

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Salisbury BID	-41.3 %	-3.7 %	-37.5 %	1.2 %	58.1 %	20.1 %
South West	-41.6 %	-3.3 %	-41.1 %	-5.2 %	67.5 %	13.0 %
High Street Index(South East)	-41.5 %	-3.6 %	-44.7 %	-5.9 %	32.1 %	5.7 %
High Street Index - BDSU(BDSU - Comparison)	-49.5 %	-2.0 %	-54.8 %	-2.5 %	47.5 %	12.8 %
UK	-45.2 %	-2.2 %	-50.8 %	-3.5 %	30.6 %	6.1 %

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 41.3% down on the previous year.

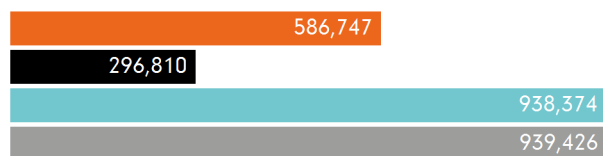
The number of visitors counted for month commencing 29 November 2020 was 586,747.

The busiest day in month commencing 29 November 2020 was Saturday 12 December with 34,932 visitors.

The peak hour of the month was 12:00 on Saturday 12 December 2020 with footfall of 5,997

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: **6** (Sun), **2** (Cloud), **21** (Rain), **2** (Snow), **4** (Wind)

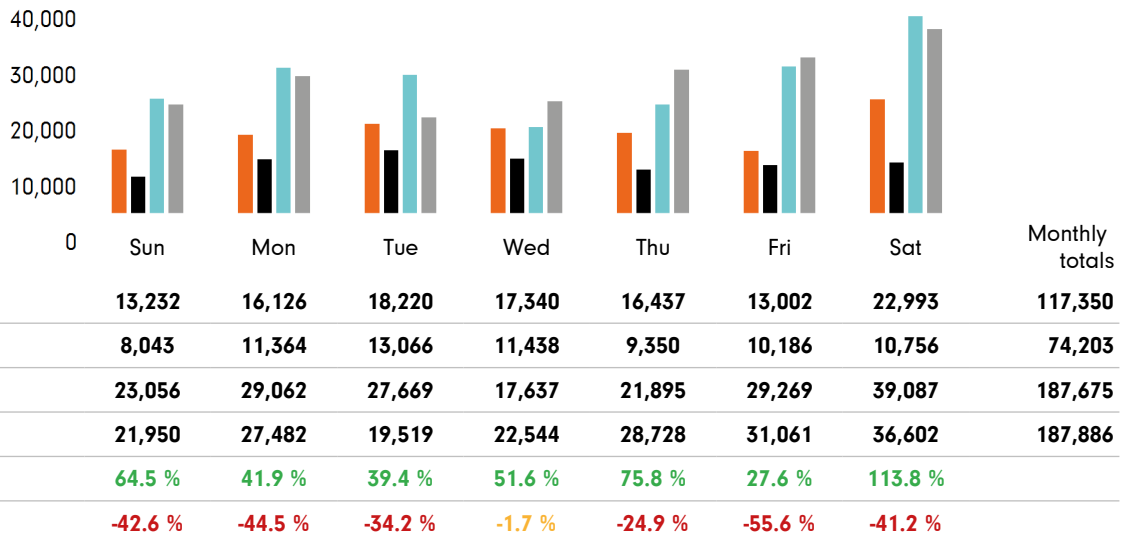
Number of days same month last year: **8** (Sun), **7** (Cloud), **20** (Rain)

