

Footfall Report for:  
Salisbury BID

Weeks This Month: 4  
Weeks Last Month: 5

Monthly Footfall Counts

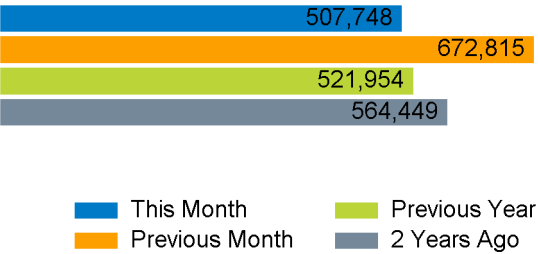
	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-4.9%	4.8%	-2.7%	-7.5%	-5.7%	-5.0%
South West	-3.5%	2.8%	-5.3%	-0.3%	-7.5%	-6.4%
UK	-0.9%	3.9%	-0.1%	-2.1%	0.4%	-1.5%

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 5,635,170 which is 4.9% down on the previous year.
- The total number of visitors to Salisbury BID in month commencing 30 September 2024 was 507,748.
- The busiest day in month commencing 30 September 2024 was Saturday 5 October with 29,781 visitors.
- The peak hour of the month was 13:00 on Saturday 19 October 2024 with footfall of 4,256.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

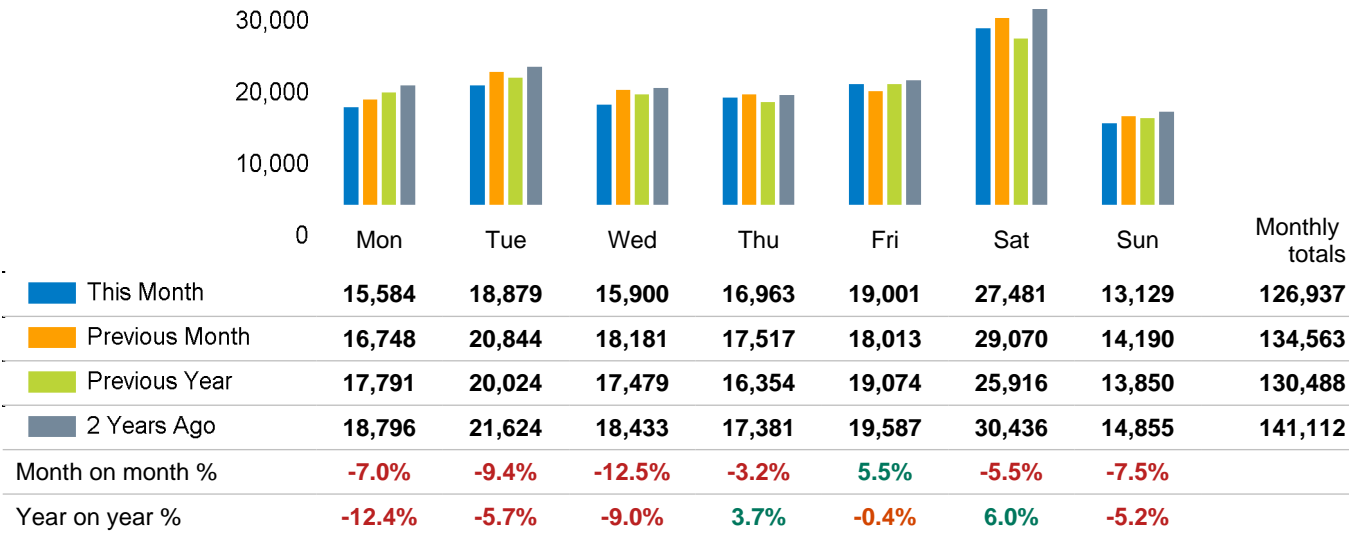
Number of days this month	8	16	2	2
Number of days same month last year	9	12	4	3
Number of days same month two years ago	10	16	1	1

