

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	<b>-40.5 %</b>	<b>-4.2 %</b>	<b>-23.4 %</b>	<b>-8.7 %</b>	<b>-6.1 %</b>	<b>-9.7 %</b>
South West	<b>-40.1 %</b>	<b>-2.8 %</b>	<b>-25.0 %</b>	<b>-4.4 %</b>	<b>-10.3 %</b>	<b>-10.9 %</b>
High Street Index(South East)	<b>-40.0 %</b>	<b>-3.1 %</b>	<b>-30.2 %</b>	<b>-7.0 %</b>	<b>-3.7 %</b>	<b>-3.9 %</b>
High Street Index - BDSU(BDSU - Comparison)	<b>-47.4 %</b>	<b>-1.7 %</b>	<b>-45.6 %</b>	<b>-5.4 %</b>	<b>-11.3 %</b>	<b>-2.8 %</b>
UK	<b>-43.3 %</b>	<b>-1.9 %</b>	<b>-39.8 %</b>	<b>-4.9 %</b>	<b>-11.2 %</b>	<b>-4.0 %</b>

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 40.5% down on the previous year.

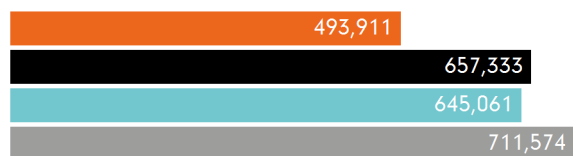
The number of visitors counted for month commencing 4 October 2020 was 493,911.

The busiest day in month commencing 4 October 2020 was Saturday 10 October with 29,918 visitors.

The peak hour of the month was 13:00 on Saturday 10 October 2020 with footfall of 3,954

## 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     **6**     **5**     **17**

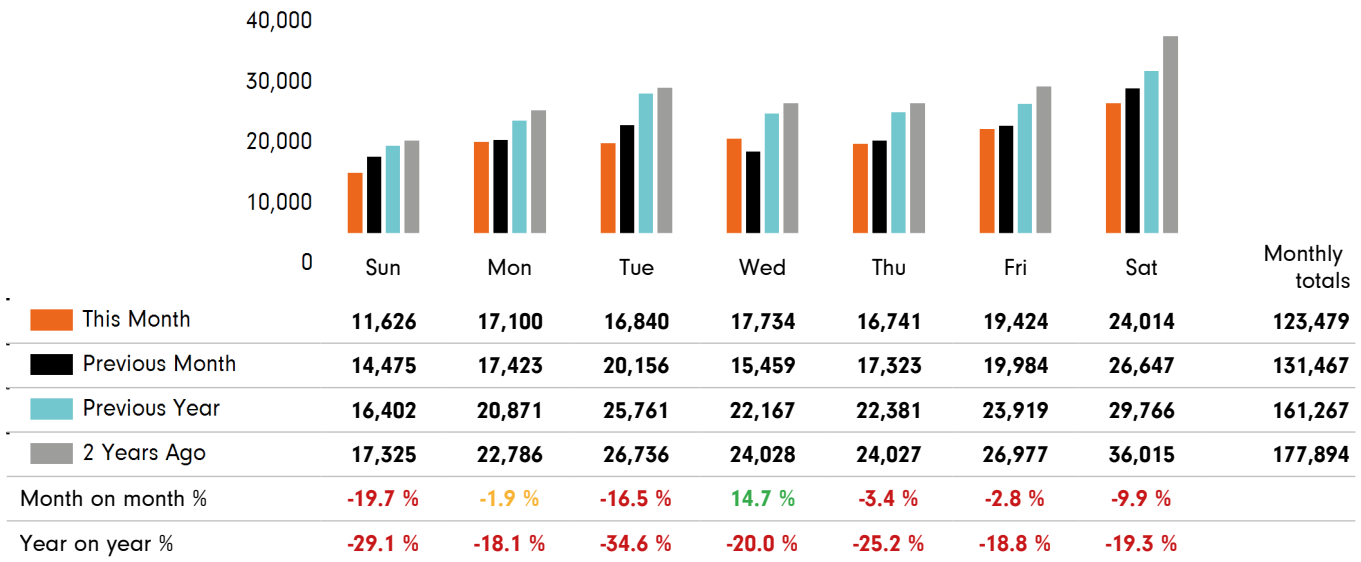
Number of days same month last year     **6**     **2**     **20**

