

Footfall Report for: Salisbury BID

Weekly Footfall

| | Year to date % | | Year on year % | | Week on week % | |
|---|----------------|---------------|----------------|---------------|----------------|---------------|
| | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 |
| Salisbury BID | -47.5 % | -4.3 % | -51.3 % | 0.9 % | 22.0 % | 5.9 % |
| South West | -46.4 % | -2.5 % | -49.7 % | -2.0 % | 26.0 % | 2.7 % |
| High Street Index(South East) | -43.8 % | -2.5 % | -45.9 % | -1.4 % | 10.3 % | -1.0 % |
| High Street Index - BDSU(BDSU - Comparison) | -49.3 % | -0.9 % | -56.4 % | -0.5 % | 15.7 % | -1.3 % |
| UK | -45.8 % | -1.4 % | -51.9 % | -2.1 % | 16.5 % | -2.1 % |

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 25.8% down on the previous year.

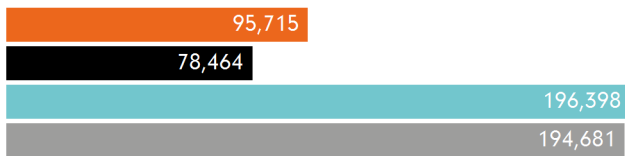
Footfall for the year to date is 47.5% down on the previous year.

The number of visitors counted for week commencing 5 July 2020 was 95,715.

The busiest day in week commencing 5 July 2020 was Saturday with 20,822 visitors.

The peak hour of the week was 12:00 on Saturday 11 July 2020 with footfall of 2,671