Average temperature

	Maximum temperature	Minimum temperature
2020	8°	3°
2019	9°	4°

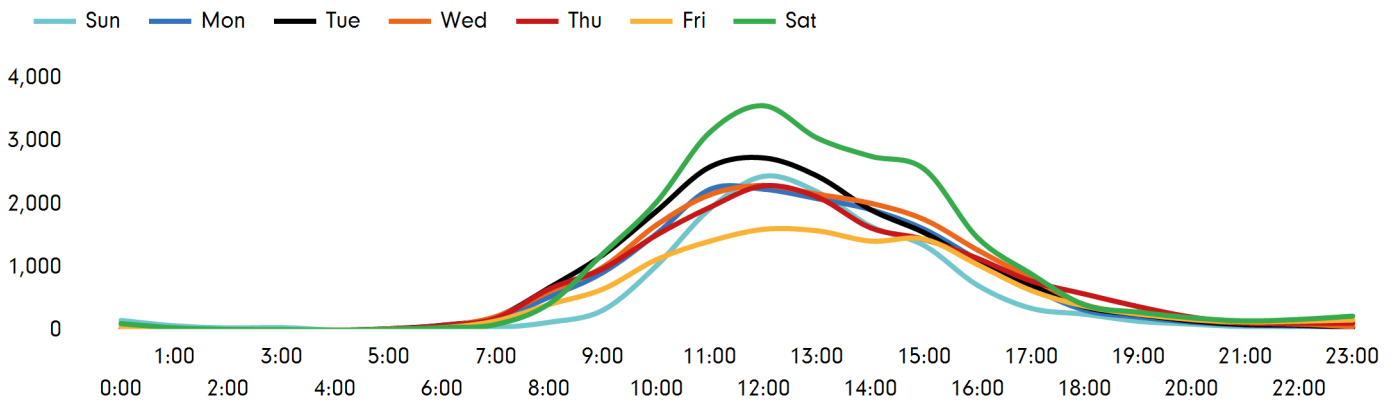
Footfall by day

The figures shown below are calculated using weekly averages.



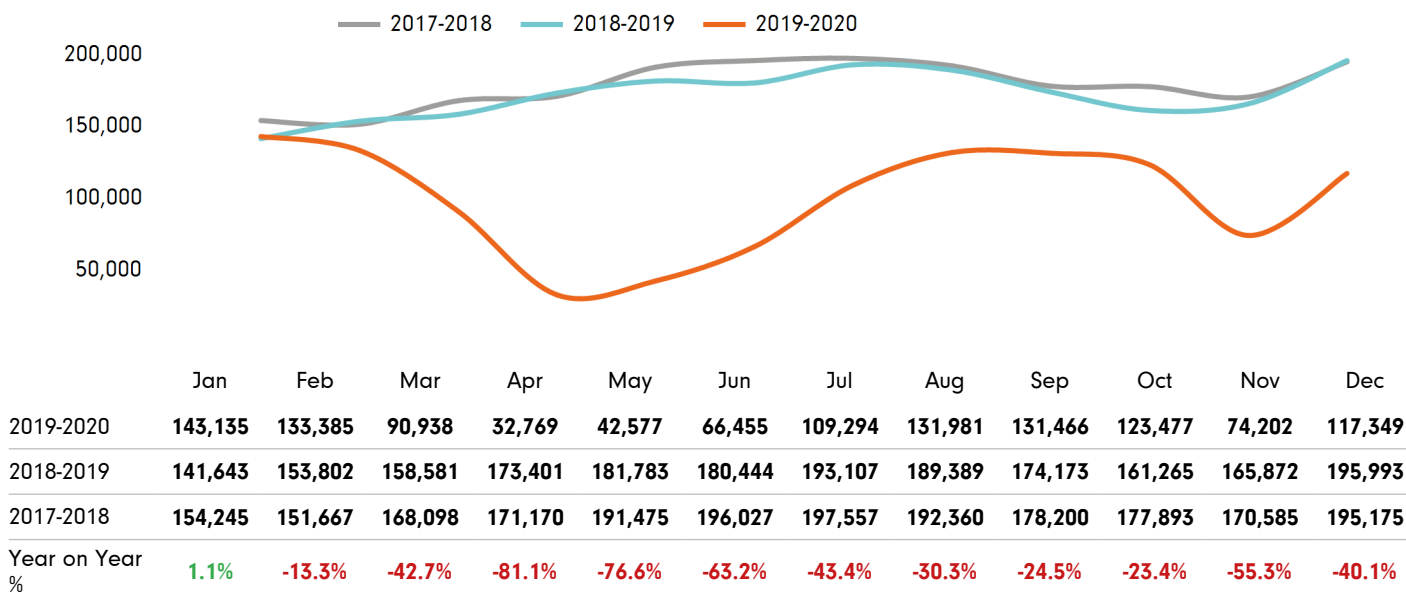
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

