

Footfall Report for: Salisbury BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	-41.5 %	-3.7 %	-75.4 %	-4.4 %	10.4 %	-1.3 %
South West	-40.5 %	-1.5 %	-76.3 %	-5.8 %	17.5 %	3.4 %
High Street Index(South East)	-38.4 %	-2.1 %	-74.6 %	-1.5 %	10.8 %	1.6 %
High Street Index - BDSU(BDSU - Comparison)	-42.1 %	-0.5 %	-84.4 %	-2.0 %	13.1 %	2.2 %
UK	-39.3 %	-0.7 %	-78.0 %	-1.6 %	14.9 %	1.1 %

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 17.5% down on the previous year.

Footfall for the year to date is 41.5% down on the previous year.

The number of visitors counted for week commencing 17 May 2020 was 44,841.

The busiest day in week commencing 17 May 2020 was Saturday with 7,185 visitors.

The peak hour of the week was 13:00 on Monday 18 May 2020 with footfall of 871

Footfall by week

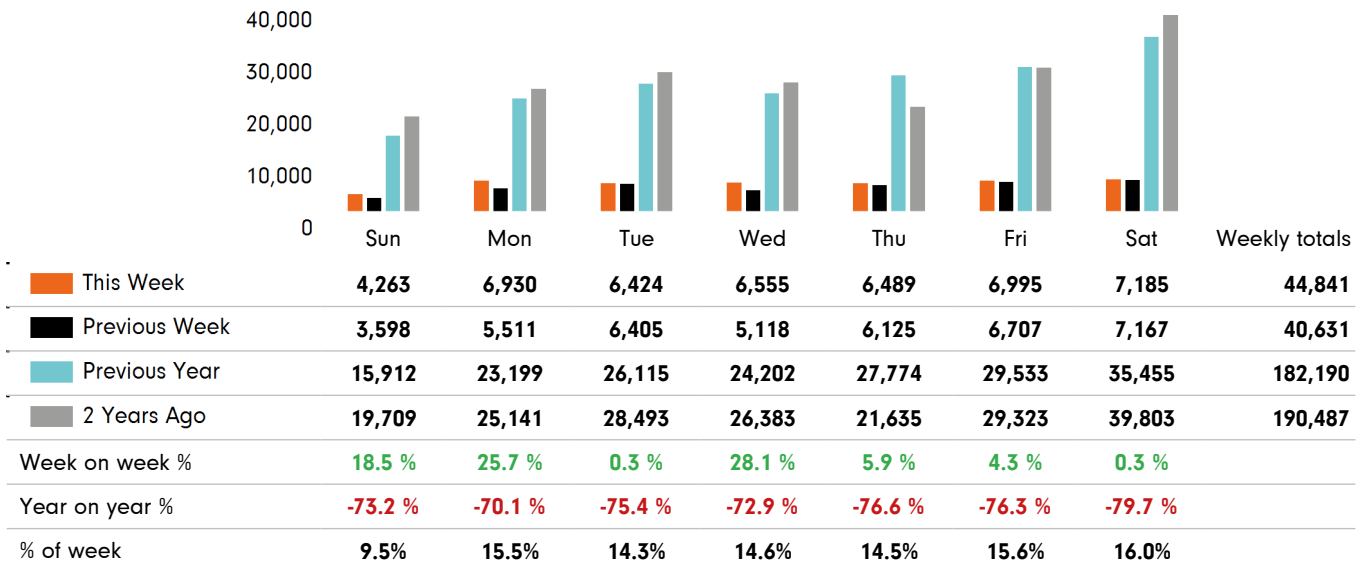


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

