

Footfall Report for: Salisbury BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	-19.5 %	-4.6 %	-81.4 %	-5.6 %	-26.4 %	-5.9 %
South West	-19.8 %	-0.6 %	-84.3 %	-8.8 %	-30.4 %	-14.5 %
High Street Index(South East)	-18.2 %	-1.6 %	-80.9 %	-5.2 %	-27.6 %	-10.1 %
High Street Index - BDSU(BDSU - Comparison)	-19.7 %	0.6 %	-89.4 %	-2.5 %	-33.9 %	-8.9 %
UK	-18.2 %	0.4 %	-84.4 %	-3.3 %	-31.0 %	-10.0 %

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 7.1% down on the previous year.

Footfall for the year to date is 19.5% down on the previous year.

The number of visitors counted for week commencing 29 March 2020 was 29,595.

The busiest day in week commencing 29 March 2020 was Friday with 4,964 visitors.

The peak hour of the week was 13:00 on Saturday 4 April 2020 with footfall of 637

Footfall by week

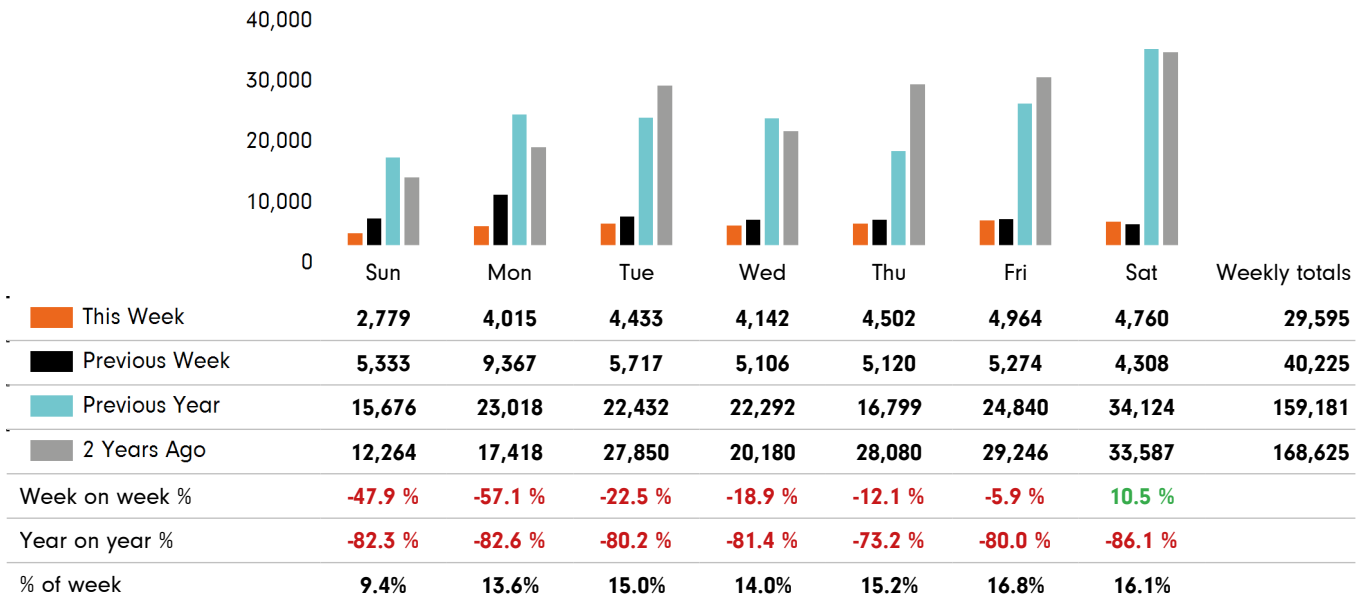


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

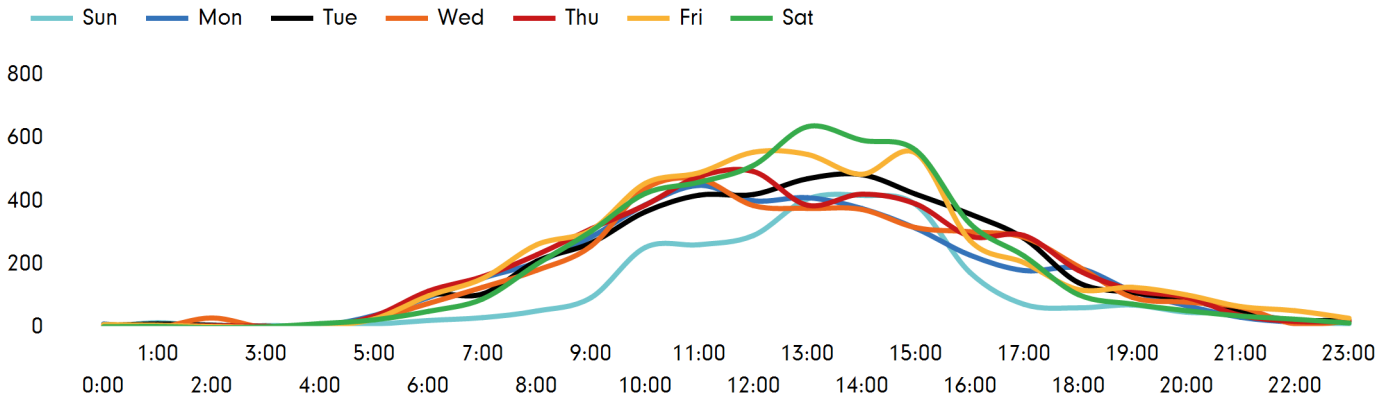
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	9°	10°	11°	11°	12°	13°	15°
Previous week	11°	10°	13°	13°	13°	13°	13°
Previous year	18°	13°	10°	9°	8°	11°	14°

