

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	0.7%	-8.5%	4.4%	-2.9%	2.3%	4.2%
South West	-3.3%	-2.1%	-1.5%	-6.7%	6.1%	4.6%
UK	1.4%	-1.1%	3.5%	-2.3%	4.6%	4.0%

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

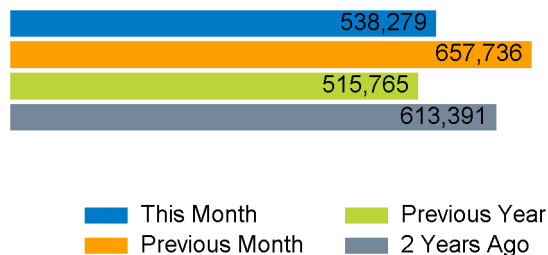
The total number of visitors for the year to date is 2,214,805 which is 0.7% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 7 April 2025 was 538,279.

The busiest day in month commencing 7 April 2025 was Saturday 12 April with 29,443 visitors.

The peak hour of the month was 13:00 on Saturday 19 April 2025 with footfall of 3,913.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



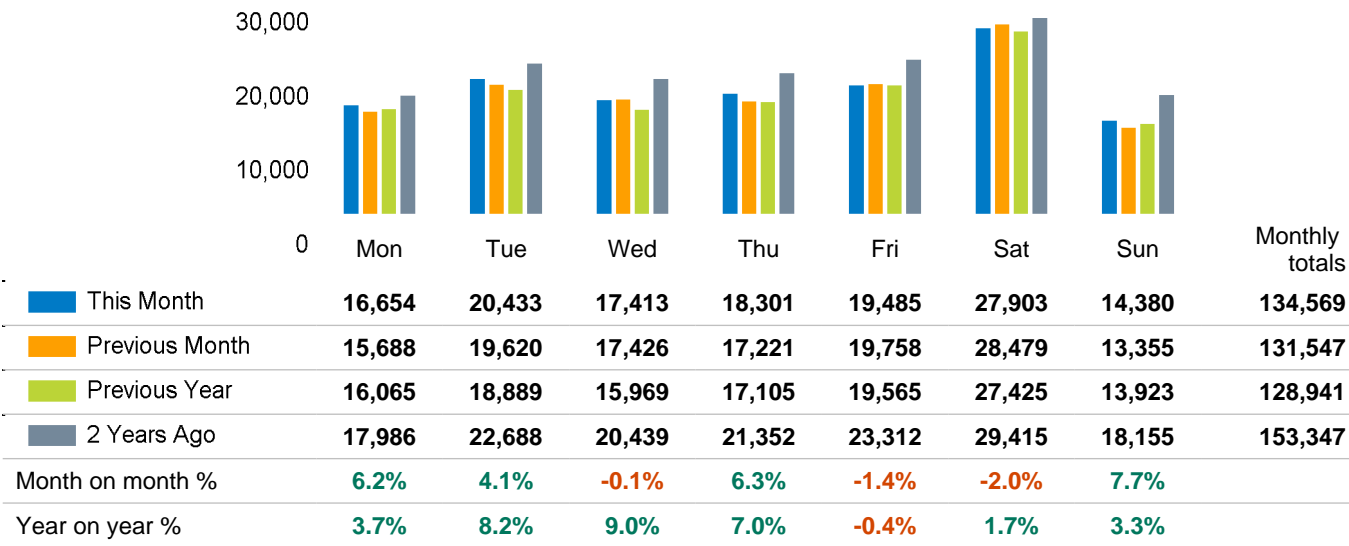
Number of days this month	16	11		1
Number of days same month last year	9	19		
Number of days same month two years ago	9	7	8	4