### Average temperature

	Maximum temperature	Minimum temperature
2020	<b>14°</b>	<b>8°</b>
2019	<b>14°</b>	<b>8°</b>

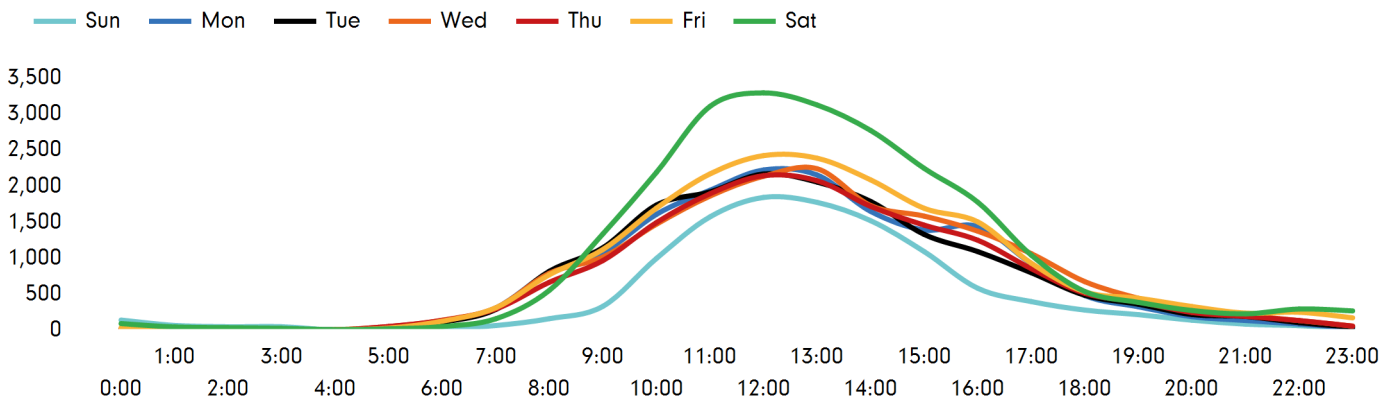
## Footfall by day

The figures shown below are calculated using weekly averages.



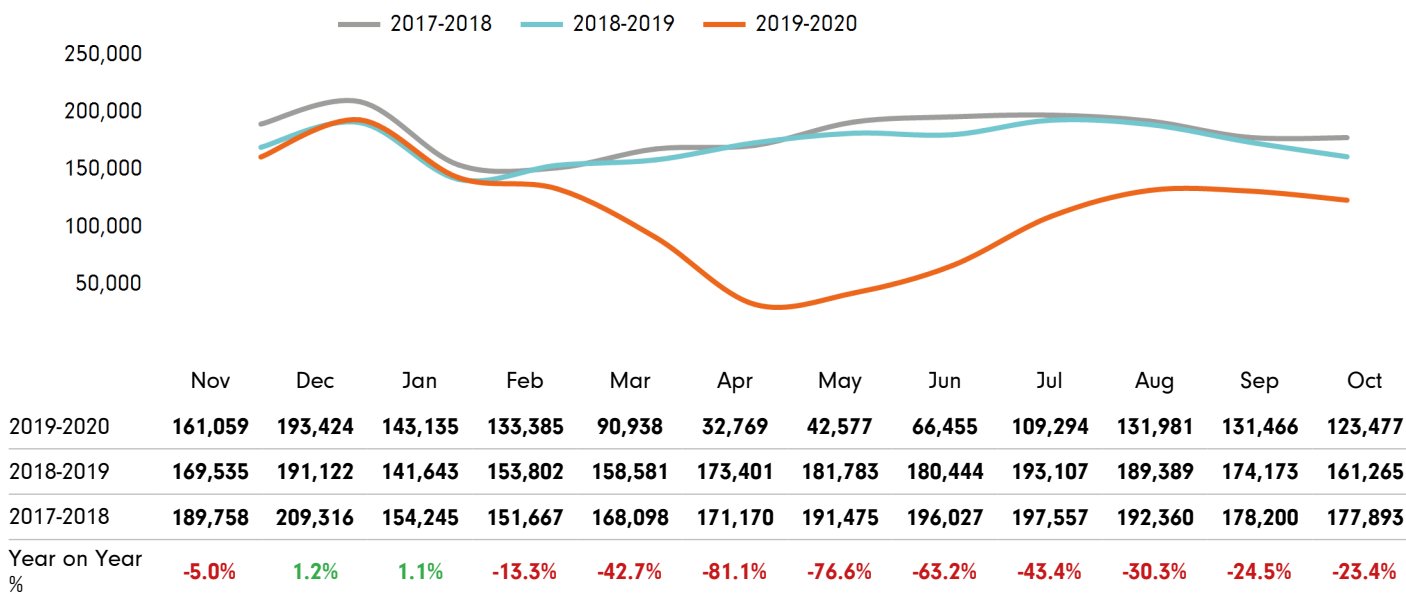
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

