

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	
	2025	2024	2025	2024	2025	2024
Salisbury BID	-3.0%	-9.2%	1.4%	-14.2%	10.3%	3.2%
South West	-3.9%	-3.5%	-4.9%	-5.8%	6.6%	8.8%
UK	-1.0%	-3.1%	-1.9%	-3.7%	8.5%	11.4%

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 1,018,790 which is 3% down on the previous year.

The total number of visitors to Salisbury BID in month commencing 3 February 2025 was 477,525.

The busiest day in month commencing 3 February 2025 was Saturday 1 March with 29,513 visitors.

The peak hour of the month was 12:00 on Saturday 1 March 2025 with footfall of 4,577.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



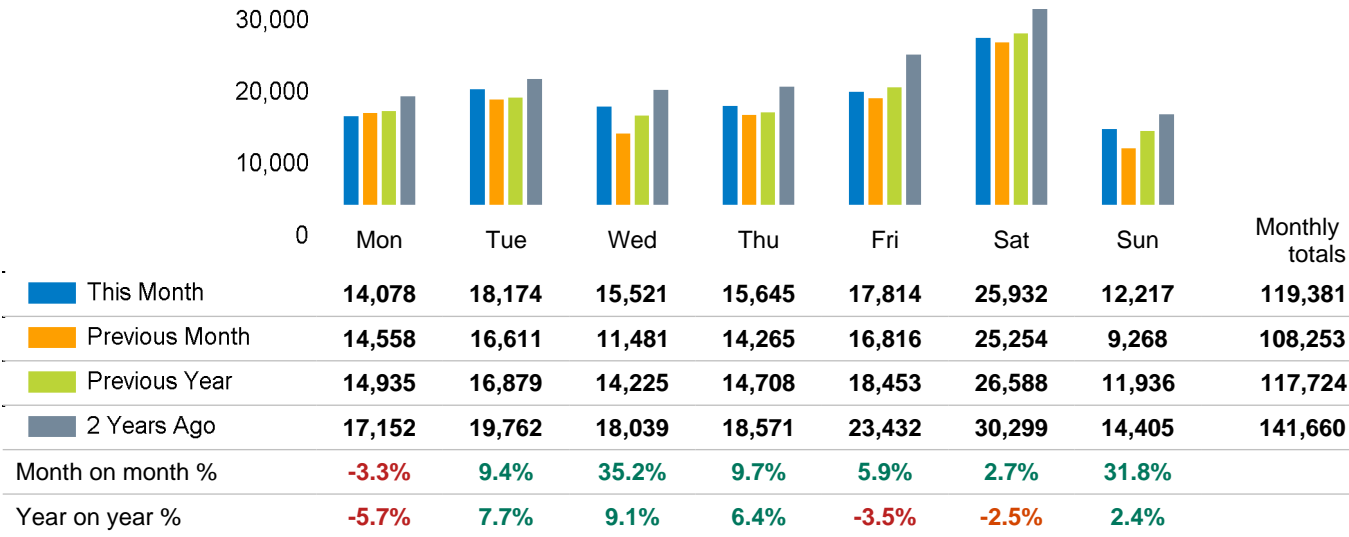
Number of days this month	12	14	1	1
Number of days same month last year	3	19	6	
Number of days same month two years ago	10	12	2	4