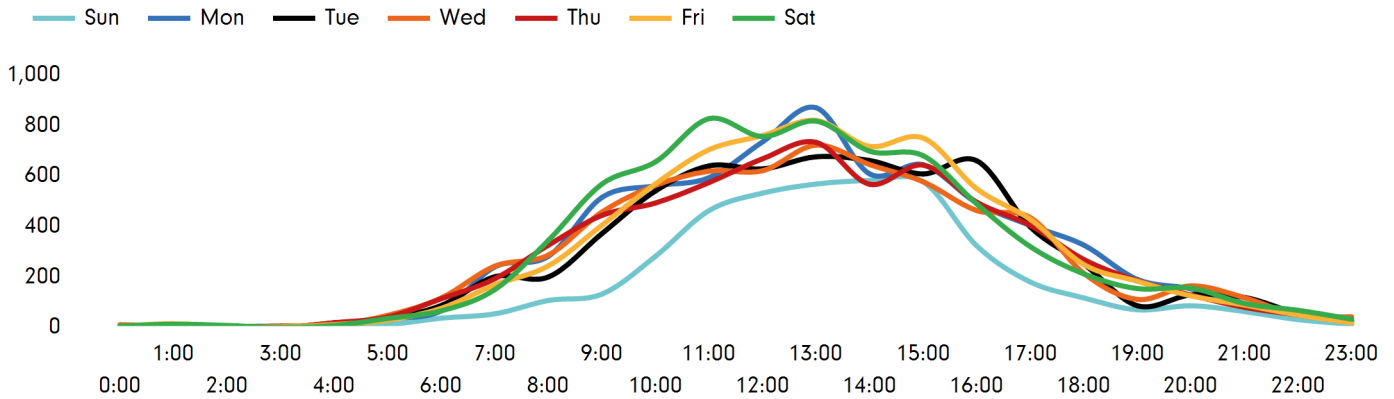
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	20°	21°	23°	23°	24°	19°	17°
Previous week	20°	12°	15°	12°	15°	18°	18°
Previous year	18°	19°	20°	20°	21°	21°	22°

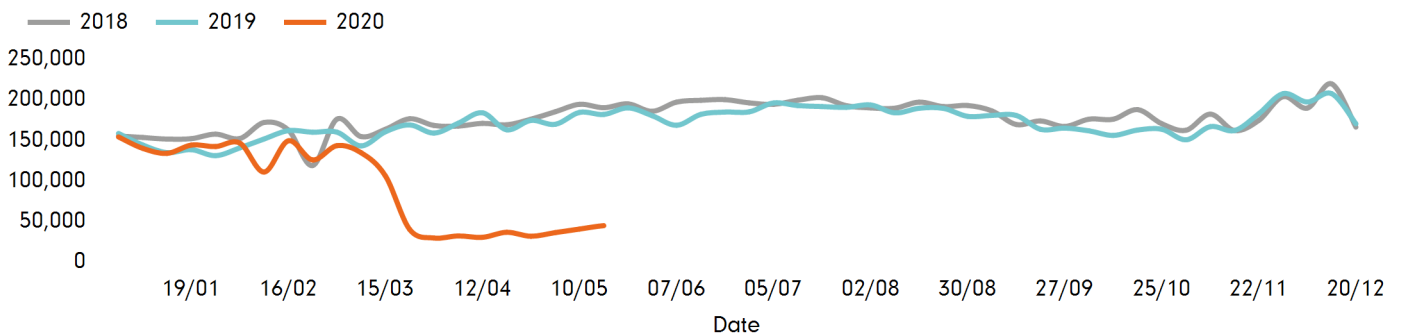
Footfall by day



Footfall by hour

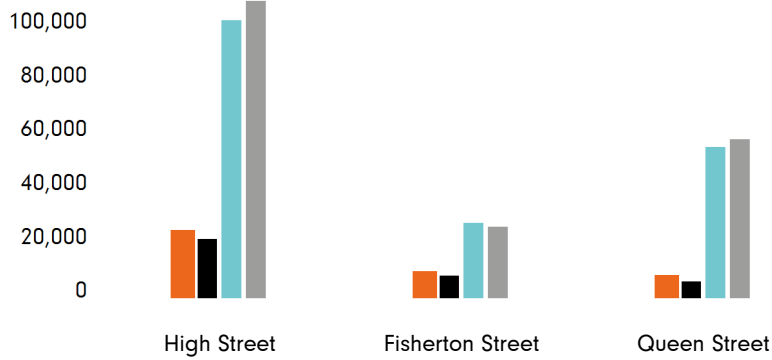


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	24,951	10,659	9,231
Previous Week	22,760	9,930	7,941
Previous Year	99,135	28,255	54,800
2 Years Ago	105,845	26,971	57,671
Week on week %	9.6 %	7.3 %	16.2 %
Year on Year %	-74.8 %	-62.3 %	-83.2 %

Footfall by location



■ High Street, 55.6 %
■ Fisherton Street, 23.8 %
■ Queen Street, 20.6 %

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 21, 2020 Vs Week 1, 2019 to Week 21, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week21, 2020 Vs Week 21, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week21 2020 Vs Week 20 2020