

## **Weekly Footfall**

	Year to date %		Year or	n year %	Week on week %		
	2020	2019	2020	2019	2020	2019	
Salisbury BID	-14.5 %	-4.5 %	<b>-76.2</b> %	-4.3 %	<b>-62.2</b> %	5.3 %	
South West	-14.9 %	0.0 %	<b>-80.7</b> %	1.2 %	<b>-64.5</b> %	11.1 %	
High Street Index(South East)	-13.4 %	-1.4 %	<b>-76.4</b> %	2.9 %	<b>-62.5</b> %	6.0 %	
High Street Index - BDSU(BDSU - Comparison)	-14.3 %	0.8 %	-85.4 %	<b>3.9</b> %	<b>-68.7</b> %	6.9 %	
UK	<b>-13</b> .1 %	0.7 %	<b>-79.9</b> %	4.6 %	-62.3 %	7.6 %	

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

### Headlines

The change in footfall for Salisbury BID over the last 52 weeks is 5.8% down on the previous year.

Footfall for the year to date is 14.5% down on the previous year.

The number of visitors counted for week commencing 22 March 2020 was 40,225.

The busiest day in week commencing 22 March 2020 was Monday with 9,367 visitors.

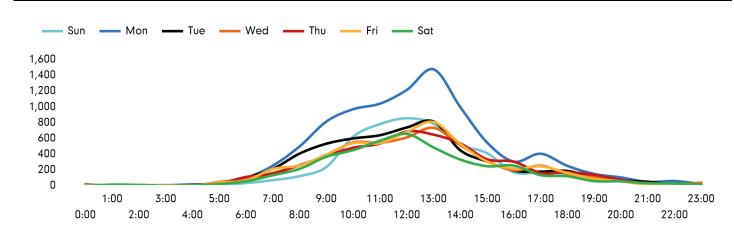
The peak hour of the week was 13:00 on Monday 23 March 2020 with footfall of 1,477

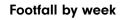
Footfall by week	Weather							
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	This week	÷Ò	÷Ò:-	Č	÷Ò:-	Č	Č	ඊ
40,225		11°	10°	13°	13°	13°	13°	13°
106,355 169,245	Previous week		ඊ					Č
176,841		10°	12°	13°	13°	10°	9°	11°
	Previous year	ď	÷Ò	ඊ	ඊ	ඊ	ඊ	ථ
This Week Previous Year Previous Week 2 Years Ago		13°	13°	13°	14°	16°	15°	14°

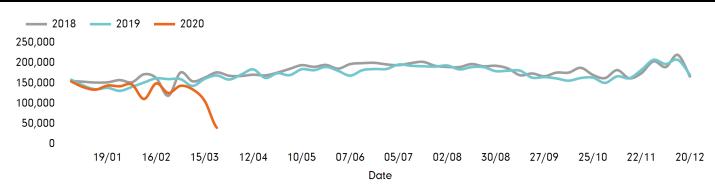
# **SPRINGBOARD.**

40,000 30,000 20,000 10,000		Mon	Tue	Wed	Thu	Fri	Sat	Weekly totals
This Week	5,333	9,367	5,717	5,106	5,120	5,274	4,308	40,225
Previous Week	10,186	17,784	16,777	13,788	13,363	15,103	19,354	106,355
Previous Year	16,255	20,957	23,367	20,143	22,625	25,725	40,173	169,245
2 Years Ago	16,304	24,846	25,856	23,242	25,598	22,398	38,597	176,841
Week on week %	-47.6 %	-47.3 %	<b>-65.9</b> %	<b>-63.0</b> %	<b>-61.7</b> %	- <b>65</b> .1 %	-77.7 %	
Year on year %	<b>-67.2</b> %	-55.3 %	-75.5 %	-74.7 %	-77.4 %	<b>-79.5</b> %	<b>-89.3</b> %	
% of week	13.3%	23.3%	<b>14.2</b> %	12.7%	12.7%	13.1%	10.7%	

# Footfall by hour

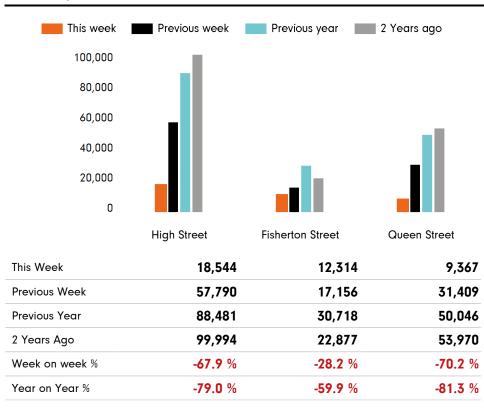








## Footfall by location



## Footfall by location





### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2020 to Week 13 , 2020 Vs Week 1, 2019 to Week 13 , 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week13, 2020 Vs Week 13, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2020 Vs Week 12 2020