

Weeks This Month: 4
 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	-43.3 %	-3.7 %	-76.6 %	-4.7 %	29.9 %	5.0 %
South West	-42.1 %	-1.5 %	-76.9 %	-6.9 %	41.2 %	-3.7 %
High Street Index(South East)	-39.9 %	-2.1 %	-75.4 %	-3.5 %	26.3 %	2.4 %
High Street Index - BDSU(BDSU - Comparison)	-44.0 %	-0.5 %	-84.4 %	-4.5 %	33.5 %	-1.0 %
UK	-41.0 %	-0.7 %	-78.2 %	-4.8 %	28.2 %	-0.1 %

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 43.3% down on the previous year.

The number of visitors counted for month commencing 3 May 2020 was 170,308.

The busiest day in month commencing 3 May 2020 was Saturday 30 May with 8,370 visitors.

The peak hour of the month was 11:00 on Saturday 30 May 2020 with footfall of 1,066

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 **21** **3** **4**

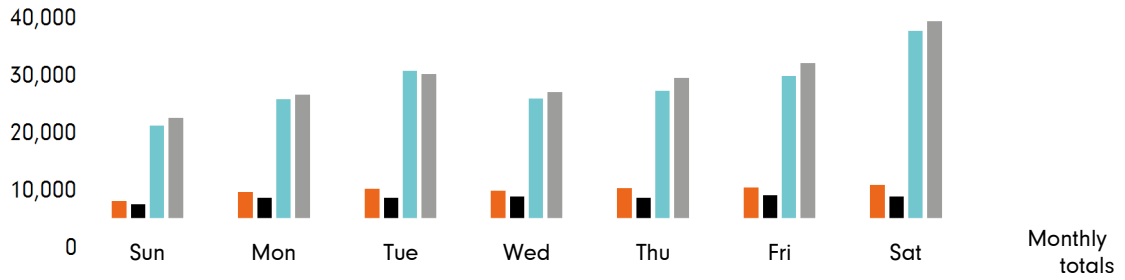
Number of days same month last year **7** **8** **13**

Average temperature

	Maximum temperature	Minimum temperature
2020	20°	7°
2019	17°	7°

Footfall by day

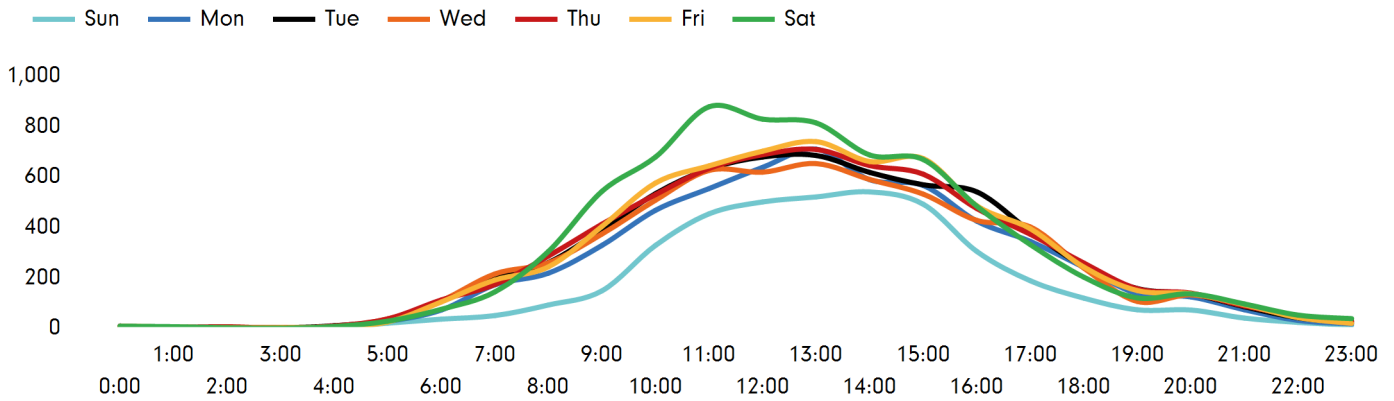
The figures shown below are calculated using weekly averages.



This Month	4,073	5,798	6,392	6,059	6,479	6,597	7,180	42,578
Previous Month	3,523	4,675	4,748	4,906	4,772	5,171	4,975	32,770
Previous Year	18,230	23,269	28,500	23,312	24,803	27,576	36,094	181,784
2 Years Ago	19,675	24,122	27,901	24,594	27,248	30,037	37,899	191,476
Month on month %	15.6 %	24.0 %	34.6 %	23.5 %	35.8 %	27.6 %	44.3 %	
Year on year %	-77.7 %	-75.1 %	-77.6 %	-74.0 %	-73.9 %	-76.1 %	-80.1 %	