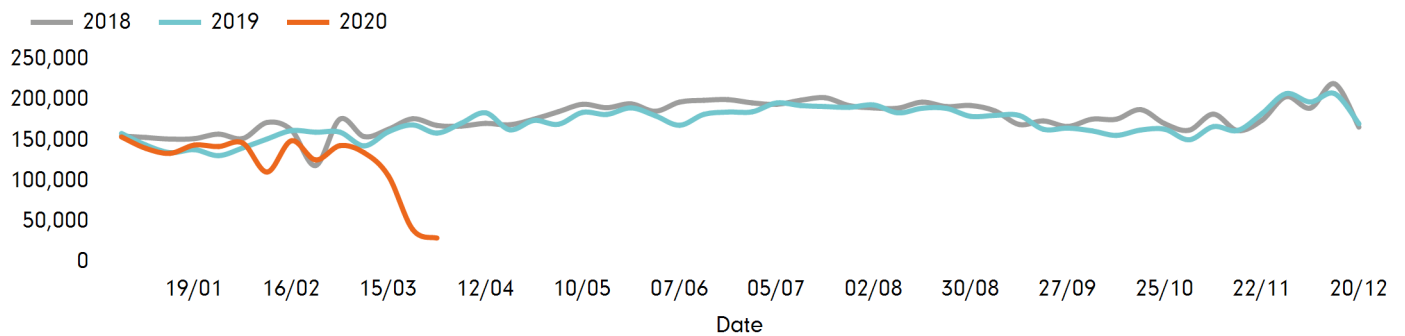
Footfall by day



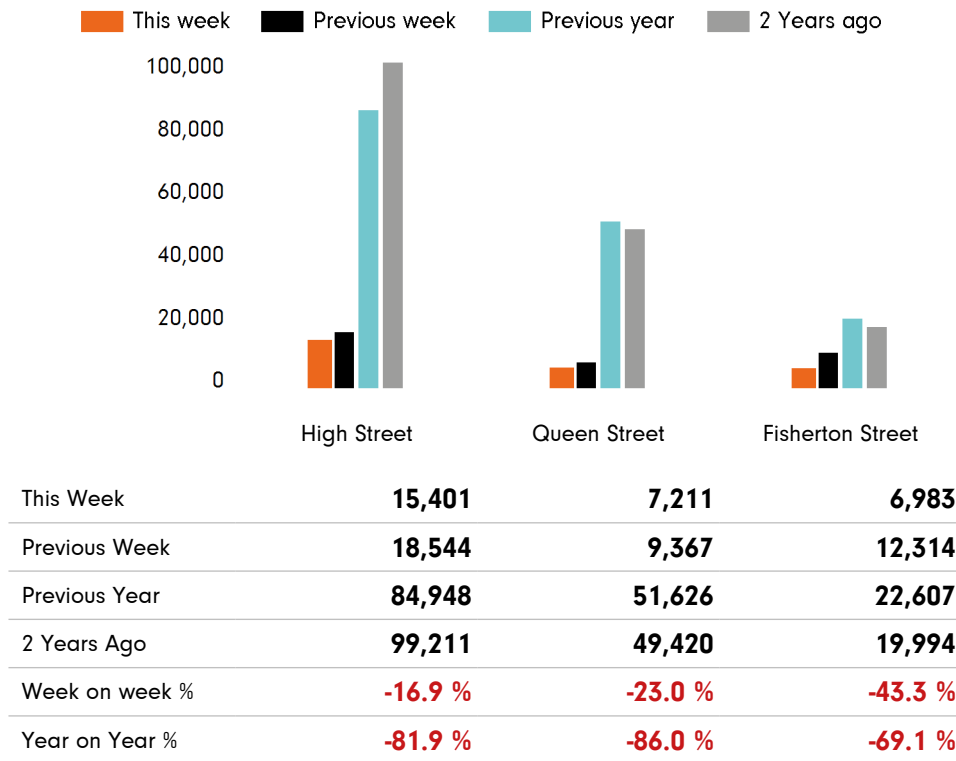
Footfall by hour



Footfall by week



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. Week1, 2020 to Week 14, 2020 Vs Week 1, 2019 to Week 14, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week14, 2020 Vs Week 14, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2020 Vs Week 13 2020