

Weeks This Month: 5  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	1.1 %	-5.9 %	1.1 %	-5.9 %	-26.0 %	-24.5 %
South West	-7.3 %	0.4 %	-7.3 %	0.4 %	-25.4 %	-24.4 %
High Street Index(South East)	-3.5 %	-2.9 %	-3.5 %	-2.9 %	-13.7 %	-15.5 %
High Street Index - BDSU(BDSU - Comparison)	-2.8 %	1.3 %	-2.8 %	1.3 %	-22.9 %	-22.4 %
UK	-1.8 %	-0.7 %	-1.8 %	-0.7 %	-17.2 %	-18.2 %

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 1.1% up on the previous year.

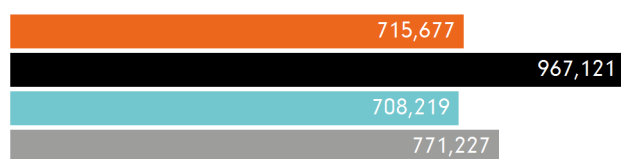
The number of visitors counted for month commencing 29 December 2019 was 715,677.

The busiest day in month commencing 29 December 2019 was Saturday 18 January with 32,463 visitors.

The peak hour of the month was 12:00 on Saturday 1 February 2020 with footfall of 5,147

## 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: 9 (Sun), 7 (Cloud), 16 (Rain), 1 (Snow), 2 (Wind)

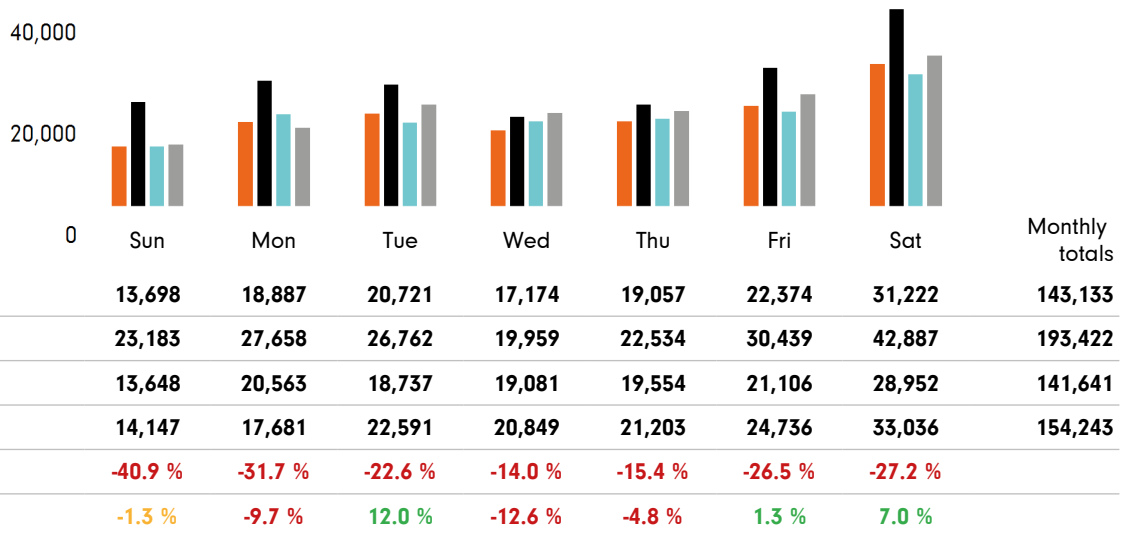
Number of days same month last year: 13 (Sun), 11 (Cloud), 4 (Rain)

