

Footfall Report for:
Salisbury BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-5.6%	4.7%	-12.9%	3.4%	-3.3%	8.0%
South West	-3.5%	2.4%	-4.3%	-1.1%	-1.6%	-2.9%
UK	-0.9%	3.5%	-0.5%	-0.8%	0.2%	-0.3%

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 6,126,222 which is 5.6% down on the previous year.

The total number of visitors to Salisbury BID in month commencing 28 October 2024 was 491,052.

The busiest day in month commencing 28 October 2024 was Saturday 9 November with 32,522 visitors.

The peak hour of the month was 12:00 on Saturday 9 November 2024 with footfall of 4,300.

Footfall Counts by month



This Month
Previous Month
Previous Year
2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



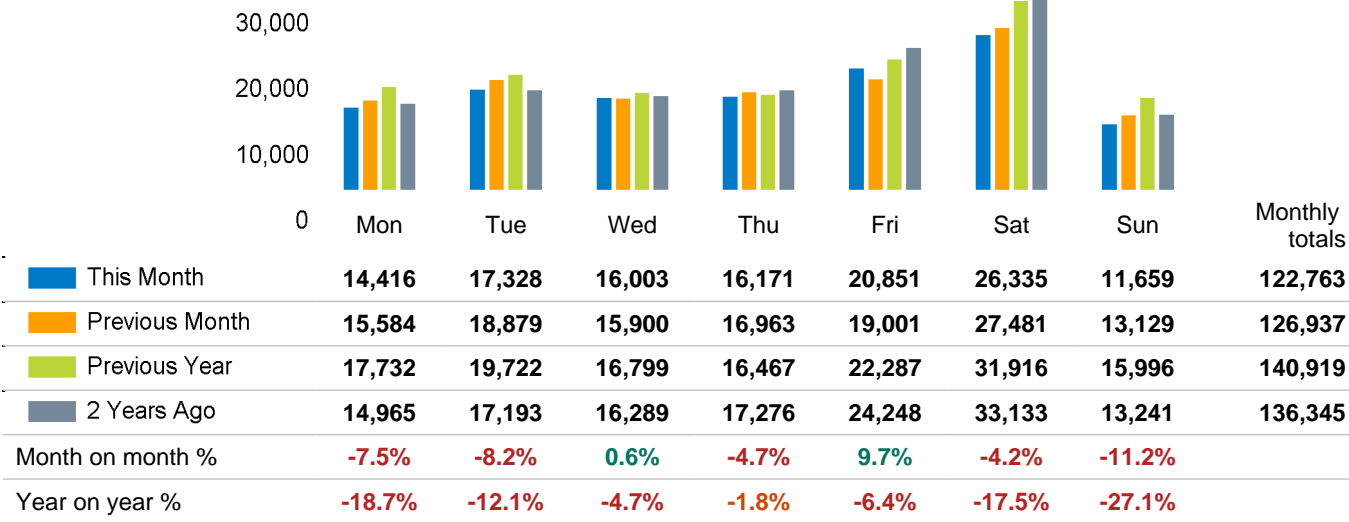
Number of days this month	6	15	3	4
Number of days same month last year	11	11	5	1
Number of days same month two years ago	10	10	5	3

