

Footfall Report for: Salisbury BID

Weeks This Month: 5
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
Salisbury BID	-6.5%	-3.4%	-6.5%	-3.4%	-17.5%	-24.6%
South West	-3.1%	-0.8%	-3.1%	-0.9%	-29.0%	-26.7%
UK	-0.3%	-2.4%	-0.3%	-2.3%	-22.4%	-20.3%

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

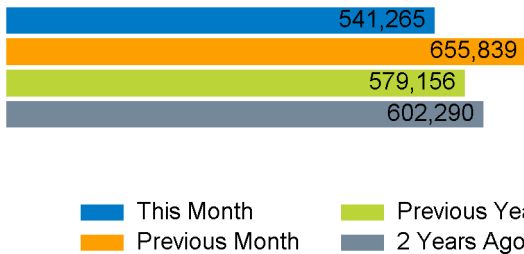
The total number of visitors for the year to date is 541,265 which is 6.5% down on the previous year.

The total number of visitors to Salisbury BID in month commencing 30 December 2024 was 541,265.

The busiest day in month commencing 30 December 2024 was Saturday 1 February with 27,467 visitors.

The peak hour of the month was 12:00 on Saturday 25 January 2025 with footfall of 4,387.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

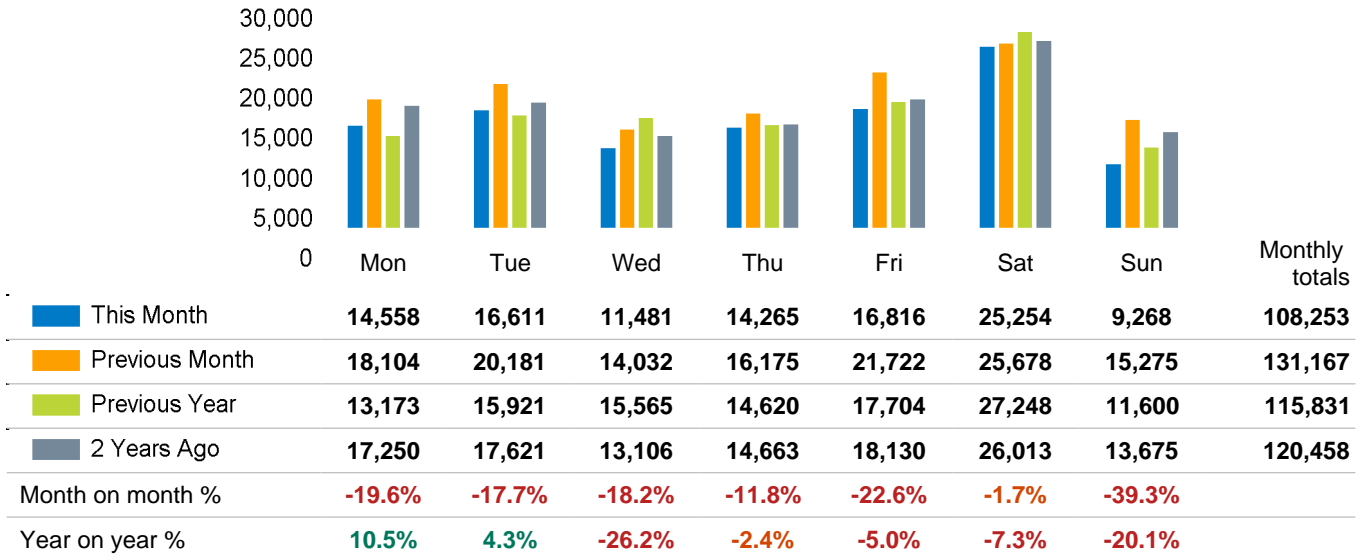
Number of days this month	9	16	3	7
Number of days same month last year	12	18	3	2
Number of days same month two years ago	12	17	3	3