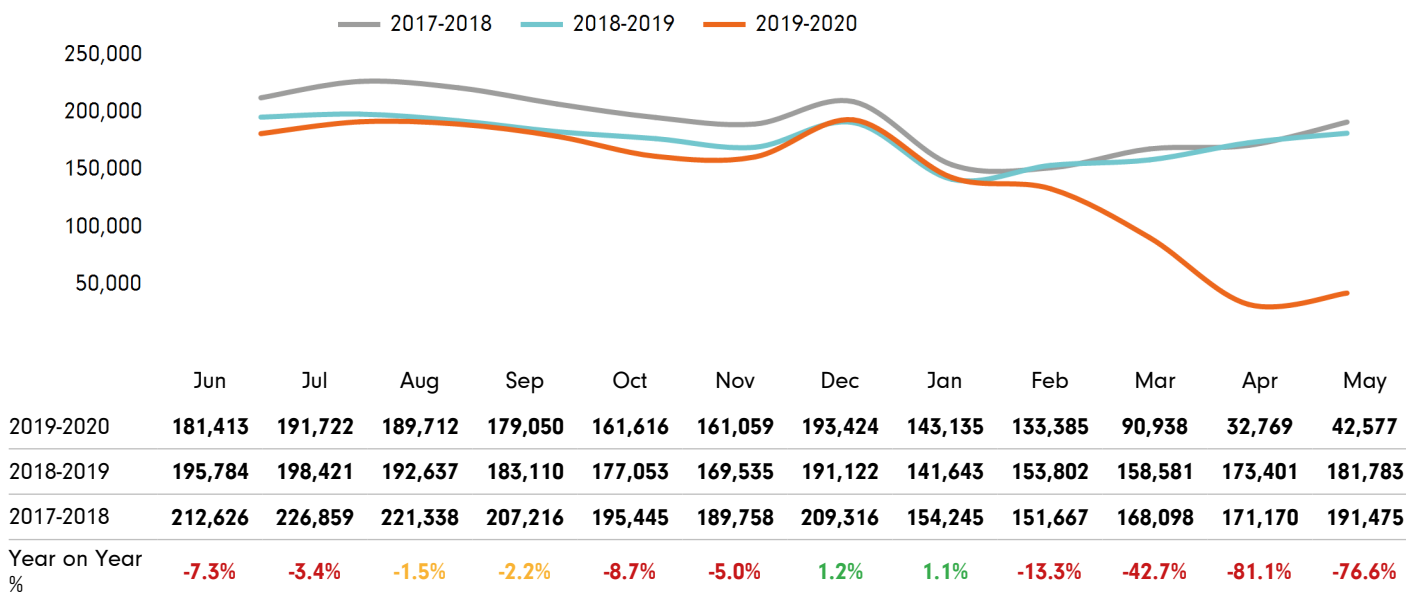
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

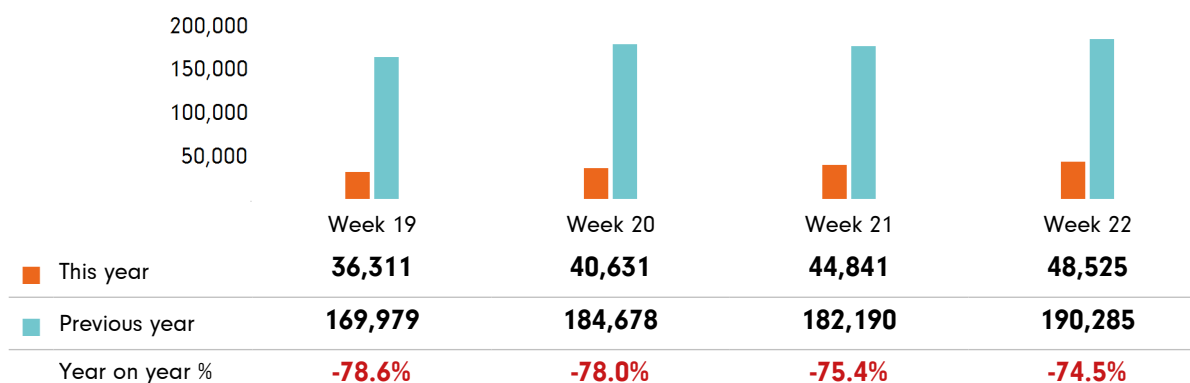
The figures shown below are calculated using weekly averages.



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

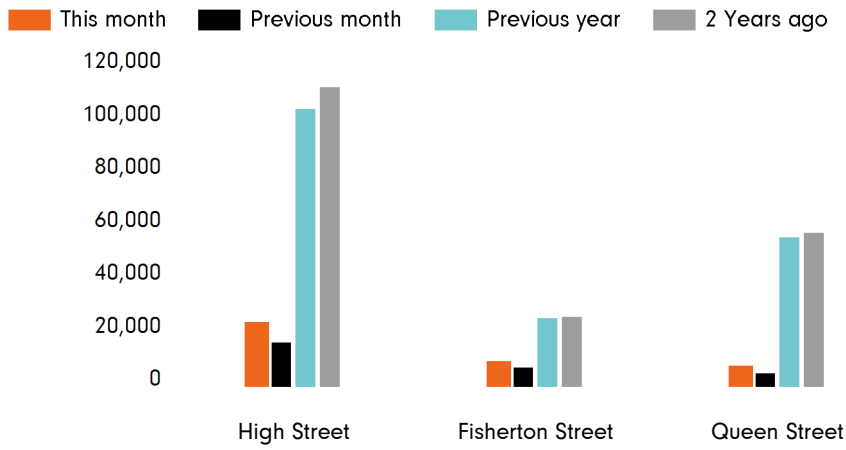
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	24,040	9,999	8,537
Previous Month	17,523	8,566	6,679
Previous Year	100,533	26,325	54,924
2 Years Ago	108,393	26,576	56,505
Year on Year %	-76.1 %	-62.0 %	-84.5 %

Footfall by location



High Street, 56.5 %
 Fisherton Street, 23.5 %
 Queen Street, 20.1 %

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 May, 2020 Vs January, 2019 to May, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2020 Vs 4 2020