

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Reading BID	-6.4 %	-3.1 %	-5.6 %	0.4 %	4.1 %	2.3 %
South East	-2.4 %	-4.5 %	-2.0 %	-3.3 %	4.8 %	1.4 %
High Street Index - BDSU(BDSU - Multifunctional)	-1.4 %		-2.6 %	-0.3 %	4.7 %	2.7 %
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 6.4% down on the previous year.

The number of visitors counted for month commencing 1 July 2019 was 1,929,373.

The busiest day in month commencing 1 July 2019 was Saturday 20 July with 85,694 visitors.

The peak hour of the month was 15:00 on Saturday 20 July 2019 with footfall of 8,883

## 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     **16**     **7**     **5**

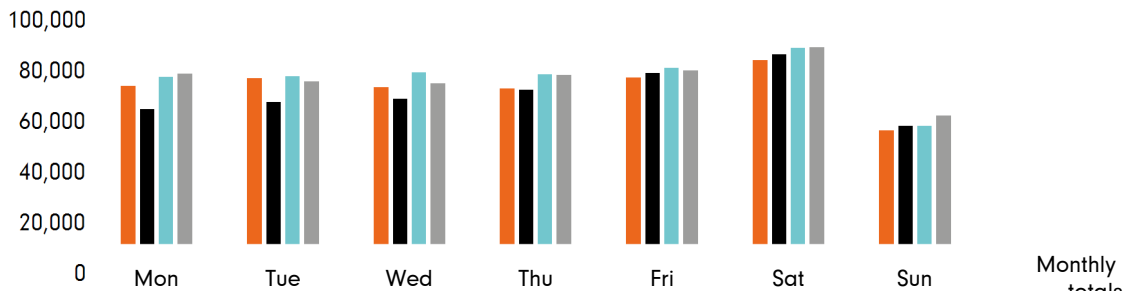
Number of days same month last year     **17**     **4**     **7**

### Average temperature

	Maximum temperature	Minimum temperature
2019	<b>25°</b>	<b>13°</b>
2018	<b>28°</b>	<b>14°</b>

## Footfall by day

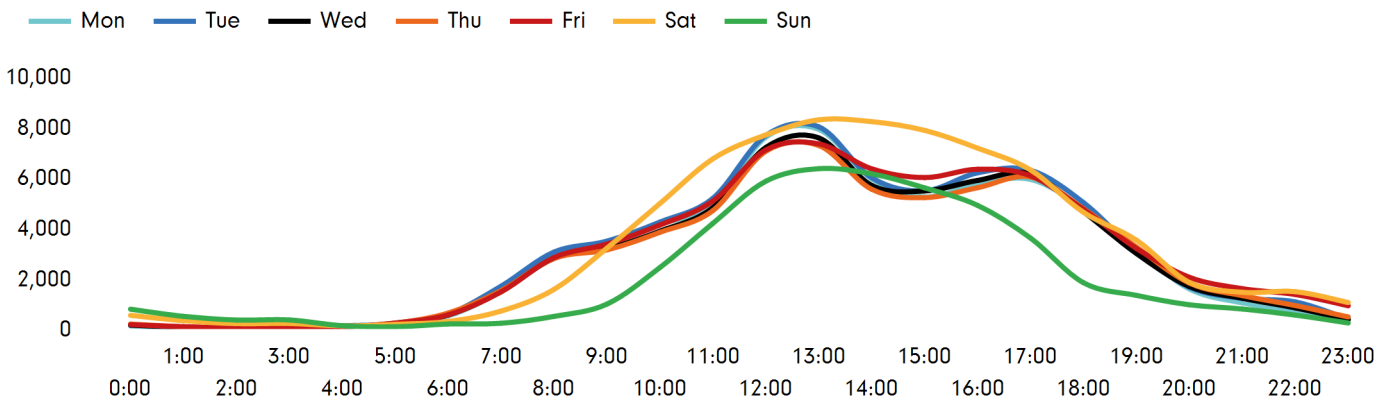
The figures shown below are calculated using weekly averages.



This Month	69,418	72,555	68,675	68,152	72,788	80,221	50,532	482,341
Previous Month	59,496	62,326	63,908	67,593	74,657	82,781	52,414	463,175
Previous Year	73,181	73,481	75,053	74,284	76,989	85,443	52,270	510,701
2 Years Ago	74,514	71,351	70,425	73,988	75,792	85,832	56,706	508,608
Month on month %	16.7 %	16.4 %	7.5 %	0.8 %	-2.5 %	-3.1 %	-3.6 %	
Year on year %	-5.1 %	-1.3 %	-8.5 %	-8.3 %	-5.5 %	-6.1 %	-3.3 %	

