

Football Report for:
Salisbury BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Football Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-9.2%	13.5%	-14.2%	22.6%	3.2%	16.2%
South West	-3.5%	7.4%	-5.8%	9.1%	8.8%	14.0%
UK	-3.1%	15.7%	-3.7%	15.7%	11.4%	12.7%

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

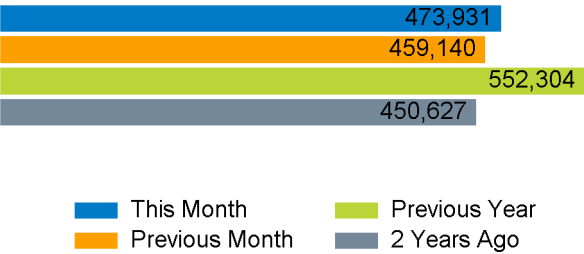
The total number of visitors for the year to date is 933,071 which is 9.2% down on the previous year.

The total number of visitors to Salisbury BID in month commencing 29 January 2024 was 473,931.

The busiest day in month commencing 29 January 2024 was Saturday 3 February with 27,641 visitors.

The peak hour of the month was 12:00 on Saturday 10 February 2024 with footfall of 4,153.

Football Counts by month



Figures shown below are calculated using monthly totals.

Weather

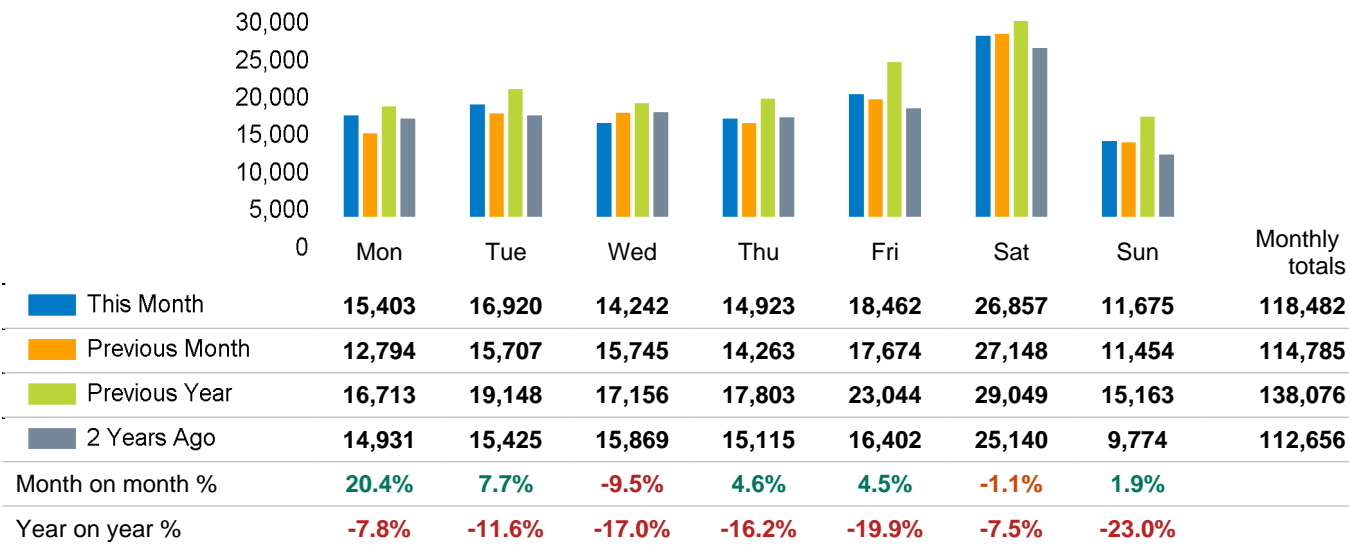
Number of days this month	3	20	4	1
Number of days same month last year	8	14	2	4
Number of days same month two years ago	6	7	15	

