

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	-41.7 %	-4.2 %	-55.3 %	-5.0 %	-39.9 %	-0.3 %
South West	-41.8 %	-3.1 %	-59.2 %	-7.0 %	-47.5 %	-3.7 %
High Street Index(South East)	-41.2 %	-3.4 %	-54.4 %	-6.5 %	-36.6 %	-1.5 %
High Street Index - BDSU(BDSU - Comparison)	-49.0 %	-1.9 %	-65.6 %	-5.0 %	-35.6 %	1.5 %
UK	-44.7 %	-2.1 %	-58.7 %	-4.3 %	-33.3 %	-1.8 %

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 41.7% down on the previous year.

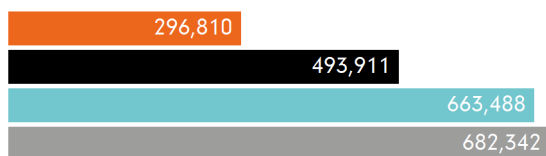
The number of visitors counted for month commencing 1 November 2020 was 296,810.

The busiest day in month commencing 1 November 2020 was Wednesday 4 November with 21,686 visitors.

The peak hour of the month was 12:00 on Wednesday 4 November 2020 with footfall of 3,162

## 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     8     6     12     2

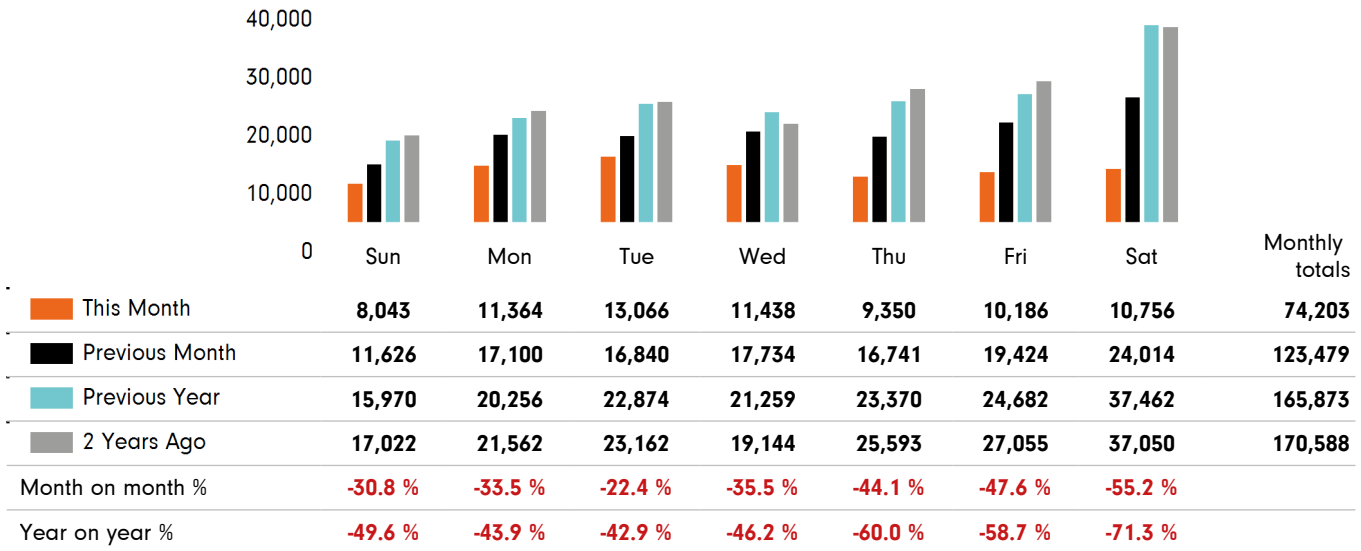
Number of days same month last year     6     8     14