Average temperature

	Maximum temperature	Minimum temperature
2024	16°	7°
2023	18°	8°
2022	17°	9°

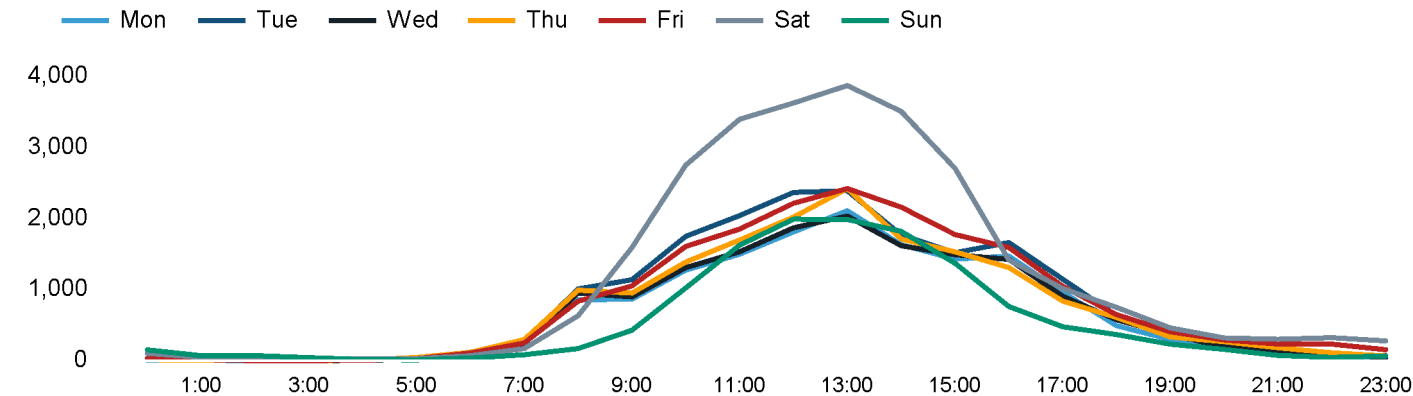
**Footfall Counts by day**

The figures shown below are calculated using weekly averages.