Average temperature

	Maximum temperature	Minimum temperature
2024	12°	4°
2023	10°	3°
2022	11°	4°

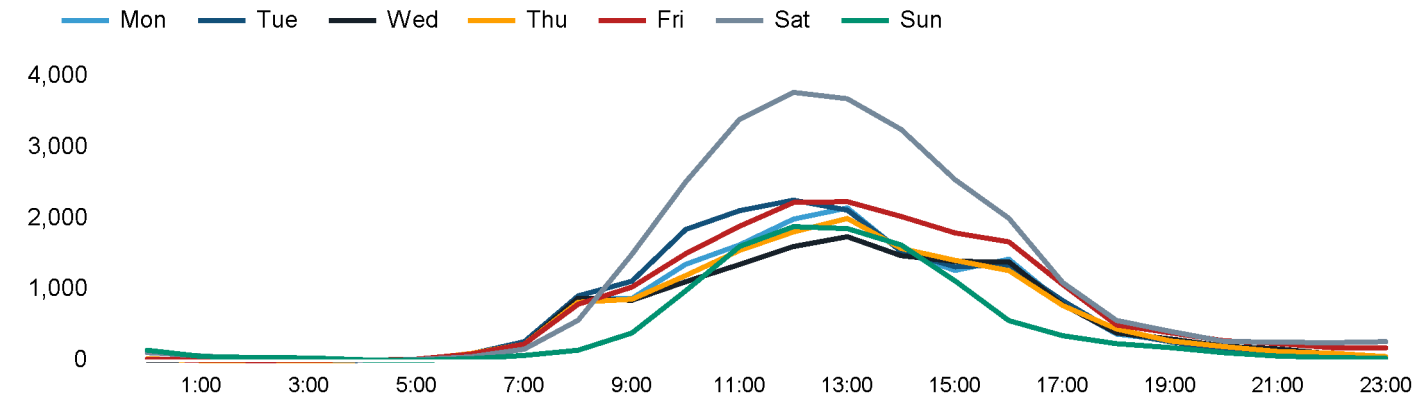
Football Counts by day

The figures shown below are calculated using weekly averages.



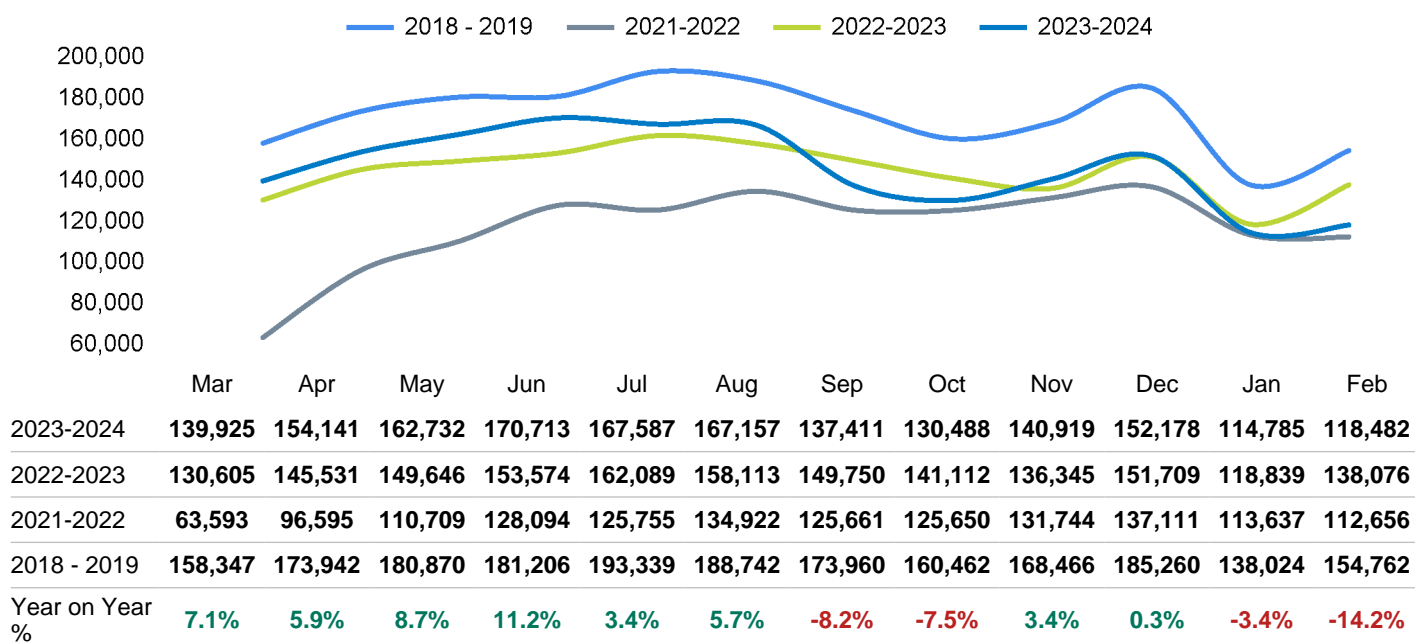
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