Average temperature

	Maximum temperature	Minimum temperature
2025	8°	°
2024	9°	1°
2023	9°	2°

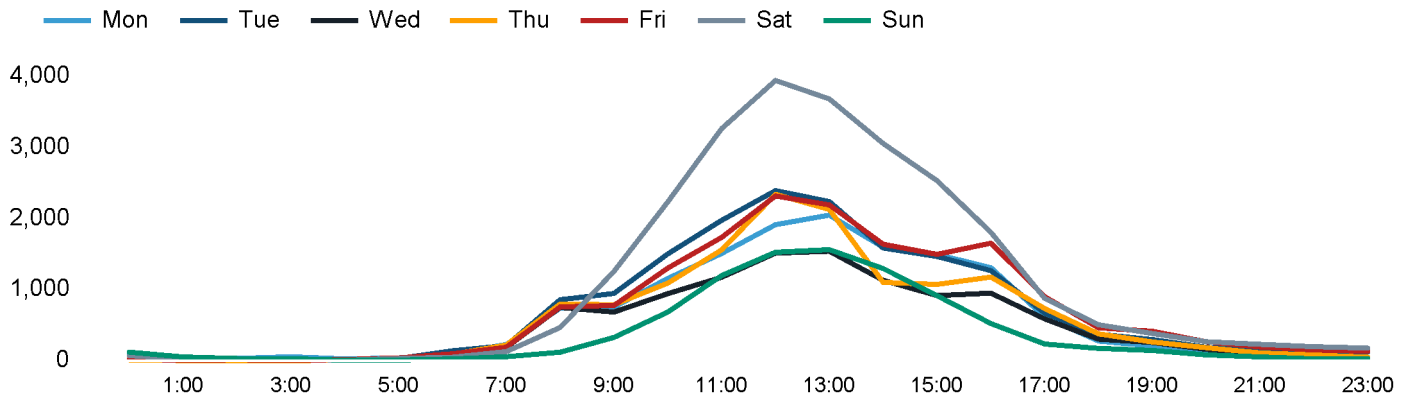
Footfall Counts by day

The figures shown below are calculated using weekly averages.



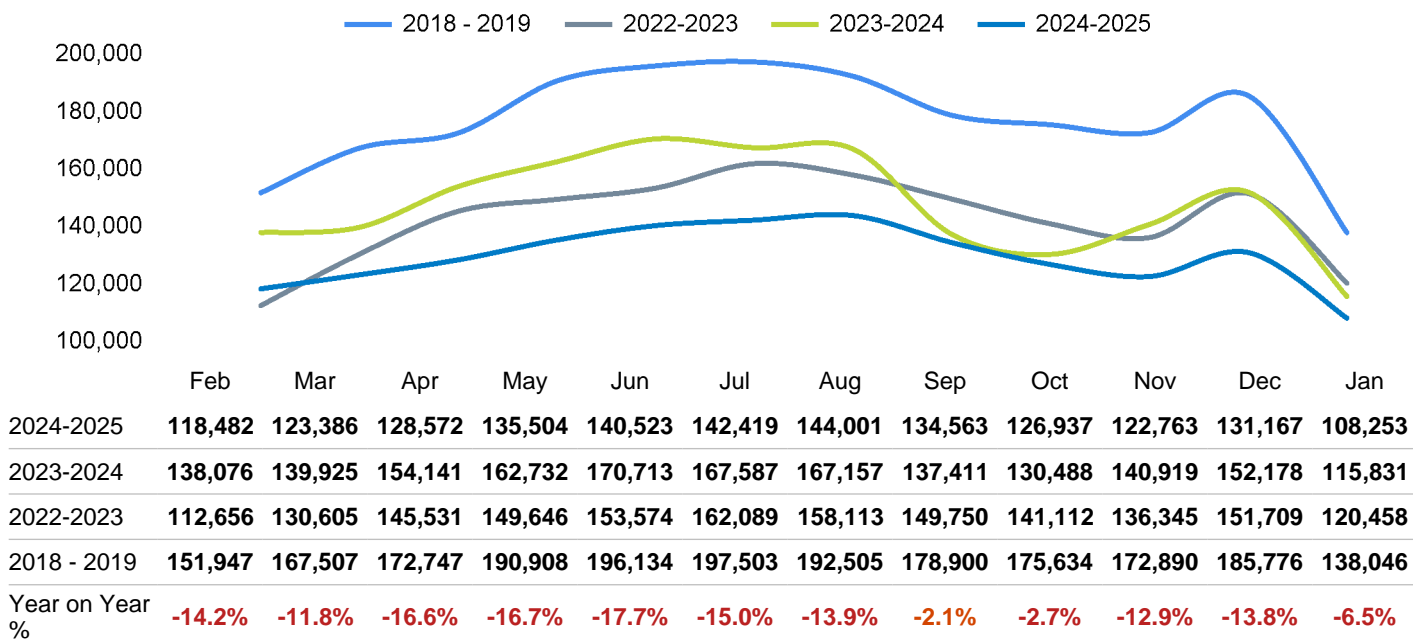
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

