,410	46,052	48,012	51,049	52,661	67,128	33,157	340,469
Previous Month	37,702	42,312	39,312	43,599	46,065	62,995	31,440	303,425
Previous Year	44,718	48,693	49,468	55,173	55,852	73,481	34,409	361,794
2 Years Ago	43,724	50,386	49,550	58,065	60,692	73,597	34,715	370,729
Month on month %	12.5 %	8.8 %	22.1 %	17.1 %	14.3 %	6.6 %	5.5 %	
Year on year %	-5.2 %	-5.4 %	-2.9 %	-7.5 %	-5.7 %	-8.6 %	-3.6 %	

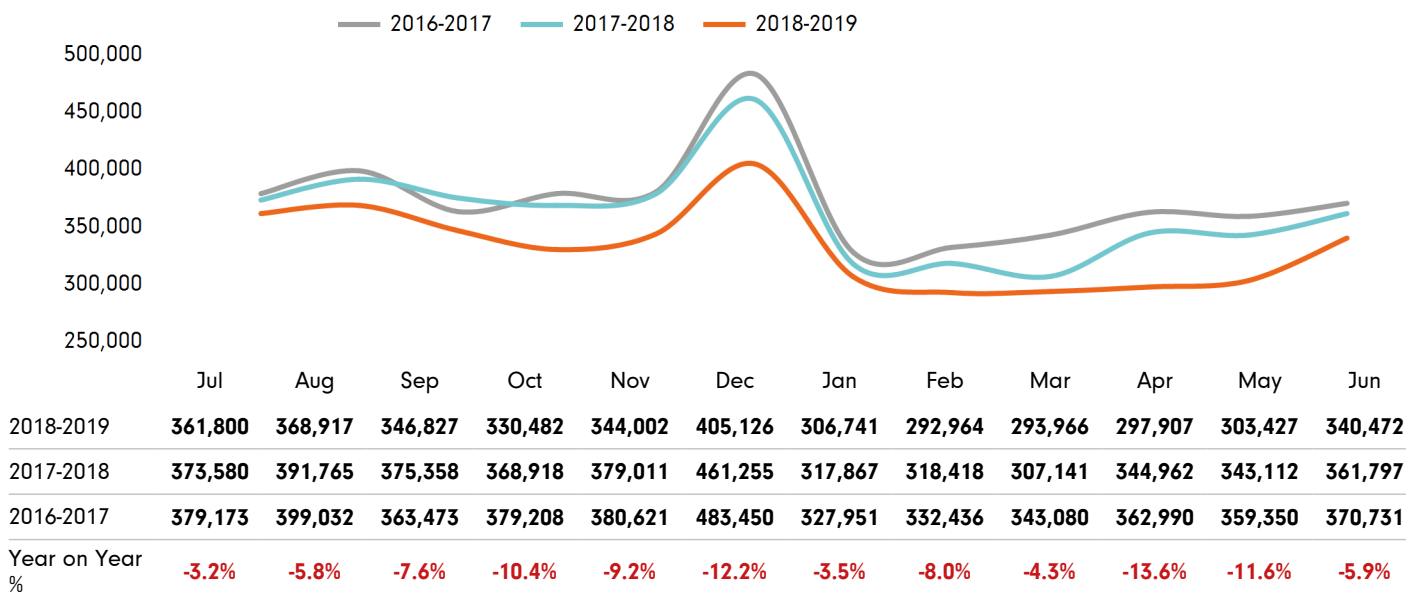
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

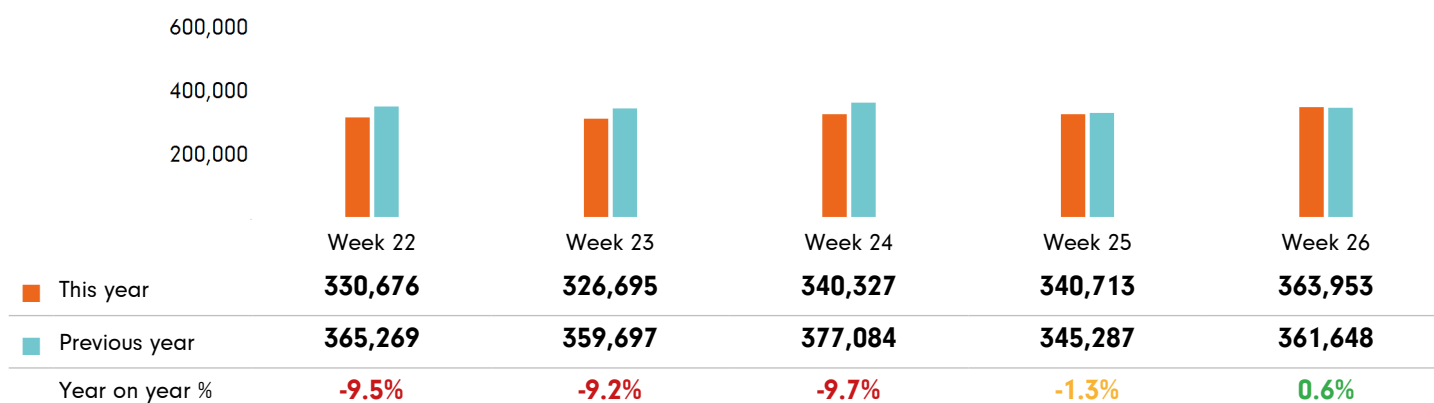
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

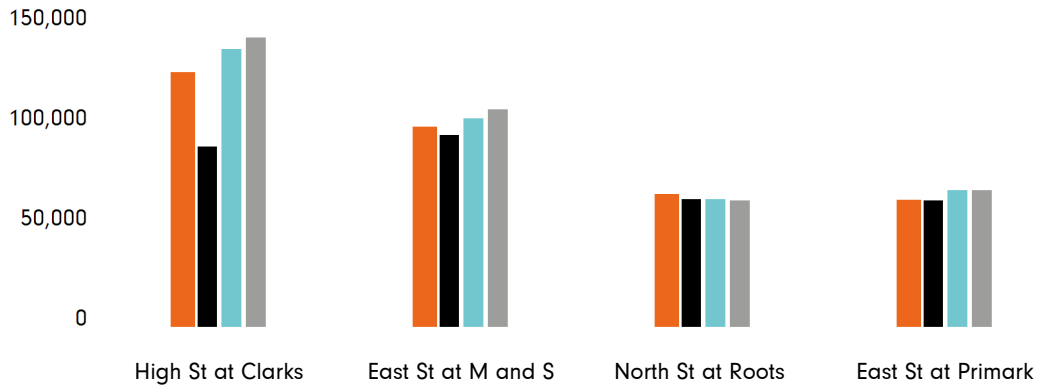
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	120,872	95,214	63,477	60,910
Previous Month	86,996	92,286	62,405	61,741
Previous Year	132,731	100,262	62,398	66,406
2 Years Ago	138,229	104,405	61,578	66,519
Year on Year %	-8.9 %	-5.0 %	1.7 %	-8.3 %

Footfall by location



■ High St at Clarks, 35.5 %
■ East St at M and S, 28.0 %
■ North St at Roots , 18.6 %
■ East St at Primark, 17.9 %

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 June , 2019 Vs January, 2018 to June , 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 6 2019 Vs 5 2019