Average temperature

	Maximum temperature	Minimum temperature
2025	19°	4°
2024	15°	5°
2023	14°	6°

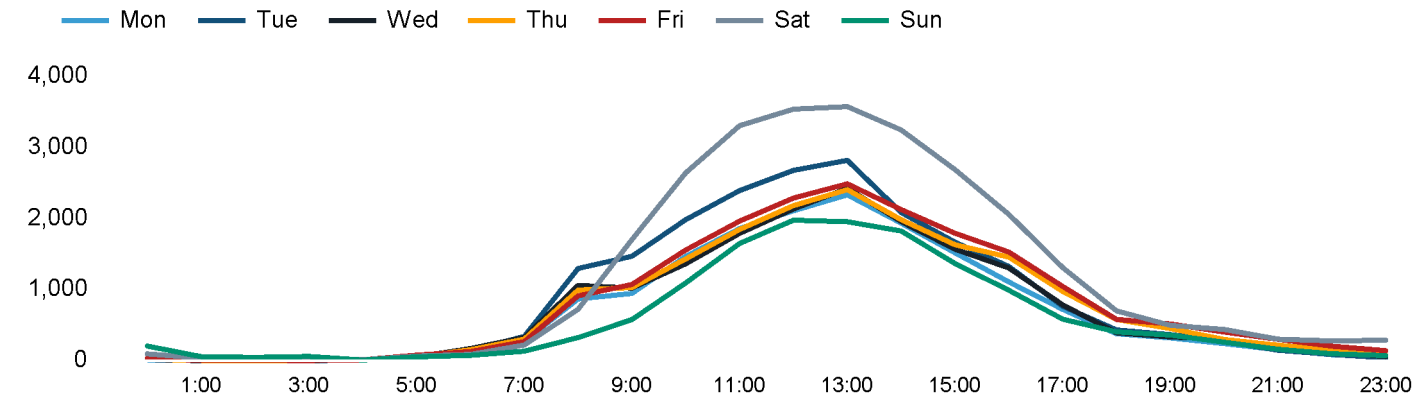
Football Counts by day

The figures shown below are calculated using weekly averages.



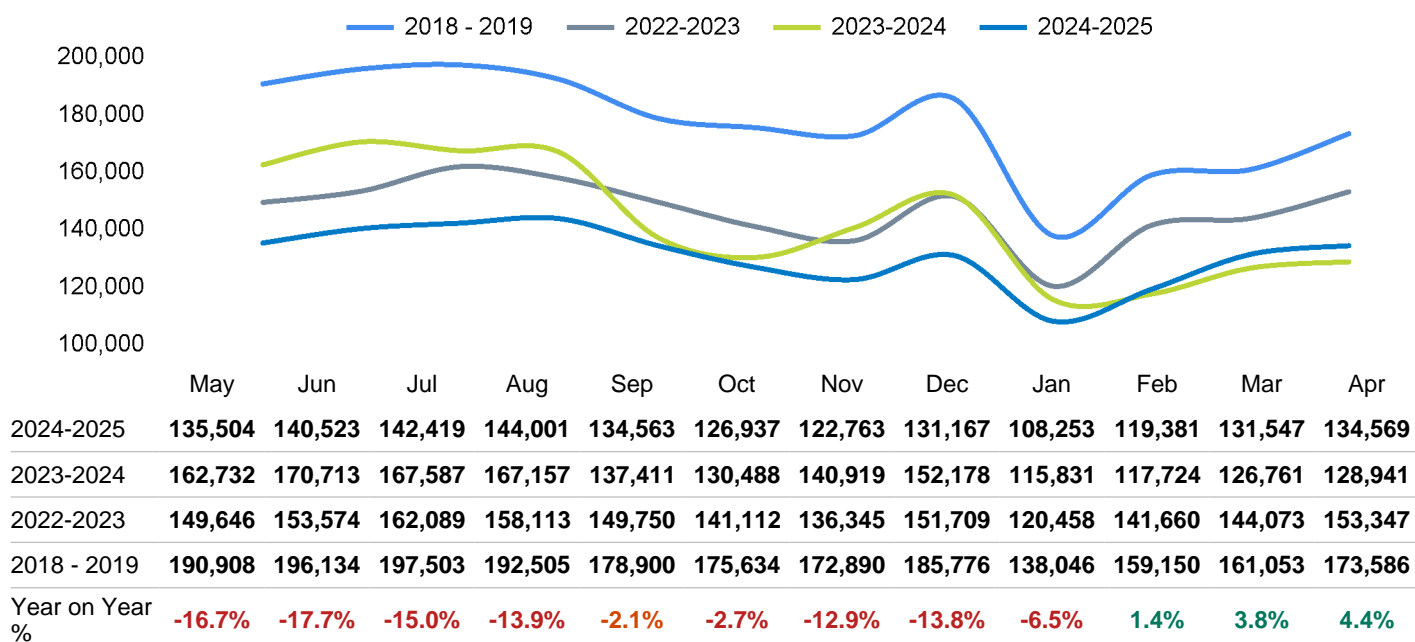
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