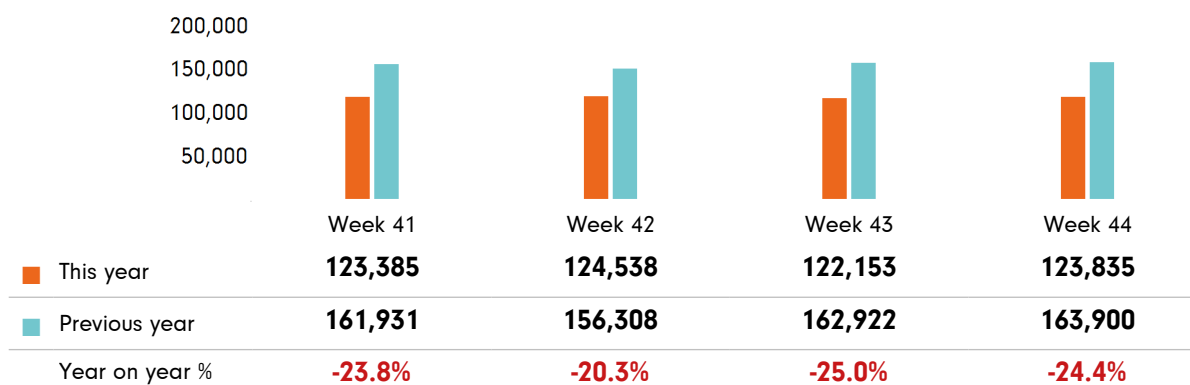
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for October compares October 2020 to October 2019

## Footfall by week of month

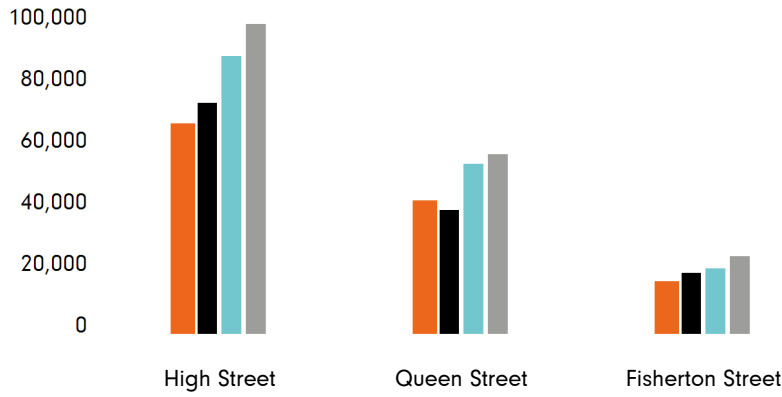
The figures shown below are calculated using weekly totals.



## Footfall by location

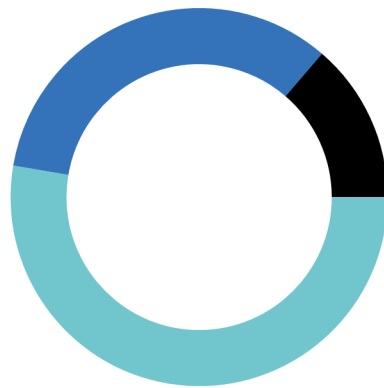
The figures shown below are calculated using weekly averages.

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



This Month	<b>65,040</b>	<b>41,515</b>	<b>16,922</b>
Previous Month	<b>71,989</b>	<b>39,333</b>	<b>20,143</b>
Previous Year	<b>86,280</b>	<b>53,455</b>	<b>21,529</b>
2 Years Ago	<b>96,089</b>	<b>56,461</b>	<b>25,342</b>
Year on Year %	<b>-24.6 %</b>	<b>-22.3 %</b>	<b>-21.4 %</b>

## Footfall by location



■ High Street, 52.7 %  
■ Queen Street, 33.6 %  
■ Fisherton Street, 13.7 %

### Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2020 Vs 9 2020