

Footfall Report for:
Salisbury BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

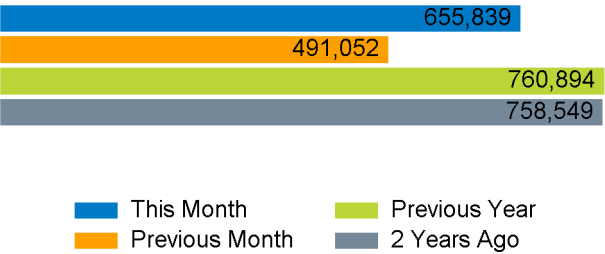
| | Year to date % YoY | | This month % YoY | | This month % MoM | |
|---------------|-----------------------|------|---------------------|-------|---------------------|-------|
| | 2024 | 2023 | 2024 | 2023 | 2024 | 2023 |
| Salisbury BID | -6.4% | 4.3% | -13.8% | 0.3% | 6.8% | 8.0% |
| South West | -3.1% | 2.1% | -0.2% | -0.7% | 15.8% | 11.4% |
| UK | -0.7% | 3.3% | 0.5% | 2.1% | 5.2% | 3.3% |

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 6,782,061 which is 6.4% down on the previous year.
- The total number of visitors to Salisbury BID in month commencing 25 November 2024 was 655,839.
- The busiest day in month commencing 25 November 2024 was Saturday 30 November with 32,320 visitors.
- The peak hour of the month was 12:00 on Saturday 14 December 2024 with footfall of 5,372.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

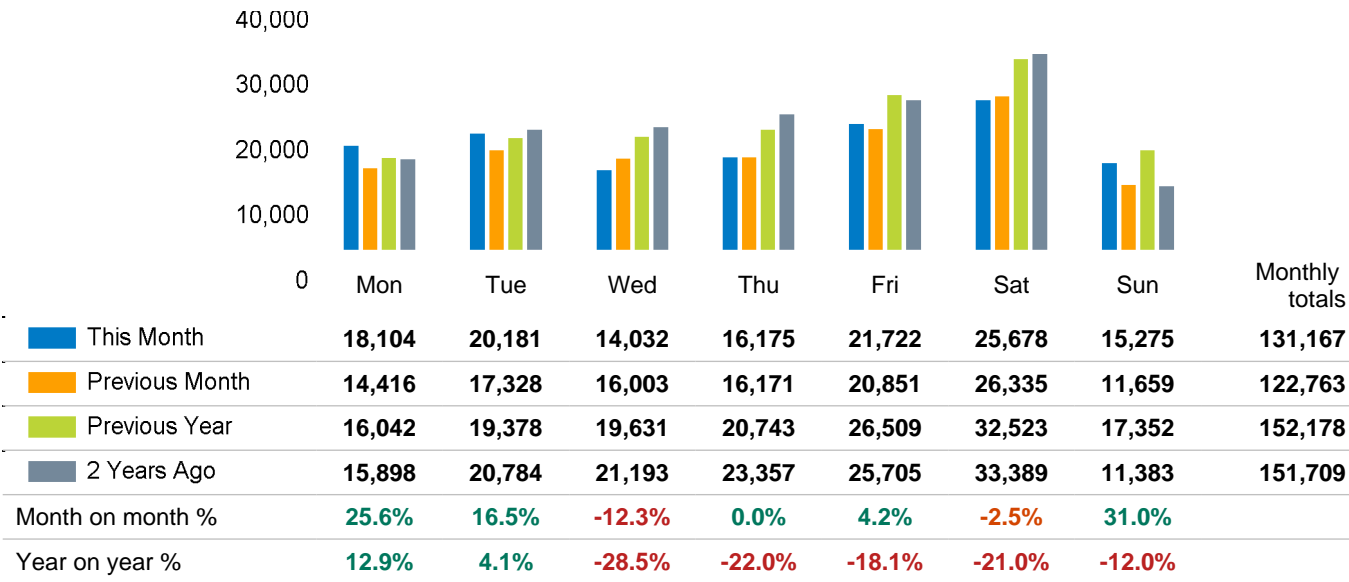
| Number of days this month | 6 | 25 | | 4 |
|---|---|----|---|---|
| Number of days same month last year | 2 | 27 | 2 | 4 |
| Number of days same month two years ago | 9 | 11 | 6 | 9 |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2024 | 11° | 4° |
| 2023 | 10° | 3° |
| 2022 | 8° | 1° |

