

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	-28.5 %	-3.3 %	-83.5 %	7.6 %	-5.4 %	7.6 %
South West	-28.1 %	0.0 %	-86.9 %	8.6 %	-5.0 %	7.1 %
High Street Index(South East)	-26.1 %	-1.6 %	-82.8 %	0.4 %	-7.1 %	5.4 %
High Street Index - BDSU(BDSU - Comparison)	-28.4 %	0.8 %	-90.0 %	3.0 %	-2.1 %	4.3 %
UK	-26.5 %	0.6 %	-85.3 %	1.7 %	-4.2 %	5.4 %

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 10.5% down on the previous year.

Footfall for the year to date is 28.5% down on the previous year.

The number of visitors counted for week commencing 12 April 2020 was 30,429.

The busiest day in week commencing 12 April 2020 was Tuesday with 5,454 visitors.

The peak hour of the week was 13:00 on Tuesday 14 April 2020 with footfall of 682

Footfall by week

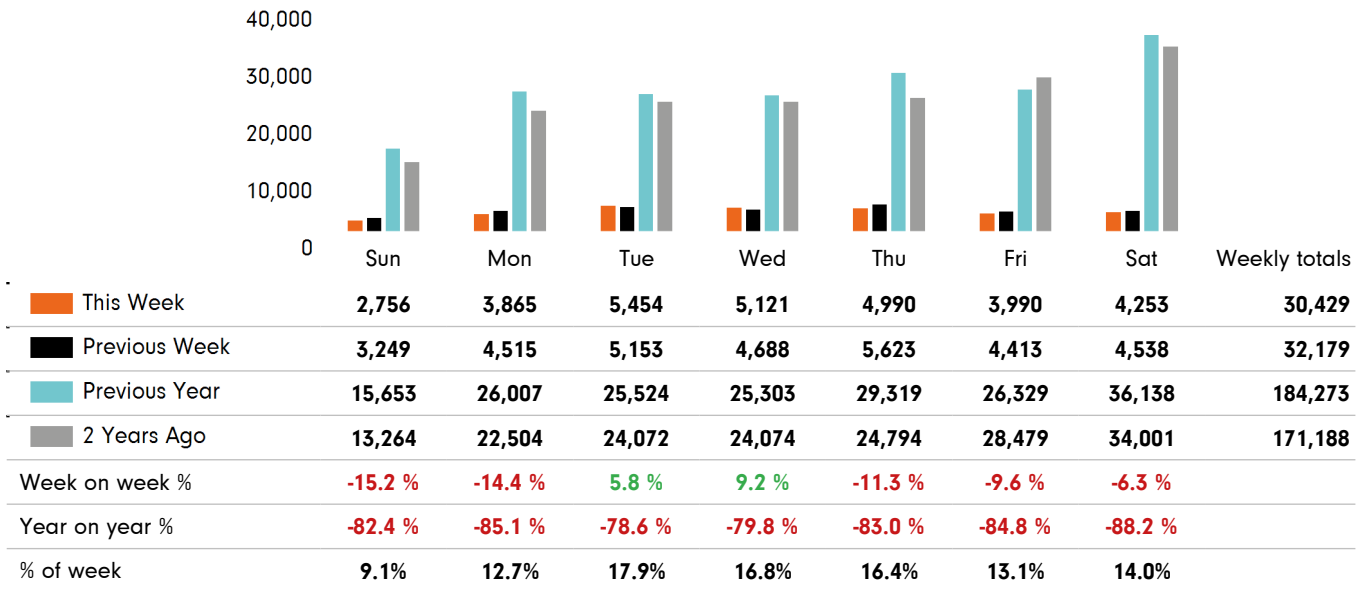


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

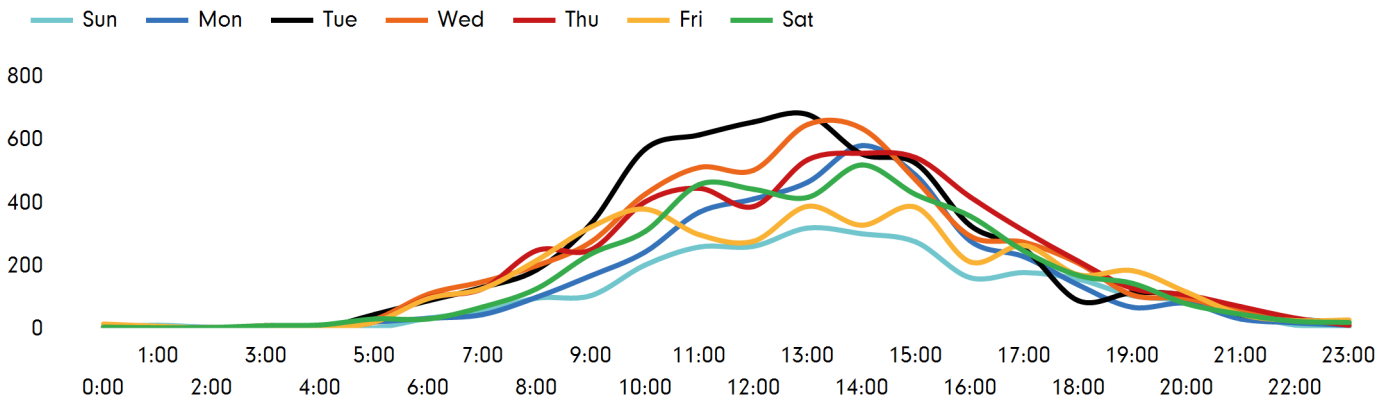
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	22°	13°	14°	17°	20°	16°	15°
Previous week	18°	16°	17°	21°	22°	22°	24°
Previous year	9°	13°	14°	17°	21°	22°	24°