Average temperature

	Maximum temperature	Minimum temperature
2024	12°	5°
2023	13°	4°
2022	13°	7°

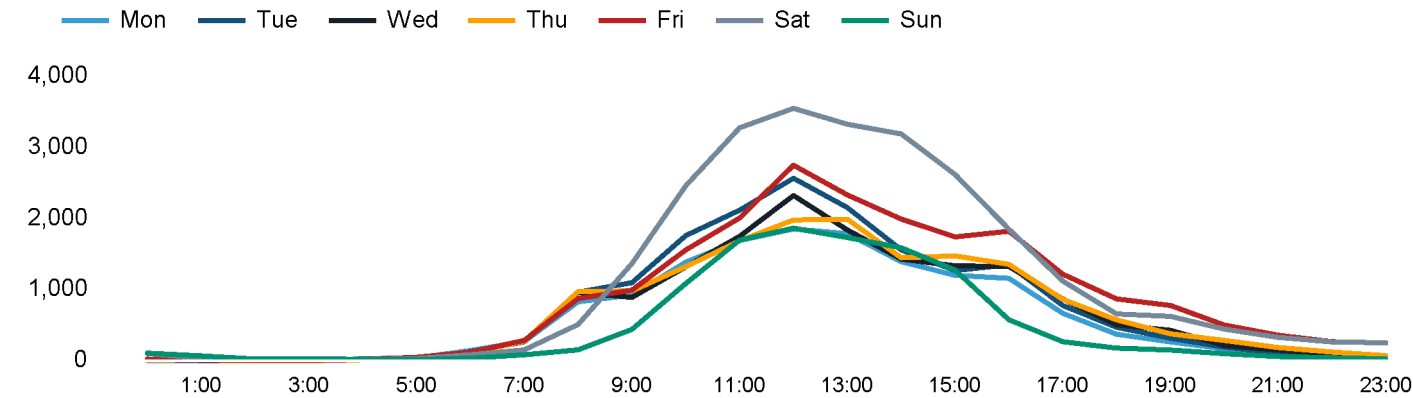
Footfall Counts by day

The figures shown below are calculated using weekly averages.



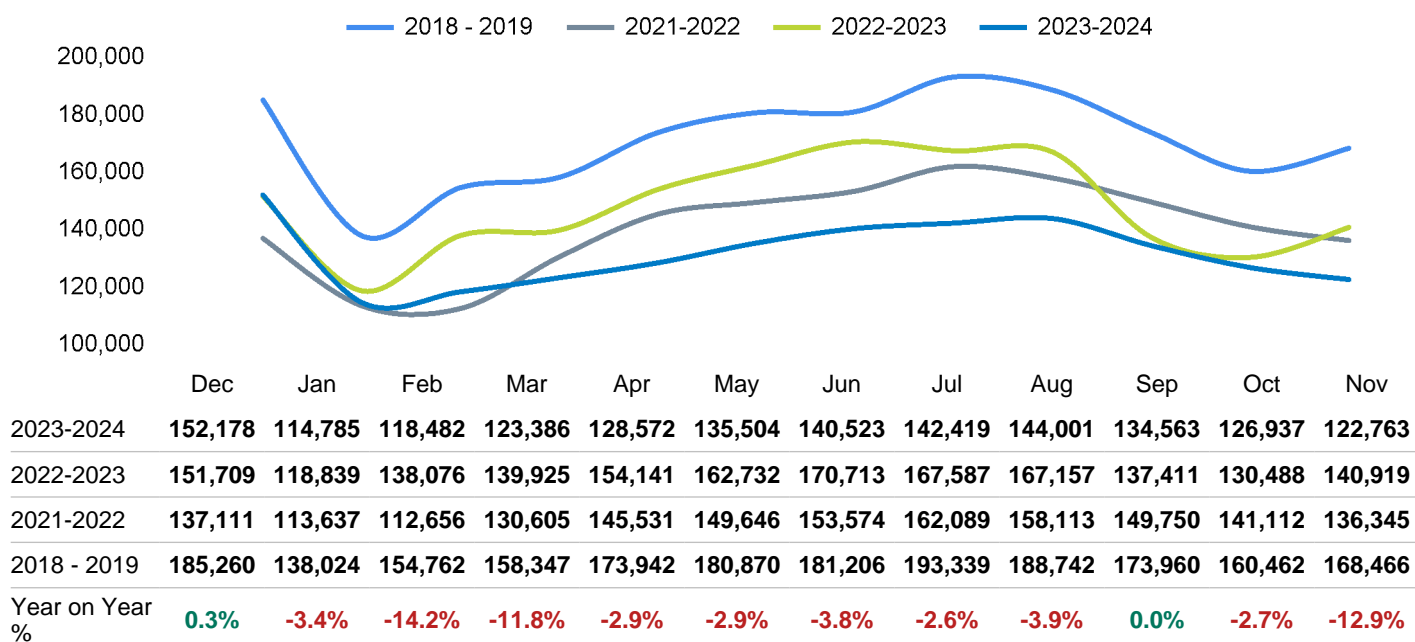
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

