

## Weekly Footfall

|   | Year to date % |        | Year on year % |        | Week on week % |       |
|---|----------------|--------|----------------|--------|----------------|-------|
|   | 2020           | 2019   | 2020           | 2019   | 2020           | 2019  |
| Salisbury BID                               | -24.1 %        | -4.1 % | -81.2 %        | 2.1 %  | 8.7 %          | 7.6 % |
| South West                                  | -24.2 %        | -0.5 % | -85.0 %        | 0.9 %  | 9.8 %          | 9.4 % |
| High Street Index(South East)               | -22.4 %        | -1.7 % | -80.6 %        | -2.9 % | 5.8 %          | 5.3 % |
| High Street Index - BDSU(BDSU - Comparison) | -24.3 %        | 0.7 %  | -89.3 %        | 2.1 %  | 9.3 %          | 7.8 % |
| UK  | -22.6 %        | 0.5 %  | -83.8 %        | 2.2 %  | 11.3 %         | 6.7 % |

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 8.7% down on the previous year.

Footfall for the year to date is 24.1% down on the previous year.

The number of visitors counted for week commencing 5 April 2020 was 32,179.

The busiest day in week commencing 5 April 2020 was Thursday with 5,623 visitors.

The peak hour of the week was 14:00 on Thursday 9 April 2020 with footfall of 749