Average temperature

	Maximum temperature	Minimum temperature
2025	9°	1°
2024	11°	3°
2023	10°	2°

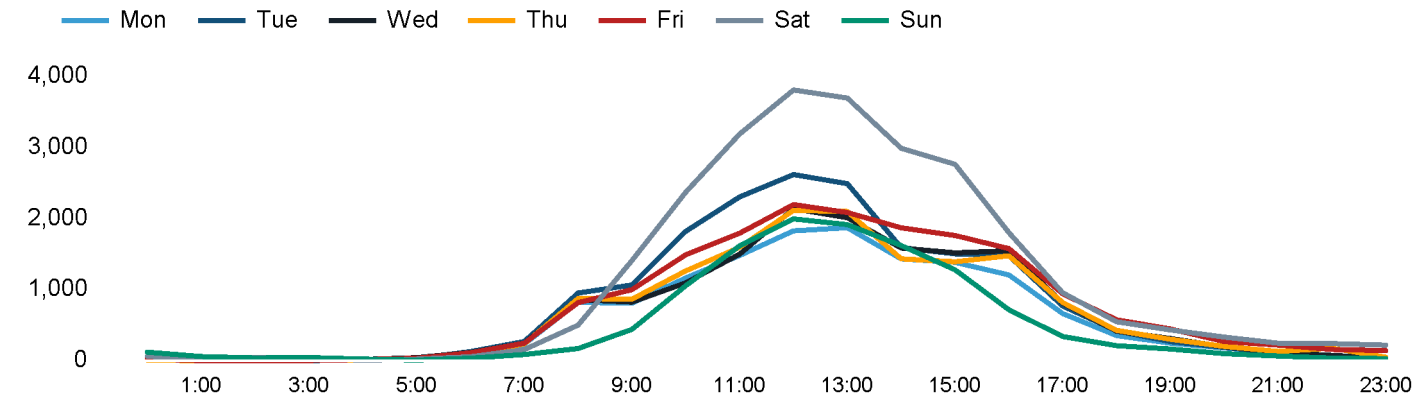
Footfall Counts by day

The figures shown below are calculated using weekly averages.



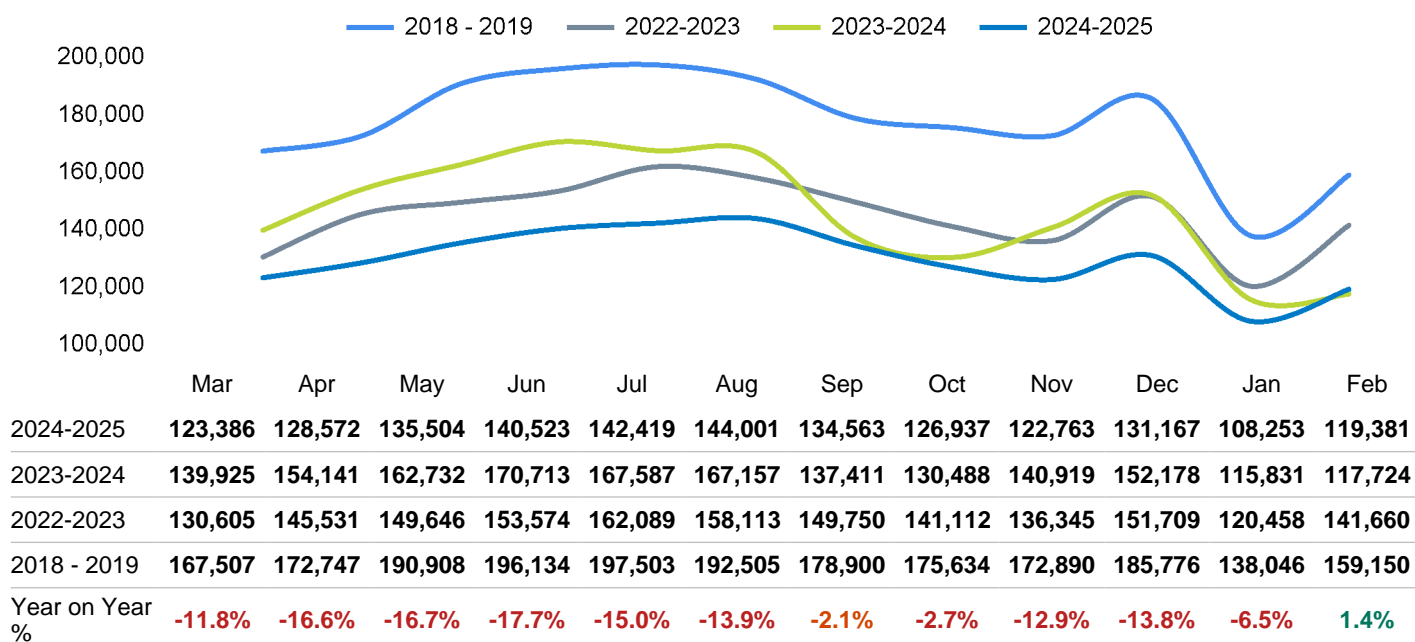
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