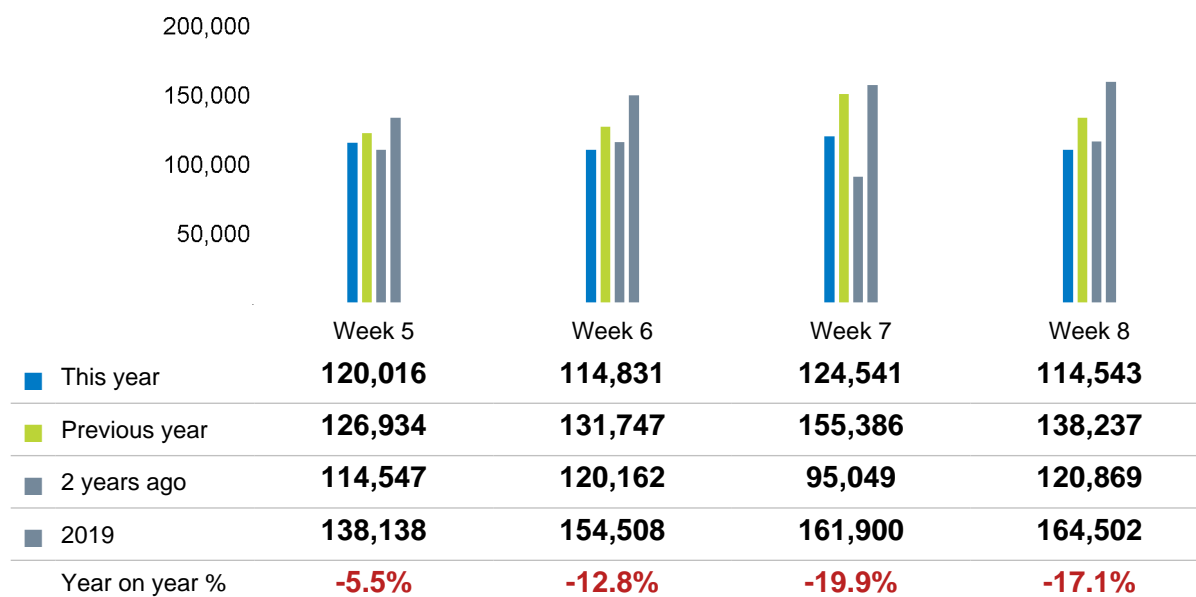
The figures shown below are calculated using weekly averages.



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

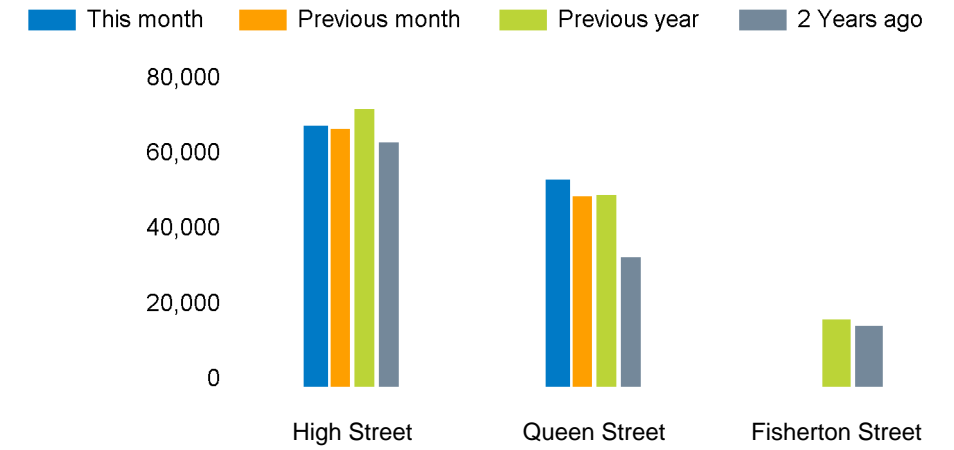
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	65,966	52,516	
Previous Month	65,812	48,972	
Previous Year	70,716	49,218	18,141
2 Years Ago	62,476	33,667	16,513
Year on Year %	-6.7 %	6.7 %	

Footfall Counts by location



Reporting dates

This month - 29 January 2024 - 25 February 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 February , 2024 Vs January, 2023 to February , 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024