### Average temperature

	Maximum temperature	Minimum temperature
2020	9°	4°
2019	7°	2°

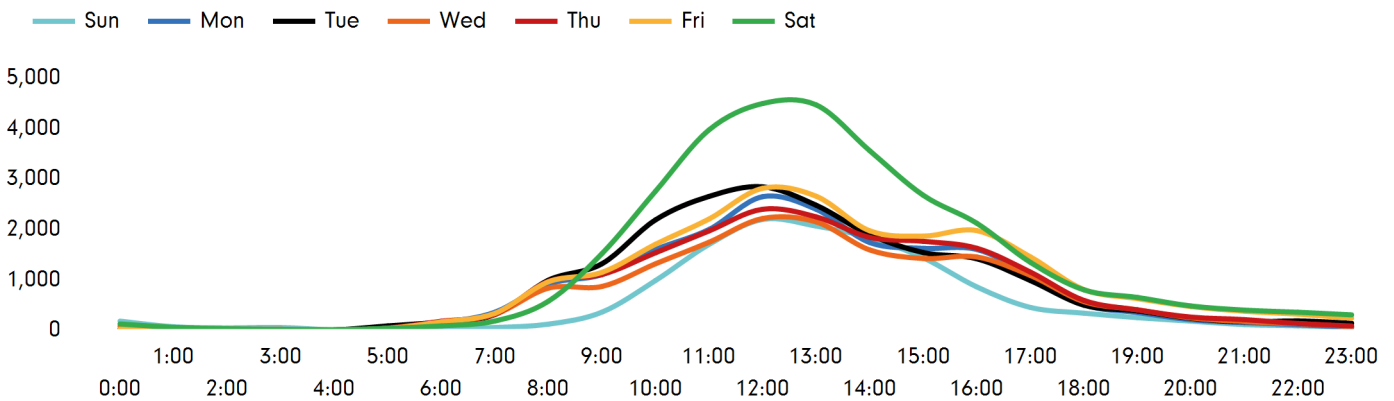
## Footfall by day

The figures shown below are calculated using weekly averages.



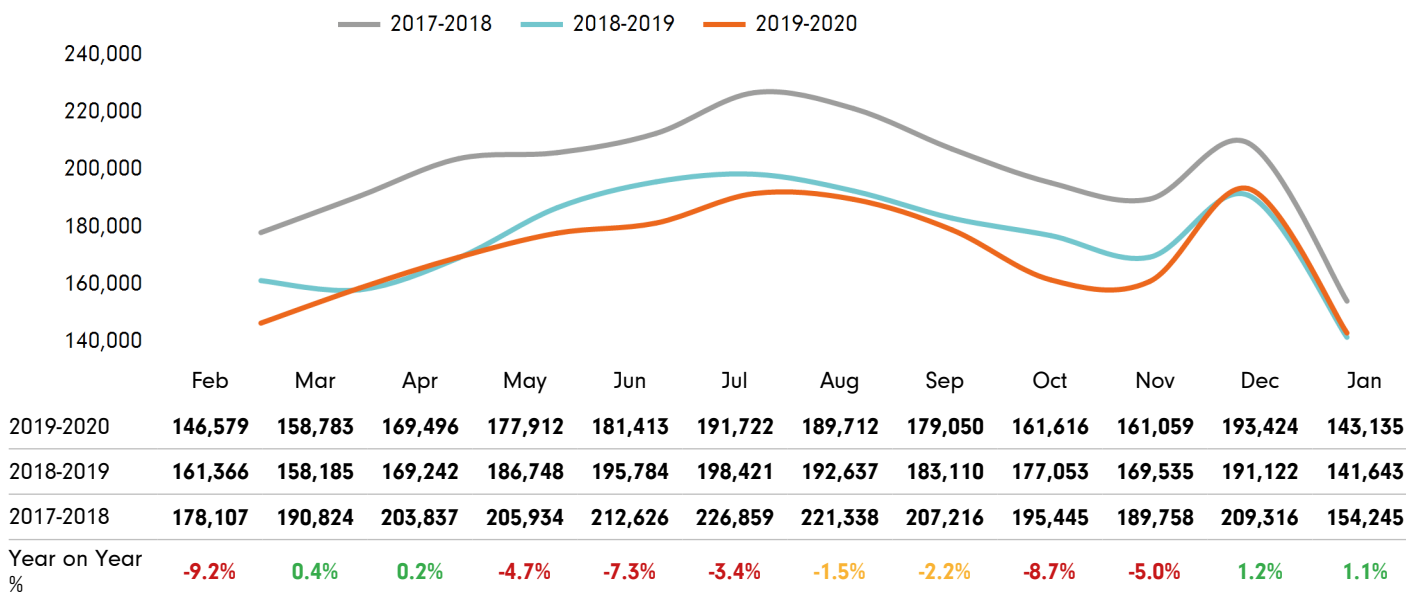
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

