

Footfall Report for: Taunton

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Taunton	-6.5 %	-4.8 %	0.5 %	-3.2 %	6.8 %	0.0 %
South West	-2.5 %	-2.9 %	-2.2 %	-2.3 %	13.4 %	6.2 %
High Street Index(Market Towns)	-3.5 %	-5.3 %	-5.7 %	-2.8 %	4.9 %	0.8 %
High Street Index - BDSU(BDSU - Comparison)	-1.1 %		-1.3 %	0.9 %	5.5 %	3.4 %
UK	-1.5 %	-2.7 %	-2.2 %	0.1 %	5.4 %	3.3 %

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 6.5% down on the previous year.

The number of visitors counted for month commencing 1 July 2019 was 1,454,650.

The busiest day in month commencing 1 July 2019 was Saturday 13 July with 70,775 visitors.

The peak hour of the month was 12:00 on Saturday 13 July 2019 with footfall of 9,856

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 **18** **6** **4**

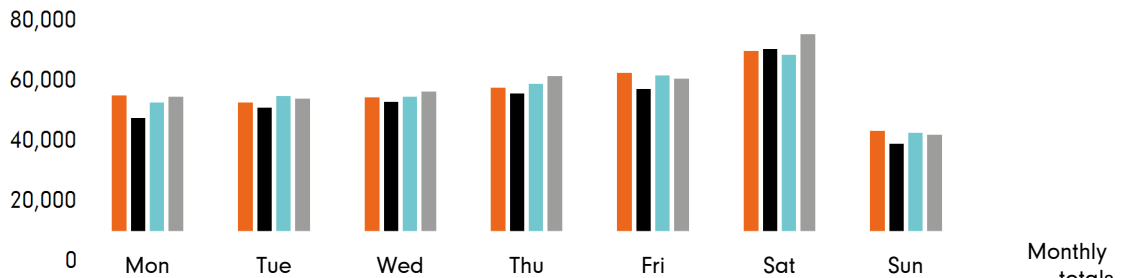
Number of days same month last year **15** **5** **8**

Average temperature

	Maximum temperature	Minimum temperature
2019	23°	13°
2018	26°	14°

Footfall by day

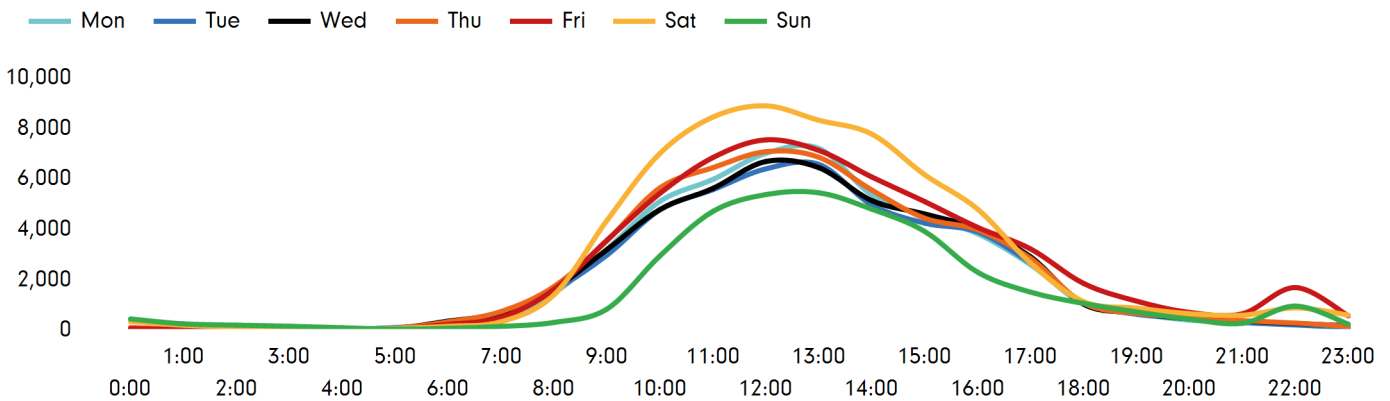
The figures shown below are calculated using weekly averages.



This Month	50,365	47,923	49,658	53,067	58,563	66,356	37,729	363,661
Previous Month	42,410	46,052	48,012	51,049	52,661	67,128	33,157	340,469
Previous Year	47,862	50,189	49,824	54,461	57,571	64,997	36,894	361,798
2 Years Ago	50,026	49,237	51,897	57,307	56,470	72,434	36,206	373,577
Month on month %	18.8 %	4.1 %	3.4 %	4.0 %	11.2 %	-1.2 %	13.8 %	
Year on year %	5.2 %	-4.5 %	-0.3 %	-2.6 %	1.7 %	2.1 %	2.3 %	