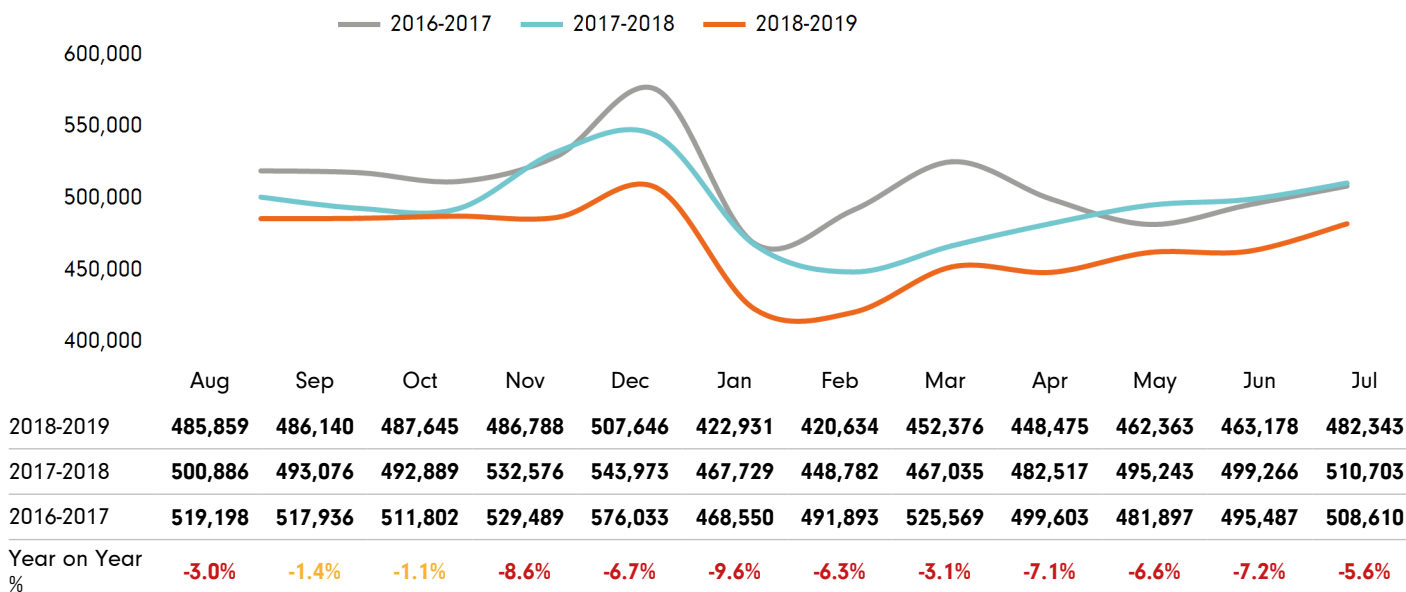
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

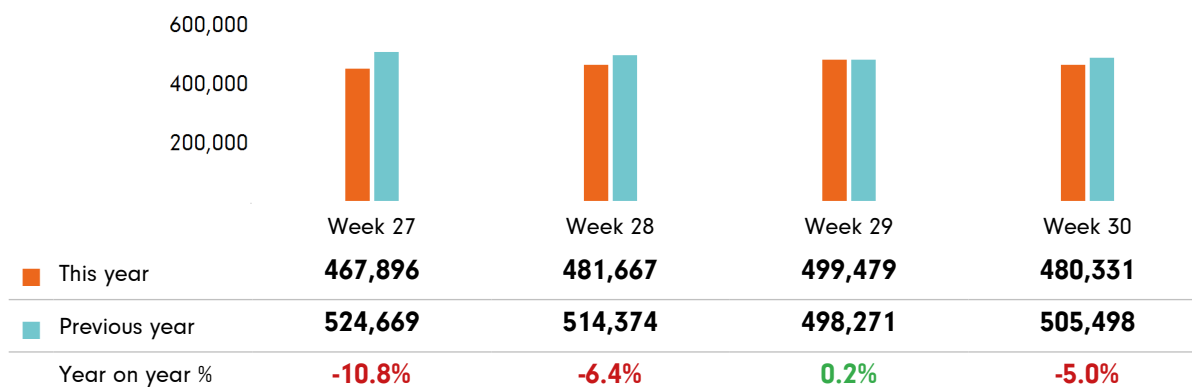
The figures shown below are calculated using weekly averages.



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

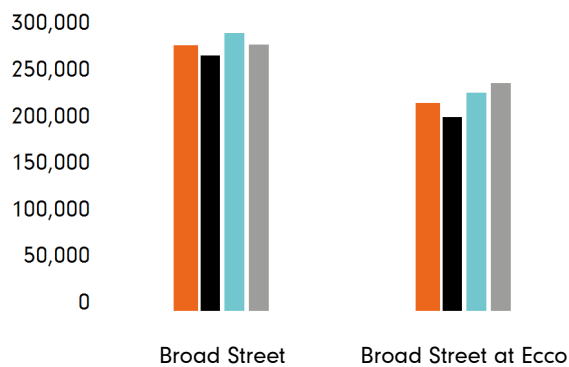
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>270,397</b>	<b>211,947</b>
Previous Month	<b>262,595</b>	<b>200,583</b>
Previous Year	<b>285,256</b>	<b>225,447</b>
2 Years Ago	<b>273,589</b>	<b>235,021</b>
Year on Year %	<b>-5.2 %</b>	<b>-6.0 %</b>

### 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