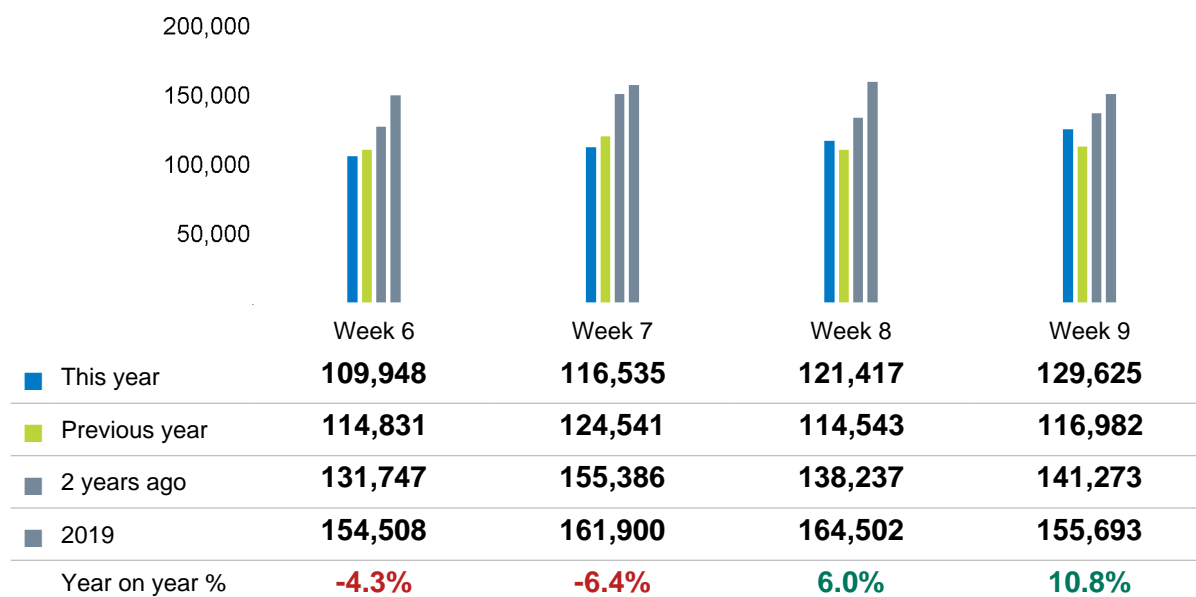
The figures shown below are calculated using weekly averages.



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

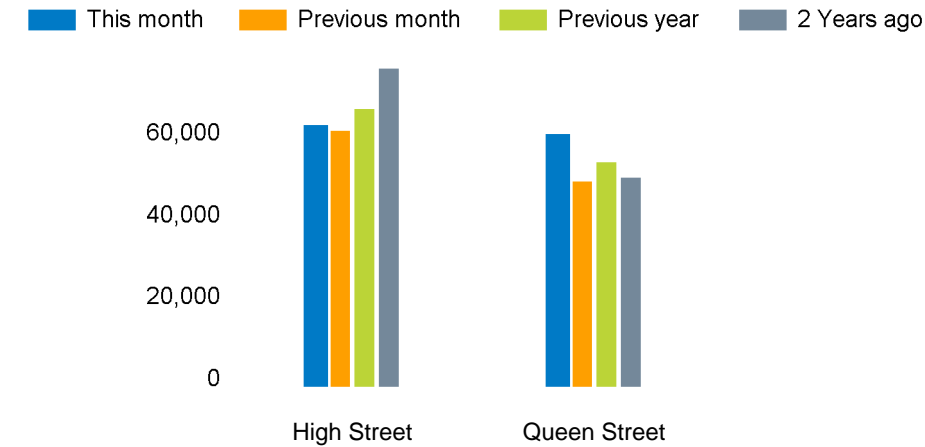
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	60,742	58,639
Previous Month	59,984	48,268
Previous Year	64,968	52,756
2 Years Ago	74,314	49,213
Year on Year %	-6.5 %	11.2 %

Footfall Counts by location



Reporting dates

This month - 03 February 2025 - 02 March 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 February , 2025 Vs January, 2024 to February , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2025 Vs 1 2025