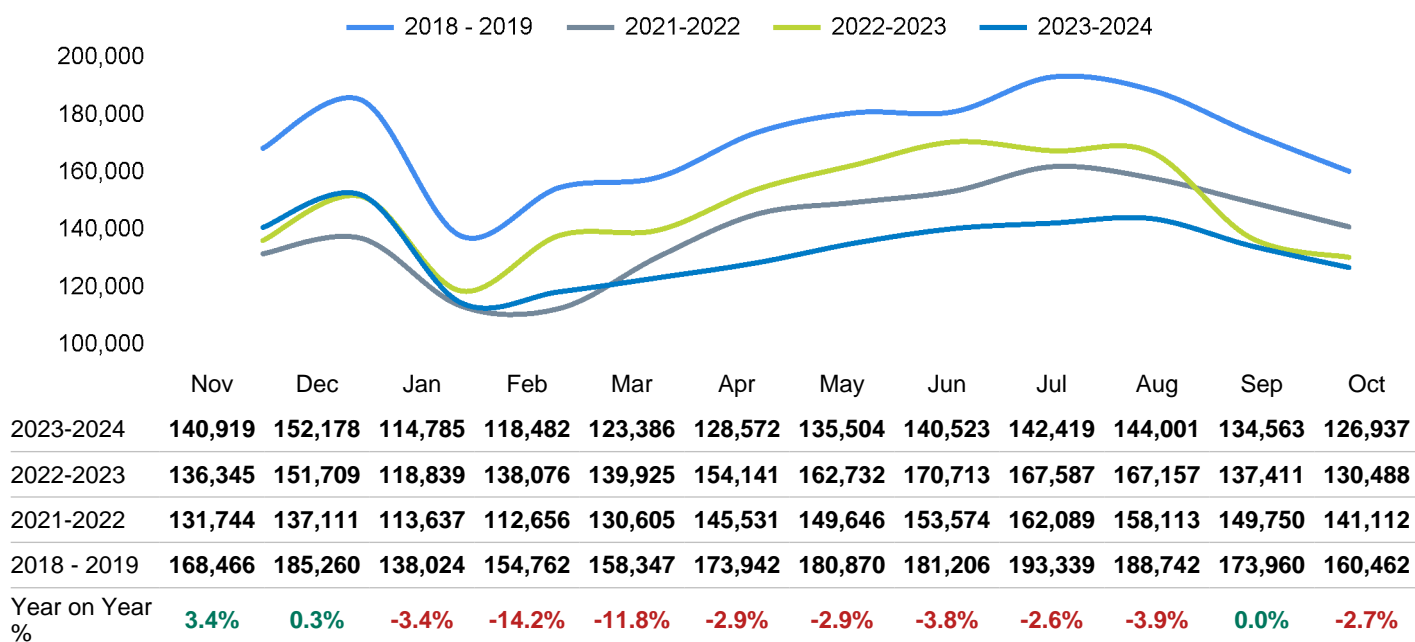
**Footfall Counts by hour**

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

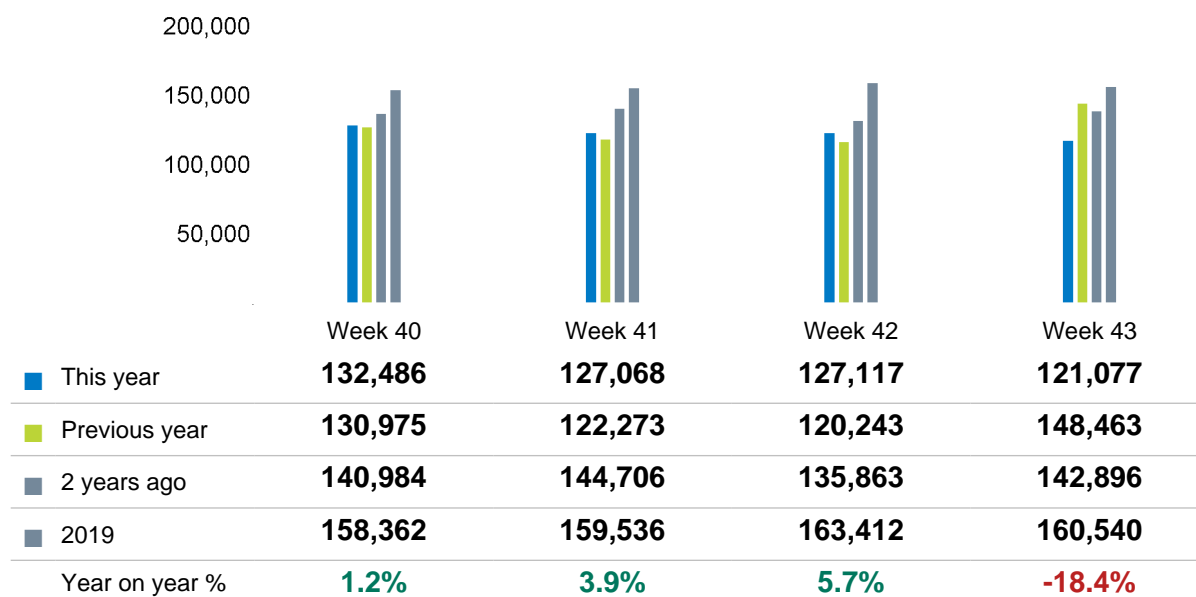
The figures shown below are calculated using weekly averages.



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

## Footfall Counts by week of month

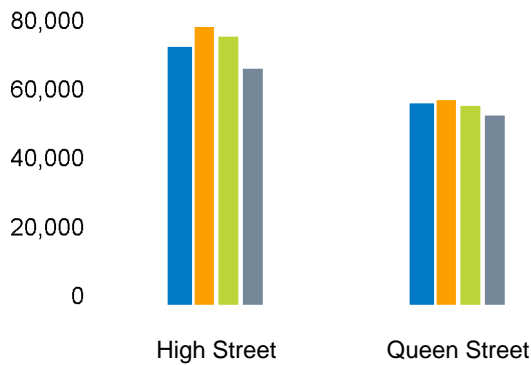
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month   Previous month   Previous year   2 Years ago



This Month	71,171	55,766
Previous Month	77,266	57,296
Previous Year	74,742	55,746
2 Years Ago	65,924	53,153
Year on Year %	-4.8 %	0.0 %

Footfall Counts by location



Reporting dates

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This month - 30 September 2024 - 27 October 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 October , 2024 Vs January, 2023 to October , 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2024 Vs 9 2024