## Footfall by week

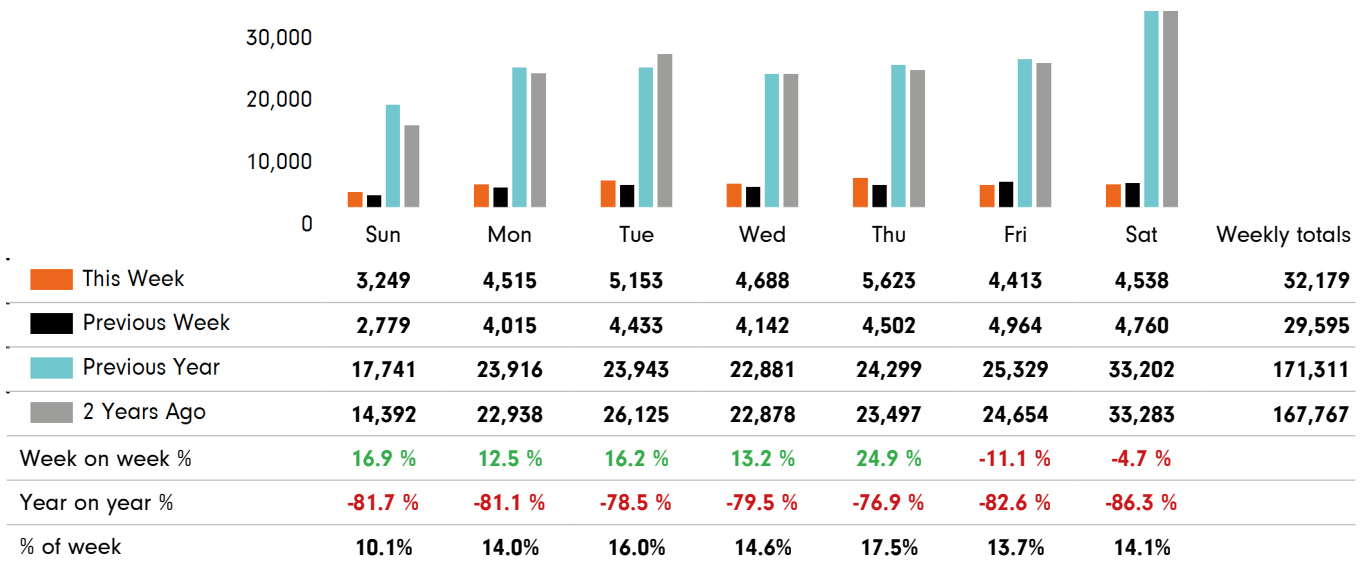


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

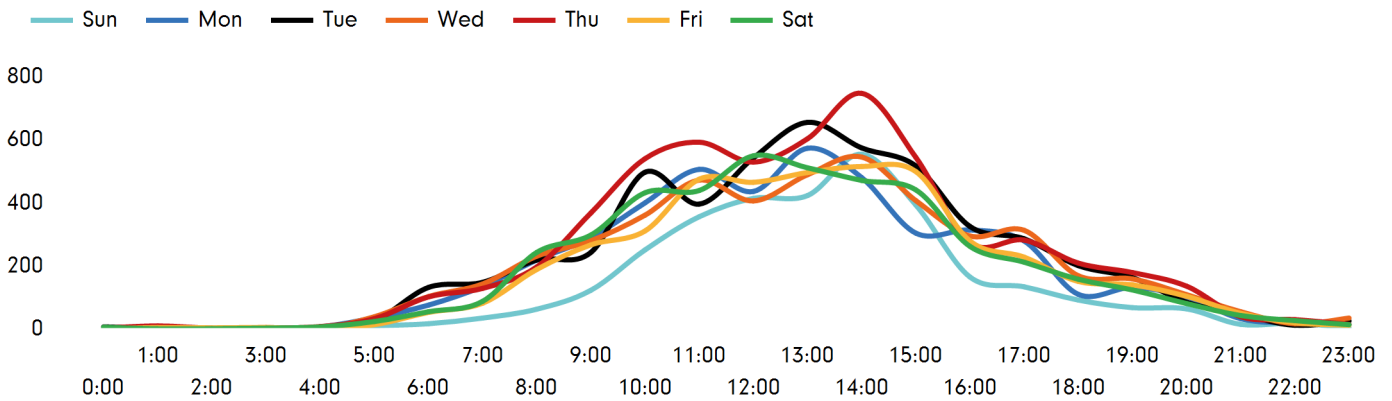
## Weather

|               | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 18° | 16° | 17° | 21° | 22° | 22° | 24° |
| Previous week | 9°  | 10° | 11° | 11° | 12° | 13° | 15° |
| Previous year | 16° | 15° | 12° | 13° | 12° | 11° | 10° |

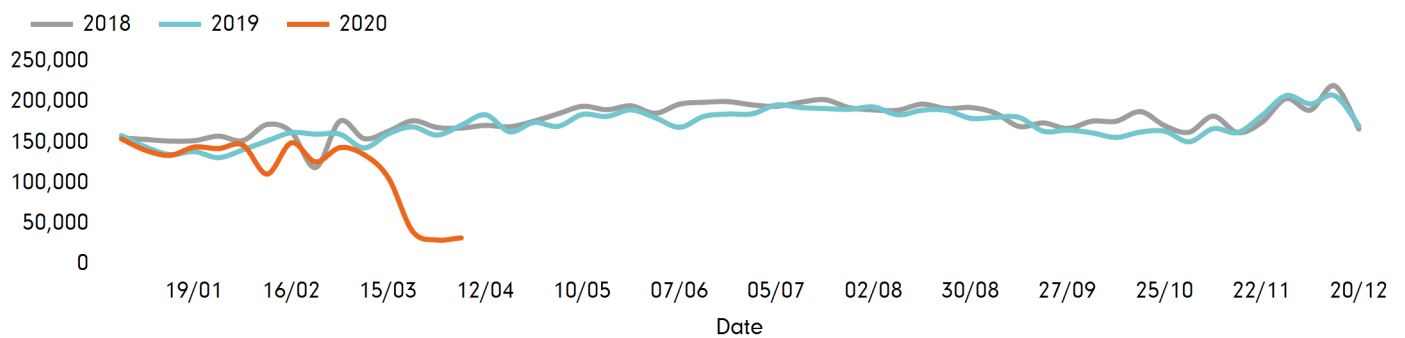
## Footfall by day



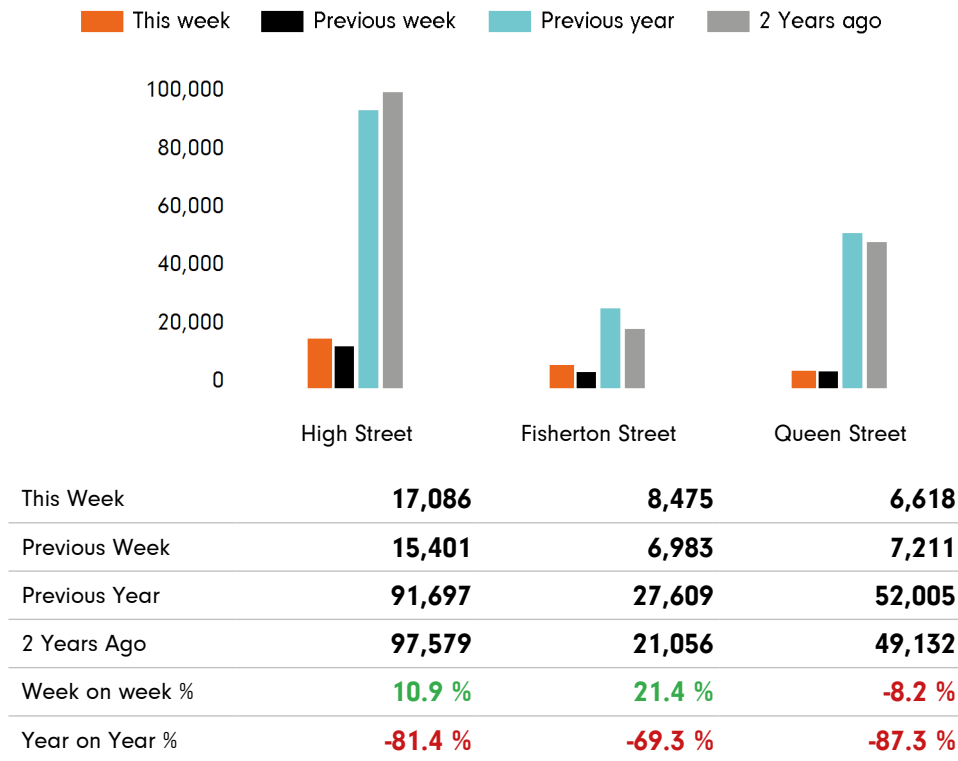
## Footfall by hour



## 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 15, 2020 Vs Week 1, 2019 to Week 15, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week15, 2020 Vs Week 15, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2020 Vs Week 14 2020