Footfall by week

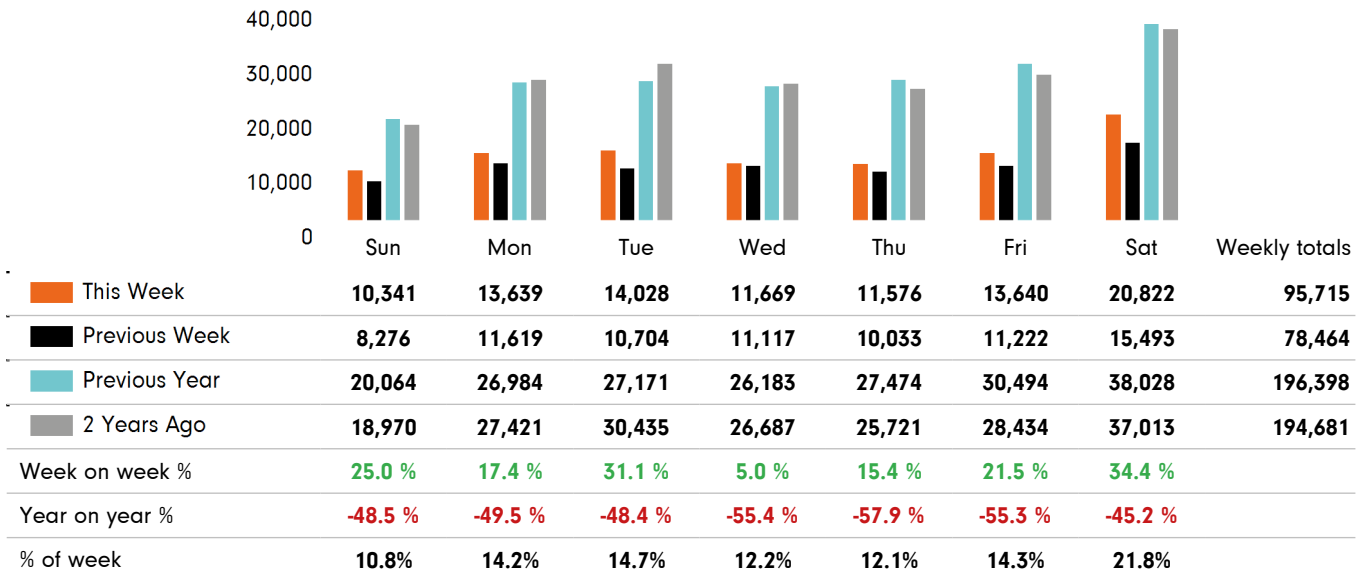


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

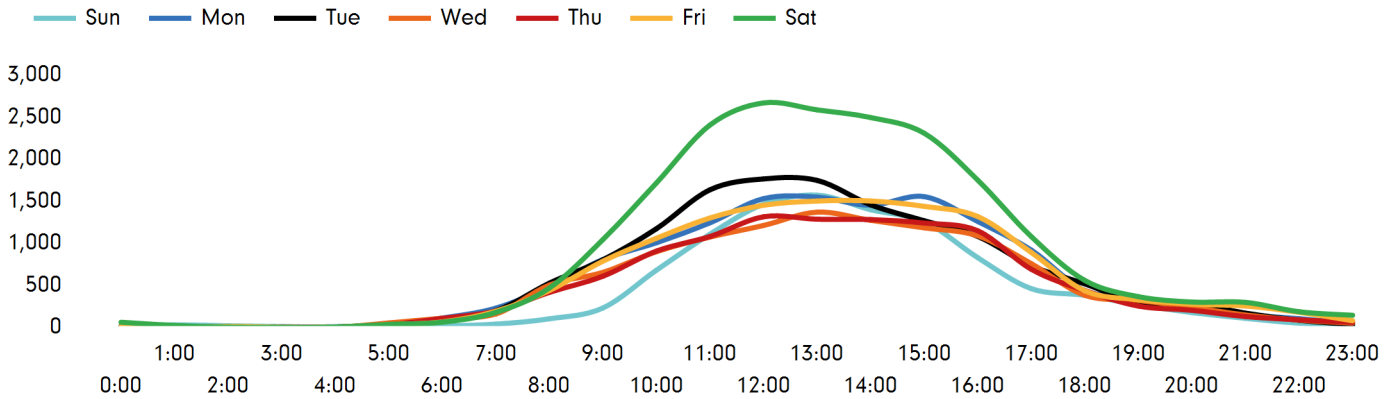
Weather

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | 19° | 21° | 21° | 19° | 20° | 19° | 21° |
| Previous week | 18° | 19° | 19° | 20° | 21° | 20° | 21° |
| Previous year | 23° | 22° | 24° | 25° | 24° | 24° | 24° |

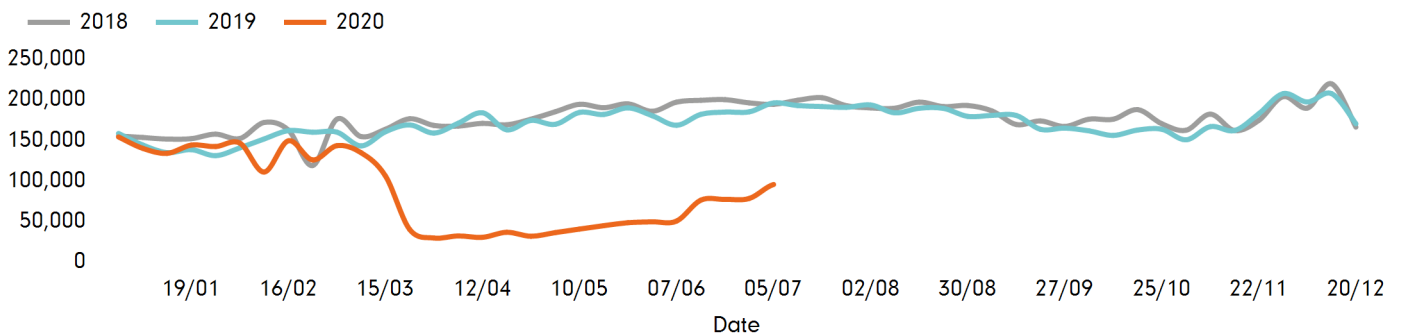
Footfall by day



Footfall by hour

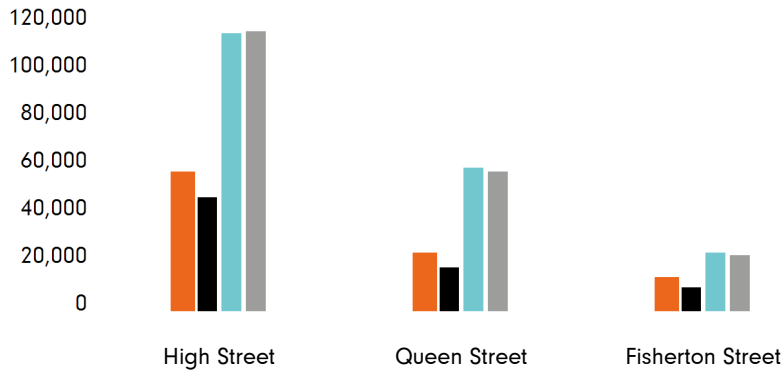


Footfall by week



Footfall by location

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



| | | | |
|----------------|----------------|----------------|----------------|
| This Week | 56,526 | 24,491 | 14,698 |
| Previous Week | 47,330 | 19,569 | 11,565 |
| Previous Year | 112,027 | 59,043 | 25,328 |
| 2 Years Ago | 112,895 | 57,466 | 24,320 |
| Week on week % | 19.4 % | 25.2 % | 27.1 % |
| Year on Year % | -49.5 % | -58.5 % | -42.0 % |

Footfall by location



■ High Street, 59.1 %
■ Queen Street, 25.6 %
■ Fisherton Street, 15.4 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2020 to Week 28, 2020 Vs Week 1, 2019 to Week 28, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 28, 2020 Vs Week 28, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week 28 2020 Vs Week 27 2020