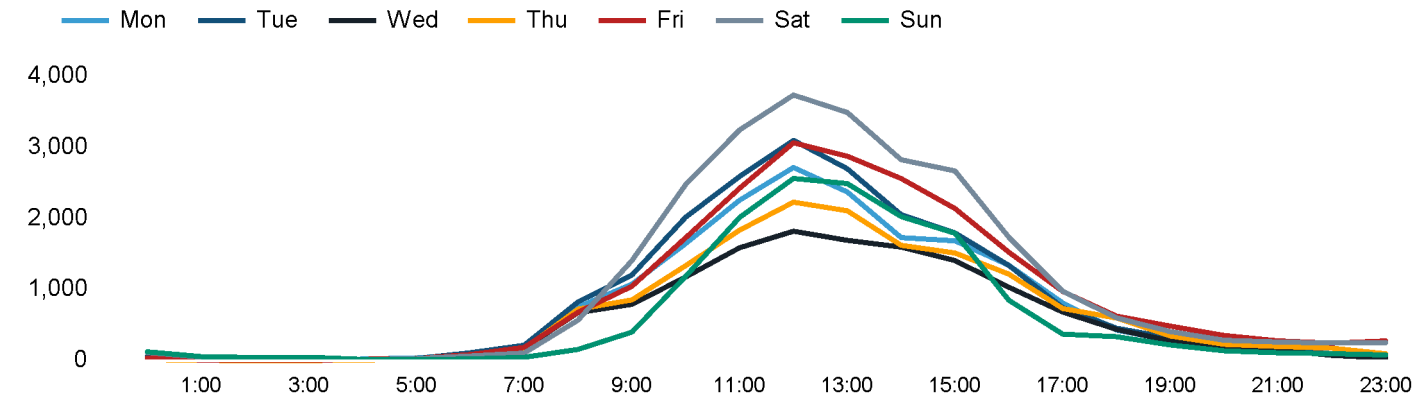
Football Counts by day

The figures shown below are calculated using weekly averages.



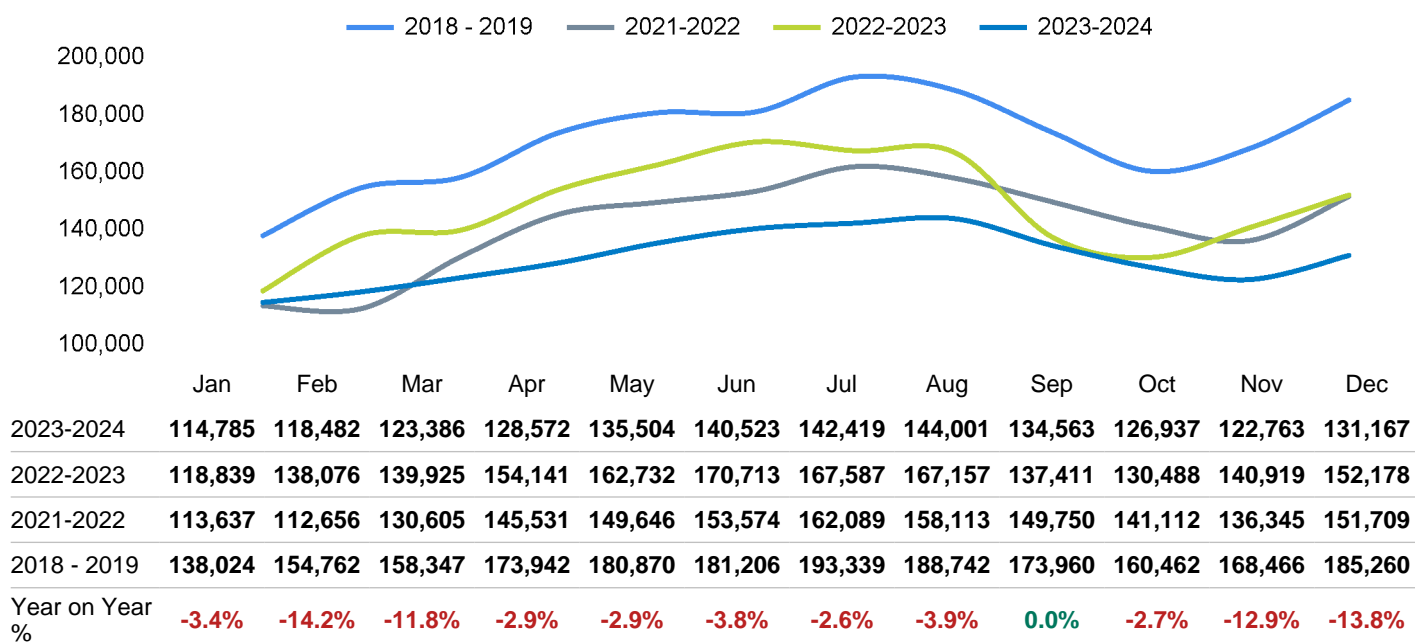
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