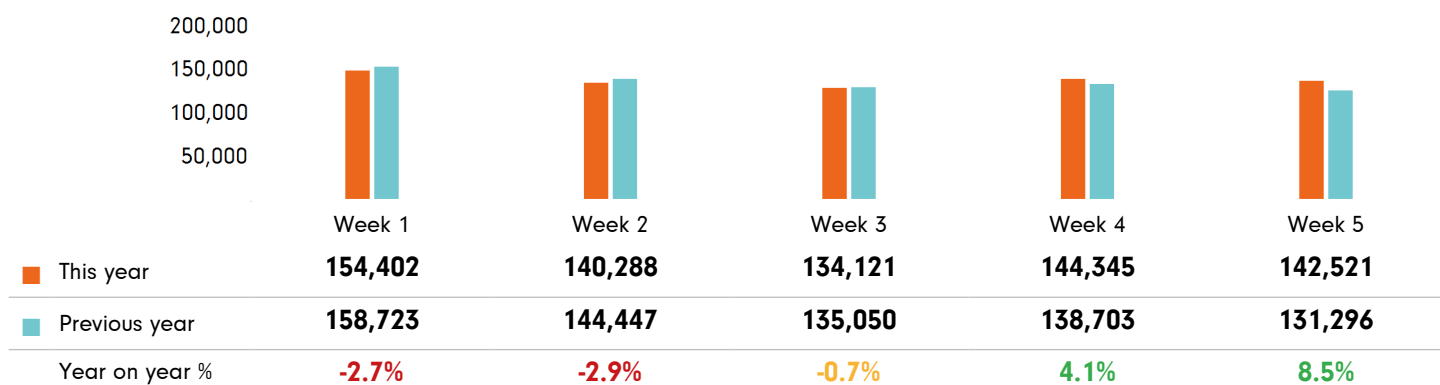
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

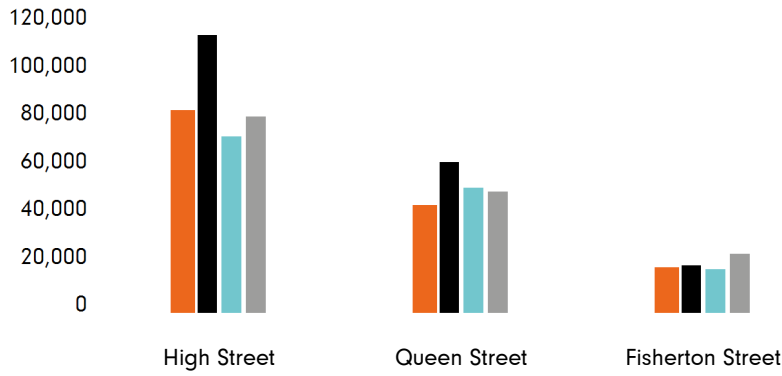
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	<b>80,720</b>	<b>43,510</b>	<b>18,905</b>
Previous Month	<b>111,260</b>	<b>61,353</b>	<b>20,811</b>
Previous Year	<b>71,406</b>	<b>51,177</b>	<b>19,062</b>
2 Years Ago	<b>79,200</b>	<b>49,700</b>	<b>25,346</b>
Year on Year %	<b>13.0 %</b>	<b>-15.0 %</b>	<b>-0.8 %</b>

## Footfall by location



■ High Street, 56.4 %  
■ Queen Street, 30.4 %  
■ Fisherton Street, 13.2 %

### 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 January, 2020 Vs January, 2019 to January, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2020 Vs December 2019