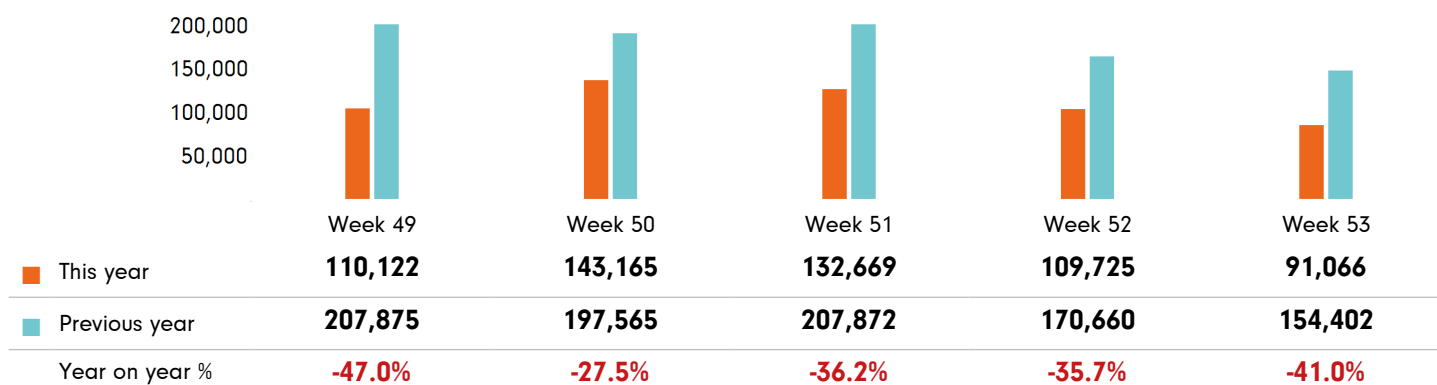
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

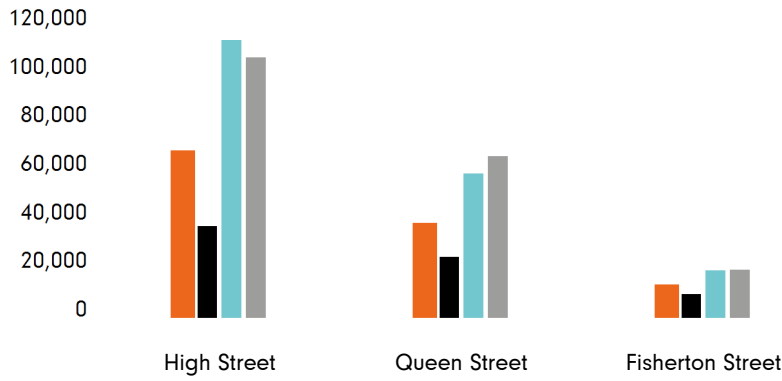
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	65,798	37,768	13,783
Previous Month	37,449	25,562	11,191
Previous Year	109,457	57,943	20,274
2 Years Ago	102,800	64,476	20,607
Year on Year %	-39.9 %	-34.8 %	-32.0 %

Footfall by location



■ High Street, 56.1 %
■ Queen Street, 32.2 %
■ Fisherton Street, 11.7 %

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 December, 2020 Vs January, 2019 to December, 2019

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2020 Vs 11 2020