### Average temperature

	Maximum temperature	Minimum temperature
2020	13°	7°
2019	10°	4°

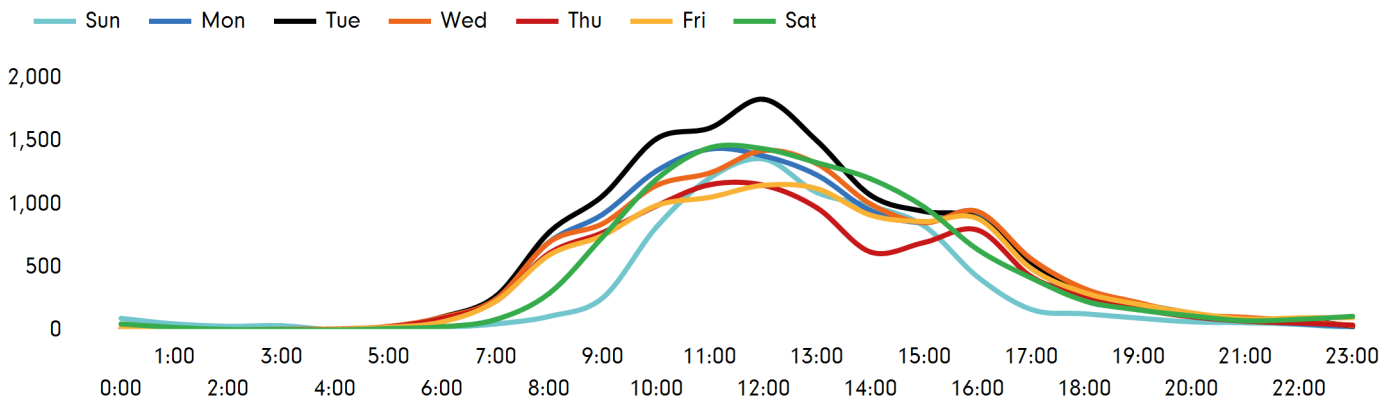
## Footfall by day

The figures shown below are calculated using weekly averages.



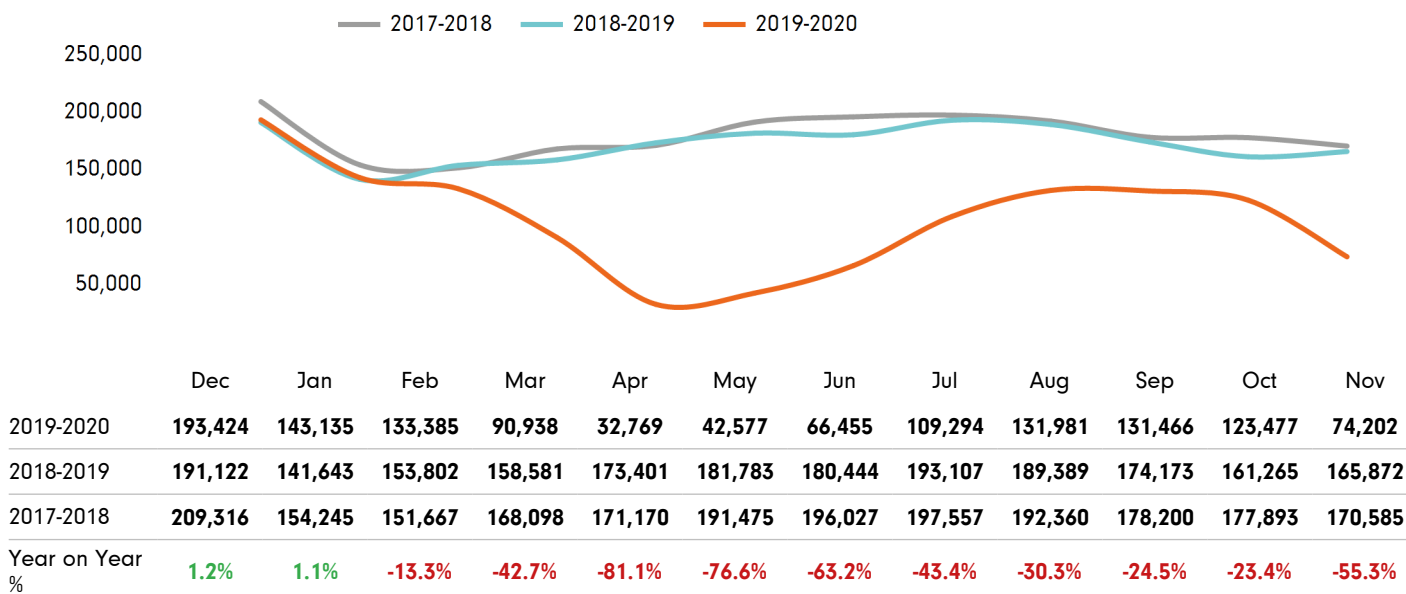
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

