

Weeks This Month: 4  
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-3.4%	4.6%	-3.4%	4.6%	-24.6%	-21.7%
South West	-0.8%	5.2%	-0.9%	5.0%	-26.7%	-26.7%
UK	-2.4%	15.6%	-2.3%	15.4%	-20.3%	-16.6%

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

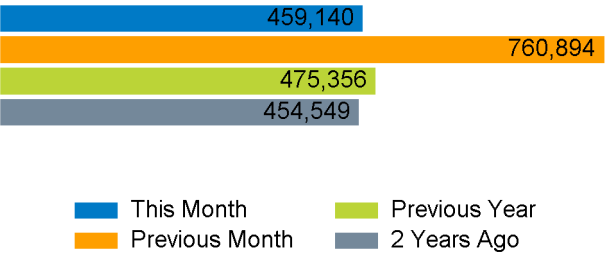
The total number of visitors for the year to date is 459,140 which is 3.4% down on the previous year.

The total number of visitors to Salisbury BID in month commencing 1 January 2024 was 459,140.

The busiest day in month commencing 1 January 2024 was Saturday 27 January with 28,891 visitors.

The peak hour of the month was 12:00 on Saturday 27 January 2024 with footfall of 4,405.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

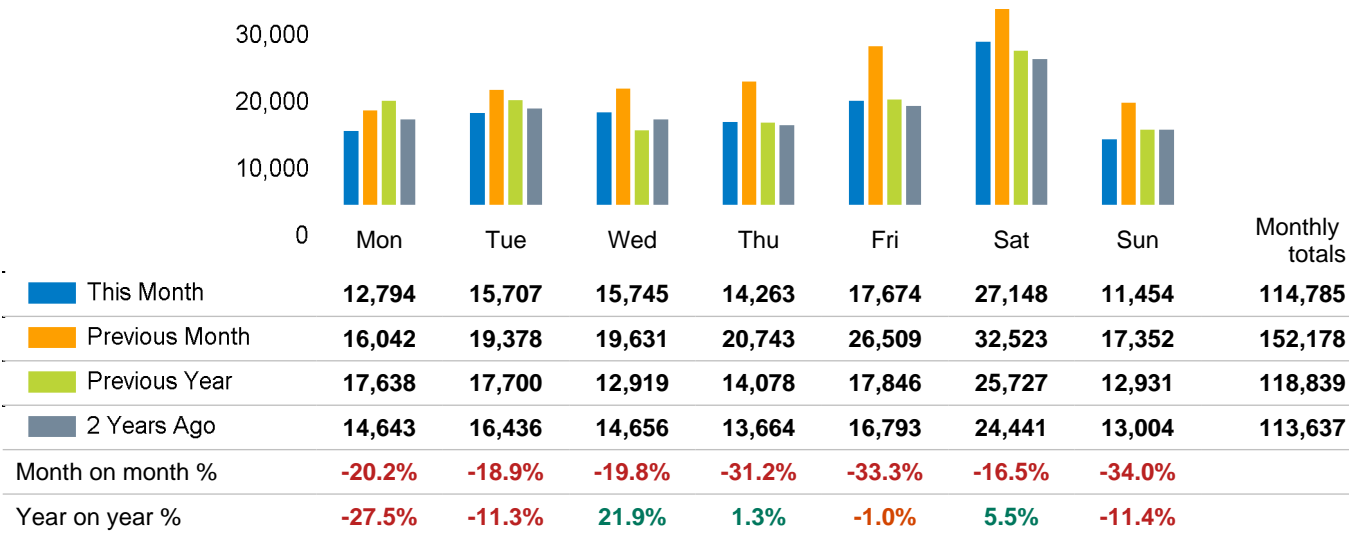
Number of days this month	11	13	3	1
Number of days same month last year	11	11	3	3
Number of days same month two years ago	12	7	6	3