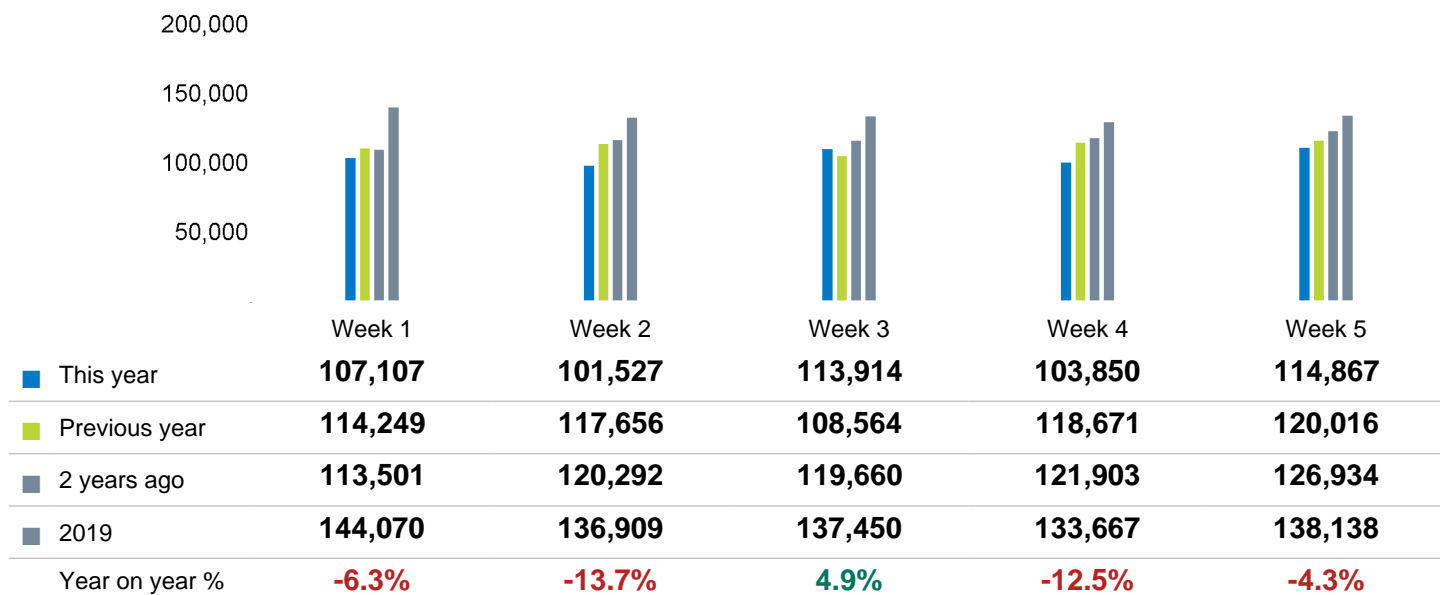
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for January compares January 2025 to January 2024

Footfall Counts by week of month

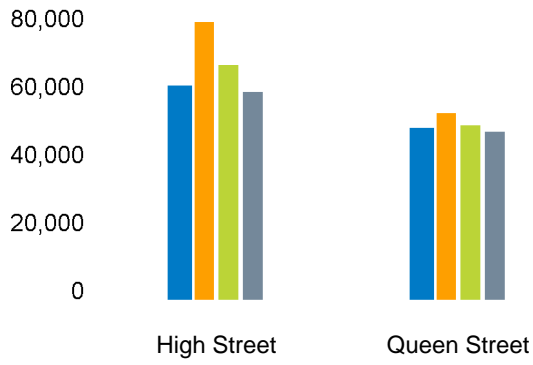
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	59,984	48,268
Previous Month	78,127	53,040
Previous Year	66,222	49,608
2 Years Ago	58,812	47,872
Year on Year %	-9.4 %	-2.7 %

Footfall Counts by location



■ High Street, 55.4 %
■ Queen Street, 44.6 %



Reporting dates

This month - 30 December 2024 - 02 February 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to January, 2025 Vs January, 2024 to January, 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2025 Vs January, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2025 Vs December 2024

