

# 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	
	2025	2024	2025	2024	2025	2024
Salisbury BID	0.4%	-7.4%	-0.7%	-2.9%	2.3%	5.4%
South West	-3.5%	-2.4%	-5.9%	-3.6%	6.9%	7.4%
UK	0.9%	-1.1%	-1.1%	-1.0%	0.0%	5.1%

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 2,765,430 which is 0.4% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 5 May 2025 was 550,625.

The busiest day in month commencing 5 May 2025 was Saturday 31 May with 29,430 visitors.

The peak hour of the month was 13:00 on Saturday 31 May 2025 with footfall of 3,575.

## Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

## Weather



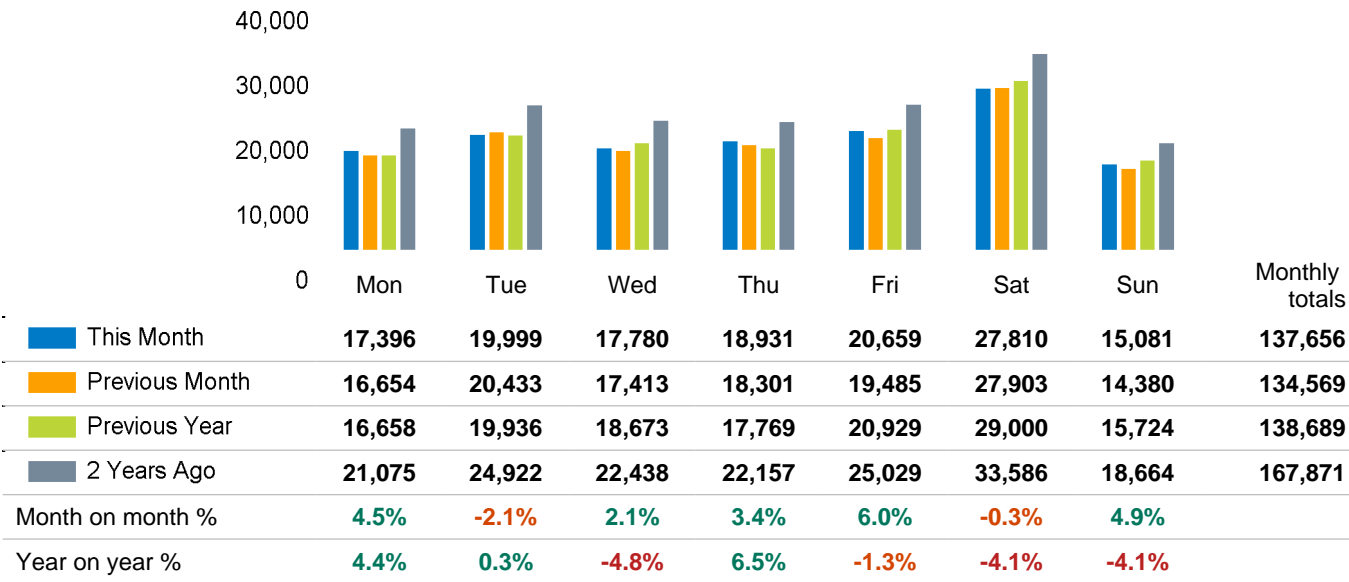
Number of days this month	14	11	3	
Number of days same month last year	12	16		
Number of days same month two years ago	17	6	3	2

## Average temperature

	Maximum temperature	Minimum temperature
2025	20°	7°
2024	20°	9°
2023	19°	8°

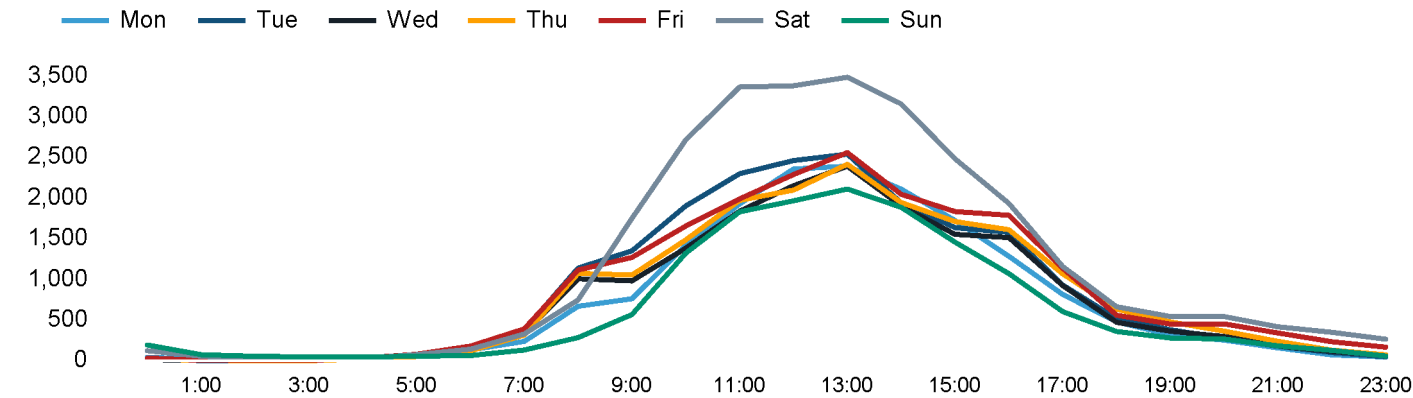
**Footfall Counts by day**

The figures shown below are calculated using weekly averages.