Average temperature

	Maximum temperature	Minimum temperature
2024	8°	°
2023	8°	1°
2022	8°	1°

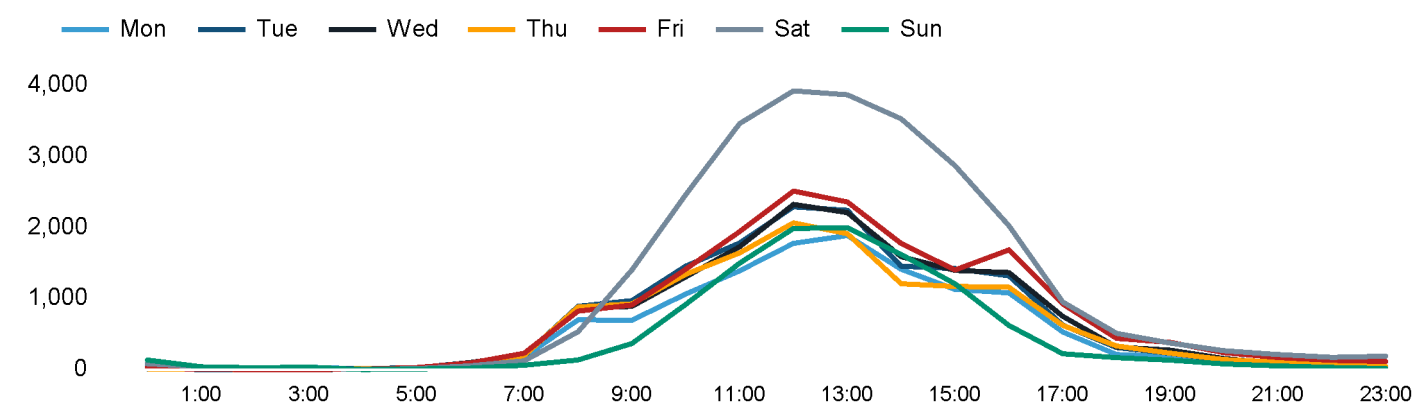
**Footfall Counts by day**

The figures shown below are calculated using weekly averages.