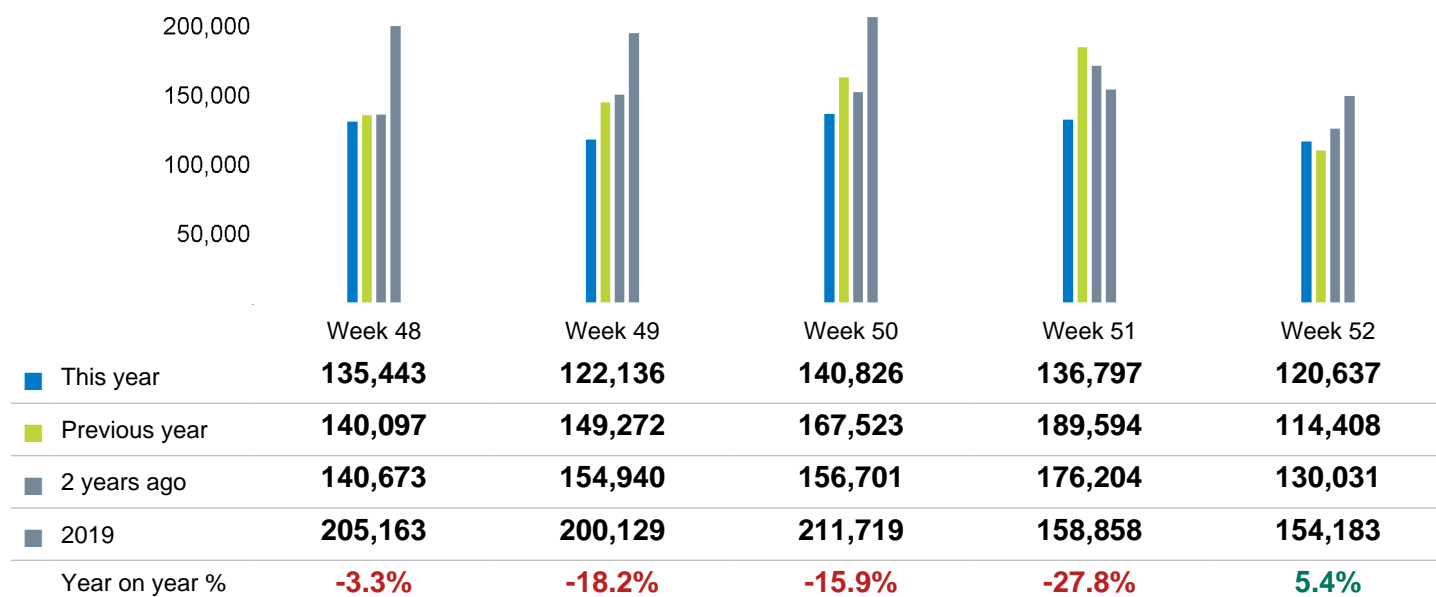
The figures shown below are calculated using weekly averages.