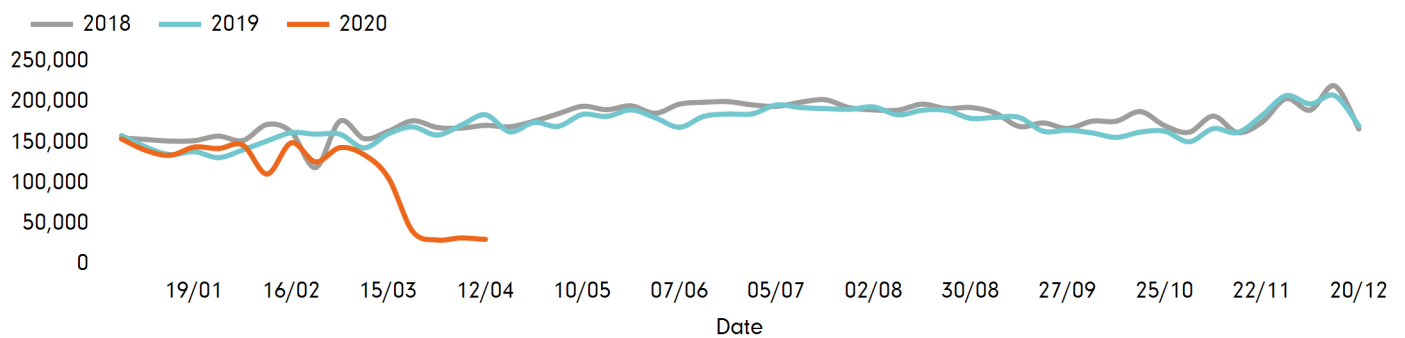
Footfall by day



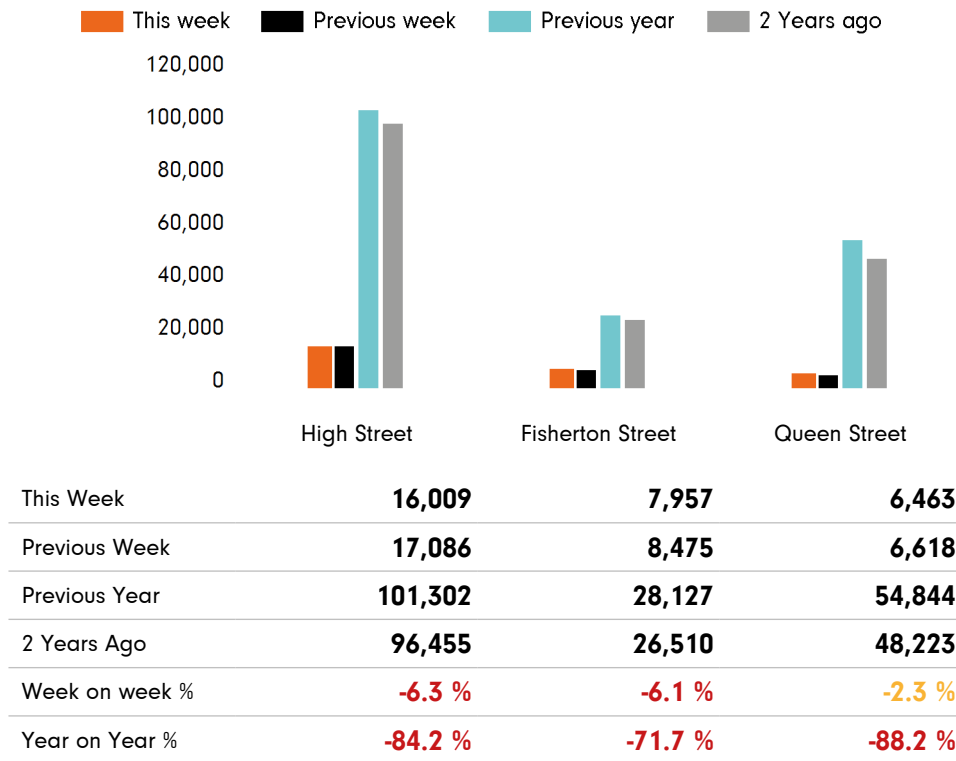
Footfall by hour



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 16, 2020 Vs Week 1, 2019 to Week 16, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week16, 2020 Vs Week 16, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2020 Vs Week 15 2020