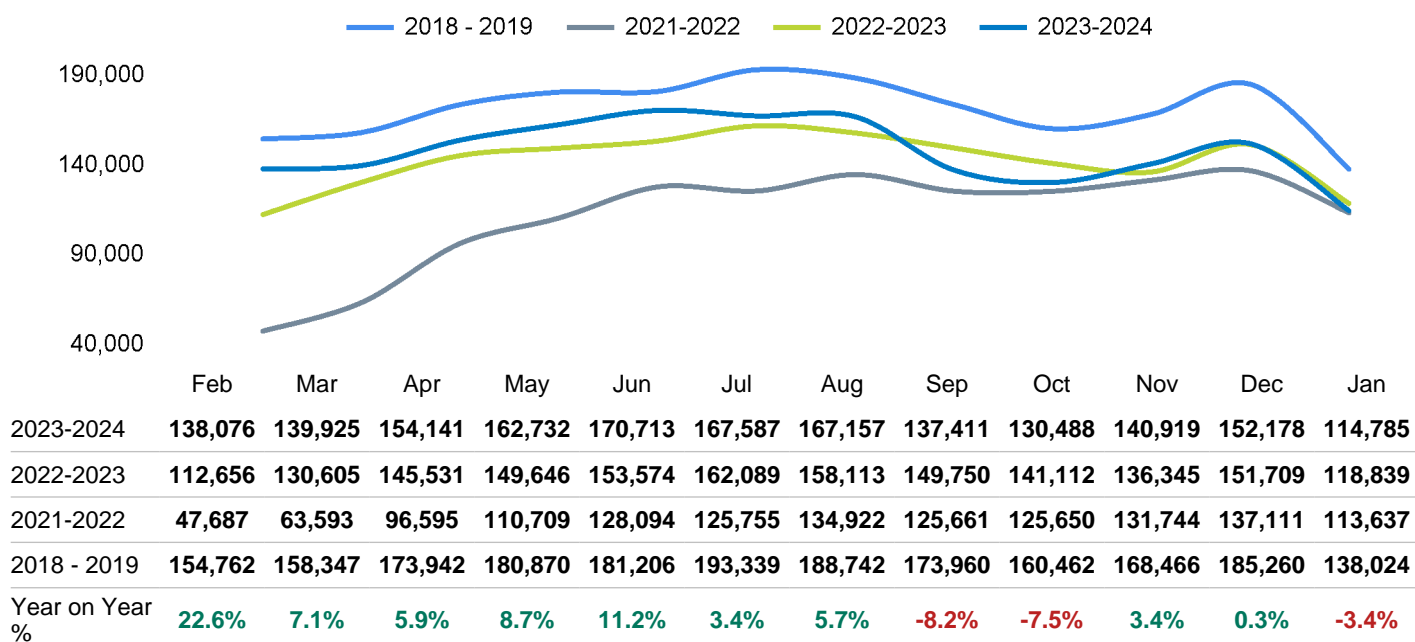
**Footfall Counts by hour**

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

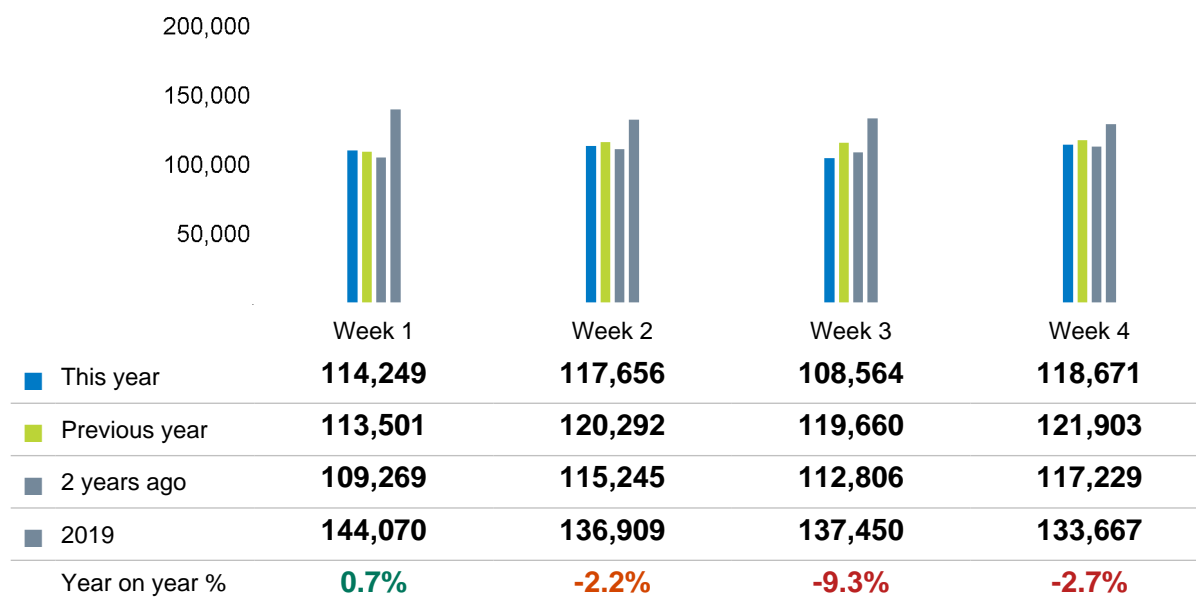
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for January compares January 2024 to January 2023

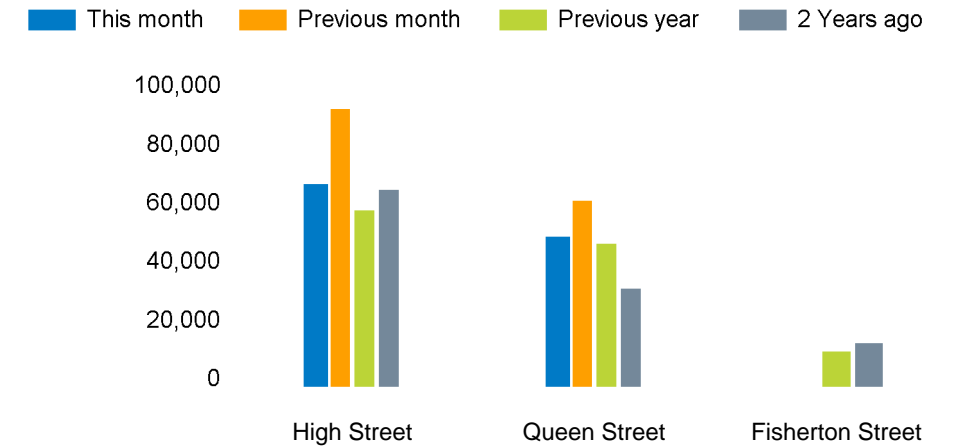
## Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



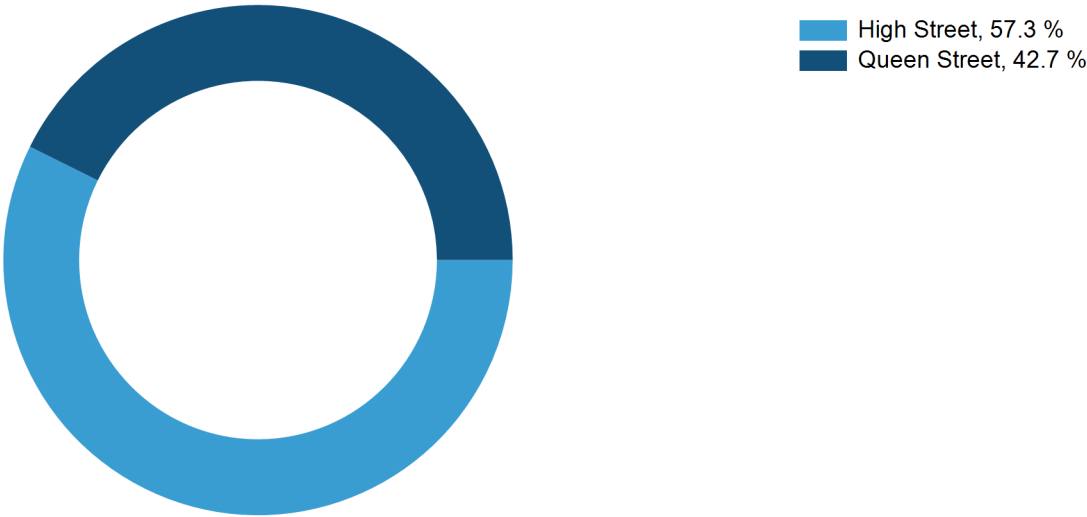
Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	65,812	48,972	
Previous Month	90,741	61,437	
Previous Year	58,341	47,511	12,985
2 Years Ago	64,860	33,137	15,639
Year on Year %	12.8 %	3.1 %	

Footfall Counts by location



Reporting dates

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This month - 01 January 2024 - 28 January 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to January , 2024 Vs January, 2023 to January , 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2024 Vs January, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2024 Vs December 2023