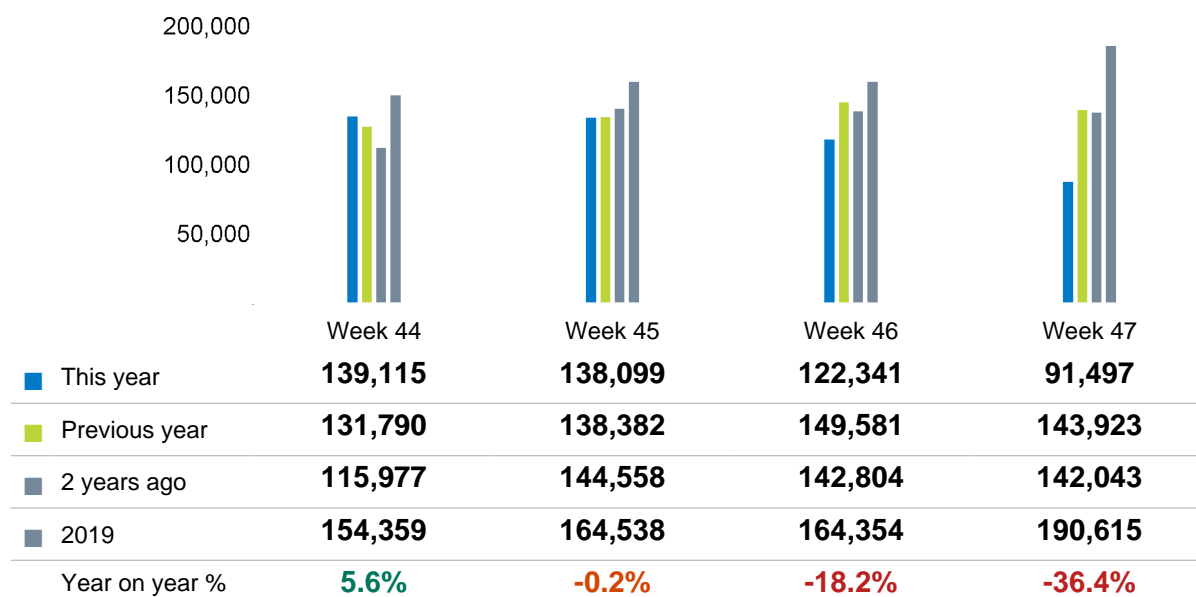
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

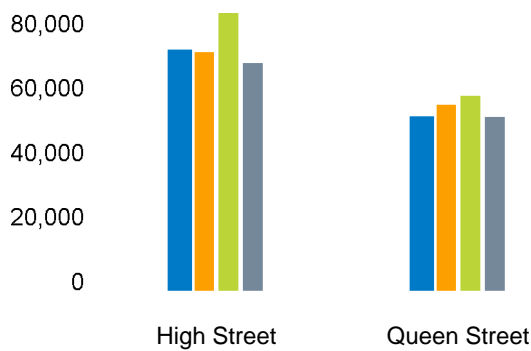
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	71,120	51,642
Previous Month	71,171	55,766
Previous Year	82,467	58,451
2 Years Ago	67,884	52,107
Year on Year %	-13.8 %	-11.6 %

Footfall Counts by location



Reporting dates

This month - 28 October 2024 - 24 November 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 November , 2024 Vs January, 2023 to November , 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.11 2024 Vs 10 2024