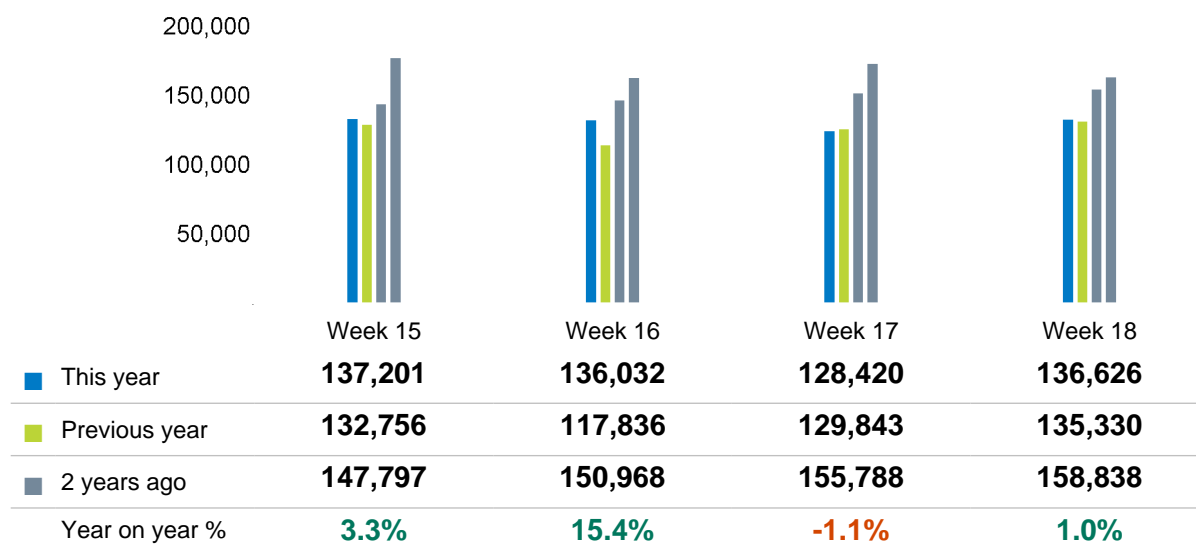
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

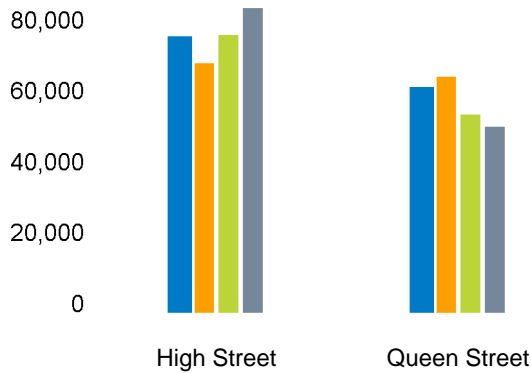
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	74,016	60,553
Previous Month	67,615	63,931
Previous Year	75,022	53,919
2 Years Ago	82,219	50,765
Year on Year %	-1.3 %	12.3 %

Footfall Counts by location



Reporting dates

This month - 07 April 2025 - 04 May 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 April , 2025 Vs January, 2024 to April , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2025 Vs 3 2025