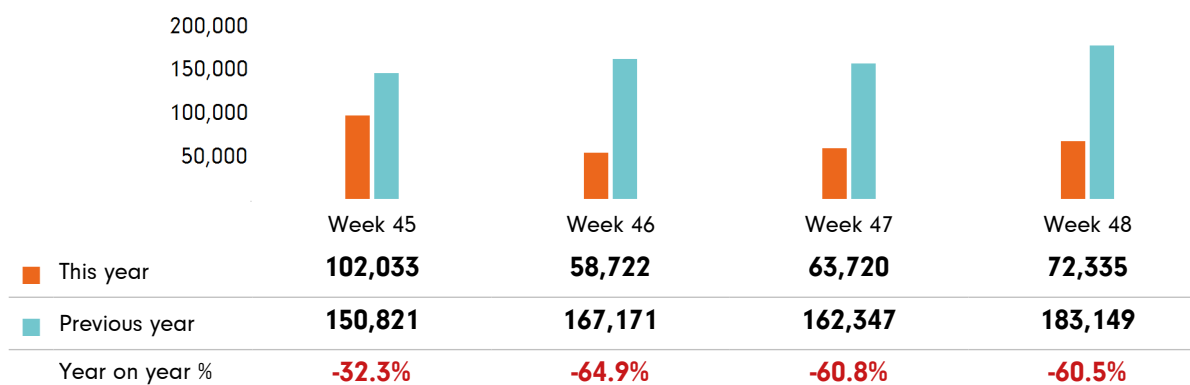
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

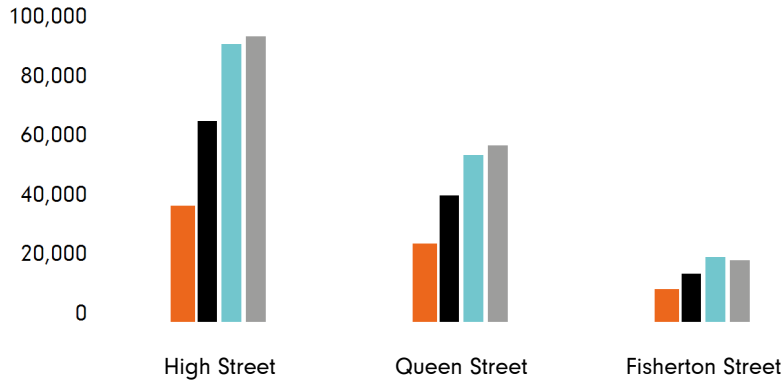
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

■ This month   
 ■ Previous month   
 ■ Previous year   
 ■ 2 Years ago



This Month	<b>37,449</b>	<b>25,562</b>	<b>11,191</b>
Previous Month	<b>65,040</b>	<b>41,515</b>	<b>16,922</b>
Previous Year	<b>89,453</b>	<b>54,342</b>	<b>22,076</b>
2 Years Ago	<b>92,010</b>	<b>57,371</b>	<b>21,204</b>
Year on Year %	<b>-58.1 %</b>	<b>-53.0 %</b>	<b>-49.3 %</b>

## Footfall by location



■ High Street, 50.5 %  
■ Queen Street, 34.4 %  
■ Fisherton Street, 15.1 %

### 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 November, 2020 Vs January, 2019 to November, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2020 Vs 10 2020