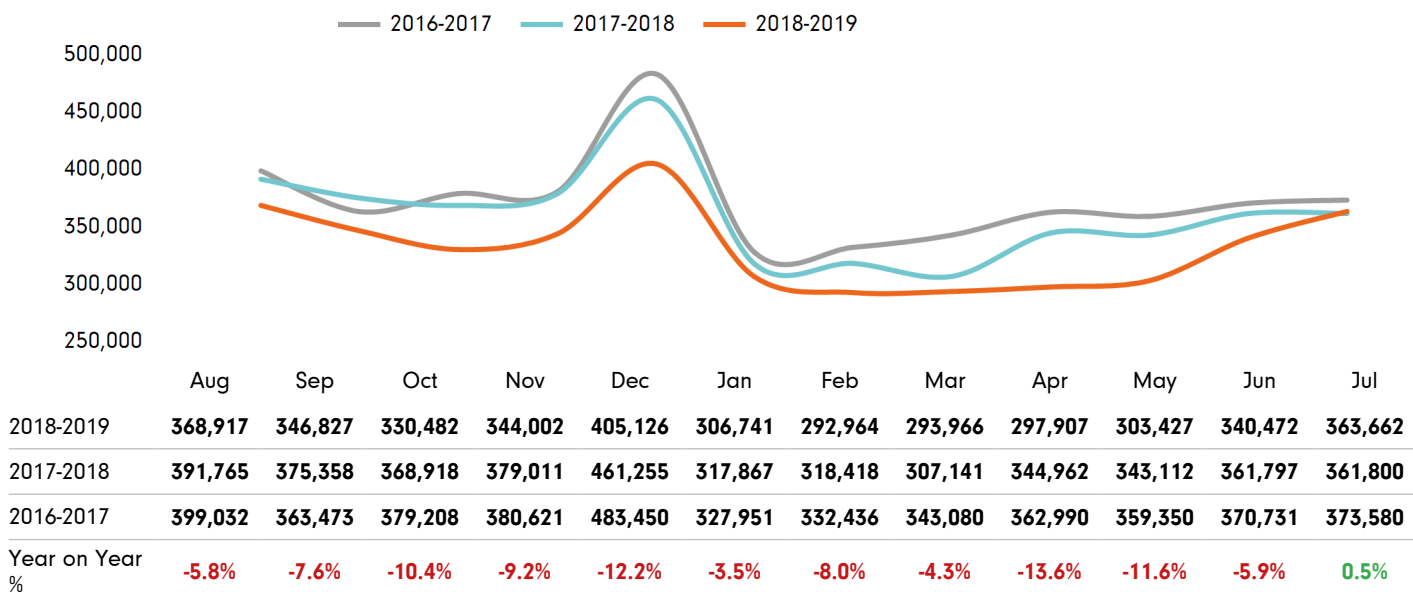
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

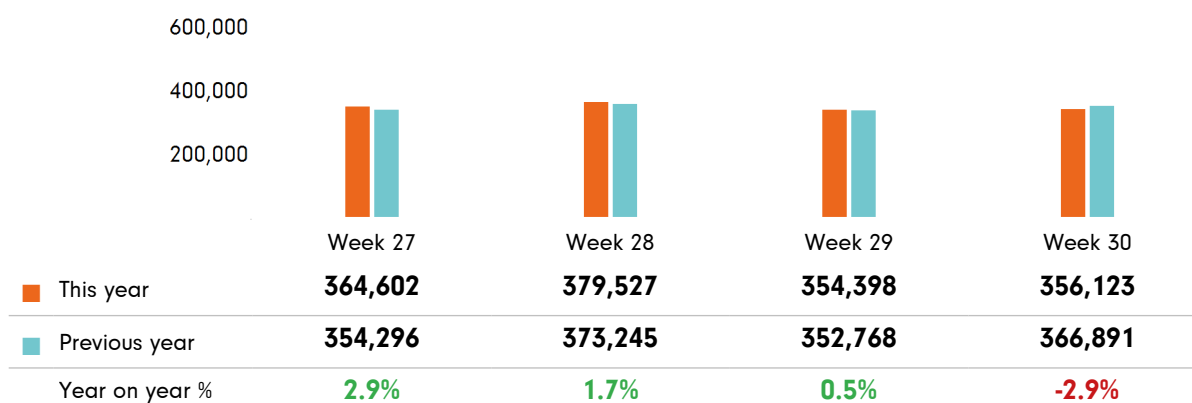
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

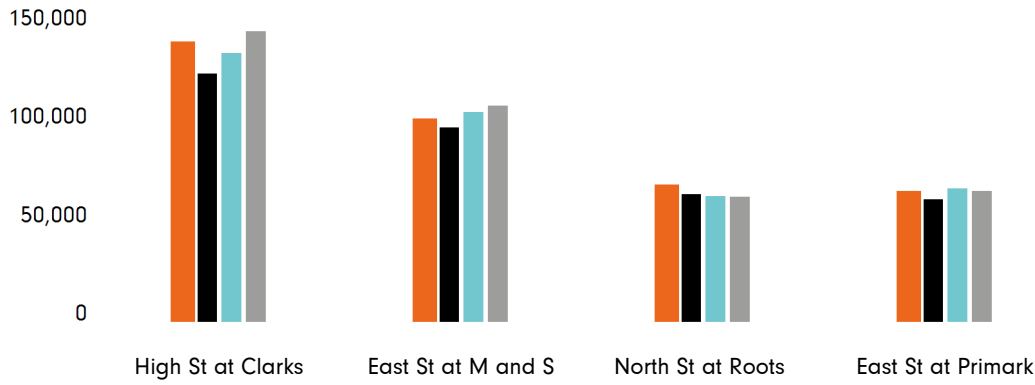
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	134,980	98,234	66,634	63,815
Previous Month	120,872	95,214	63,477	60,910
Previous Year	130,825	102,442	62,344	66,190
2 Years Ago	141,171	105,543	62,061	64,805
Year on Year %	3.2 %	-4.1 %	6.9 %	-3.6 %

Footfall by location



■ High St at Clarks, 37.1 %
■ East St at M and S, 27.0 %
■ North St at Roots , 18.3 %
■ East St at Primark, 17.5 %

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 July, 2019 Vs January, 2018 to July, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2019 Vs 6 2019