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

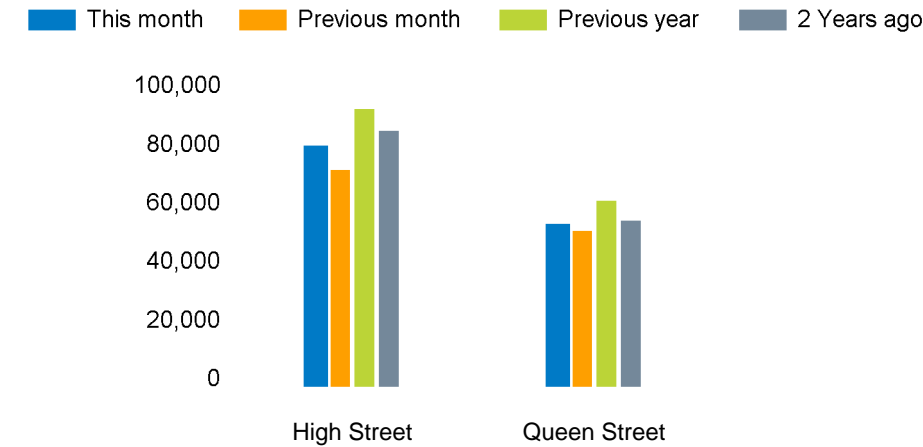
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



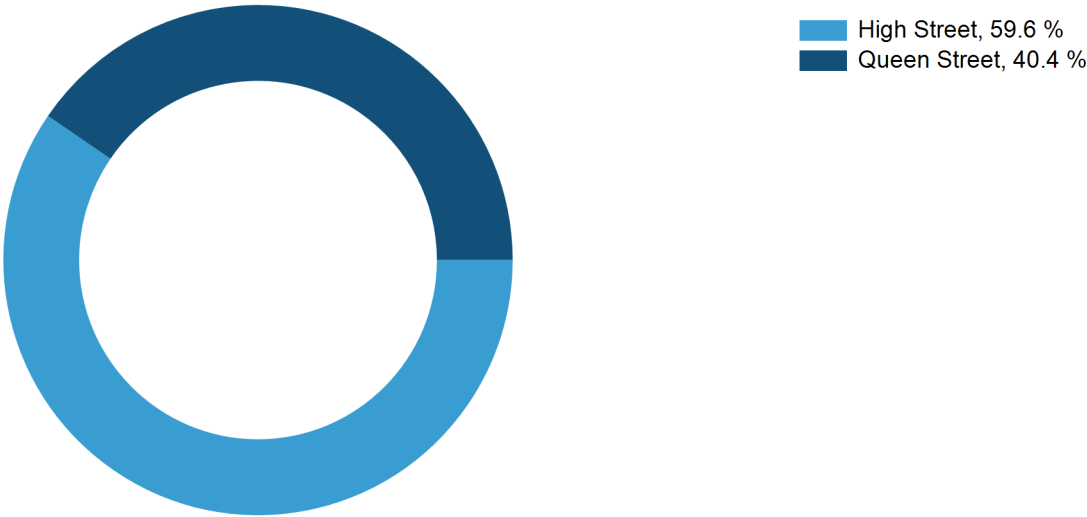
Footfall Counts by location

The figures shown below are calculated using weekly averages.



| | | |
|----------------|---------|---------|
| This Month | 78,127 | 53,040 |
| Previous Month | 71,120 | 51,642 |
| Previous Year | 90,741 | 61,437 |
| 2 Years Ago | 83,808 | 54,858 |
| Year on Year % | -13.9 % | -13.7 % |

Footfall Counts by location



Reporting dates

This month - 25 November 2024 - 29 December 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 December , 2024 Vs January, 2023 to December , 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.12 2024 Vs 11 2024