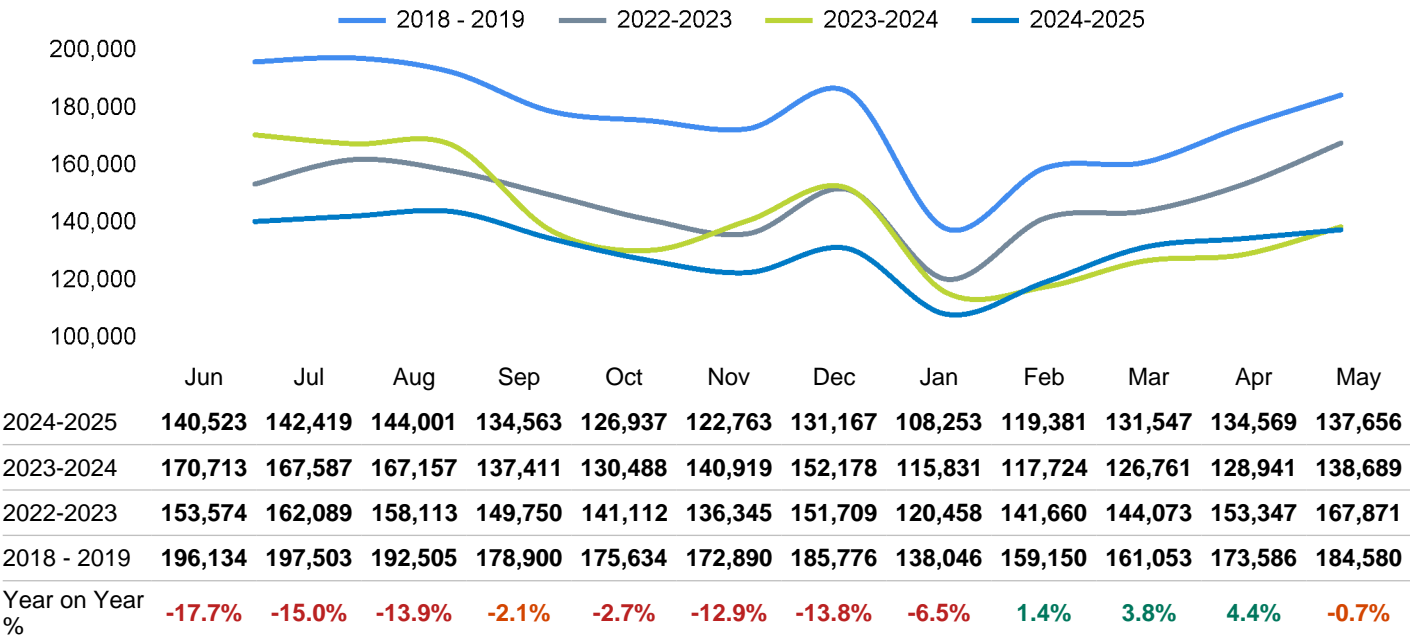
**Footfall Counts by hour**

The figures shown below are calculated using a weekly average



**Footfall Counts - rolling 12 months**

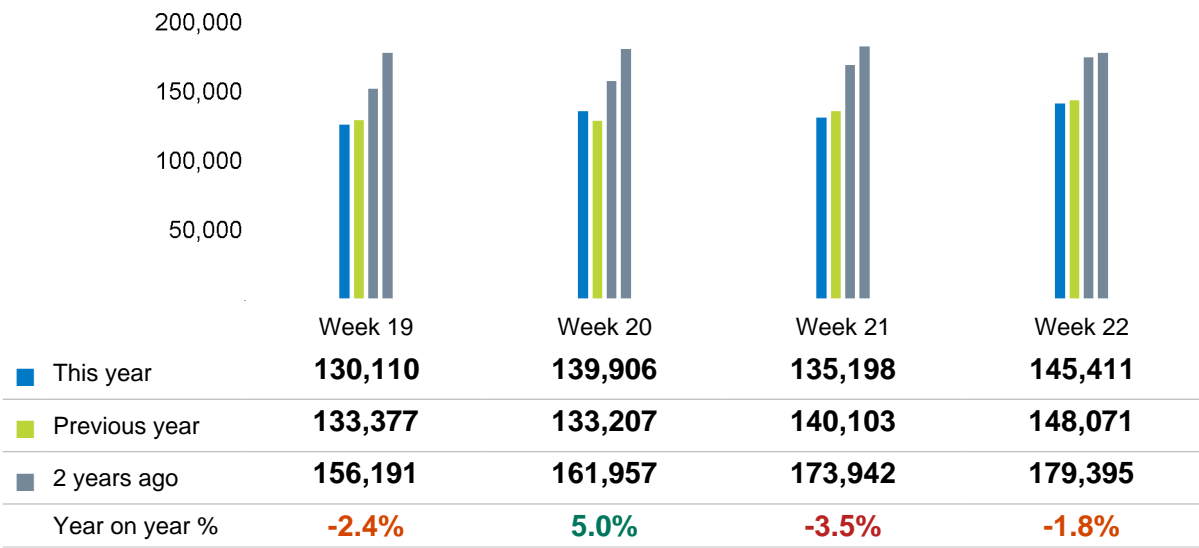
The figures shown below are calculated using weekly averages.



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

**Footfall Counts by week of month**

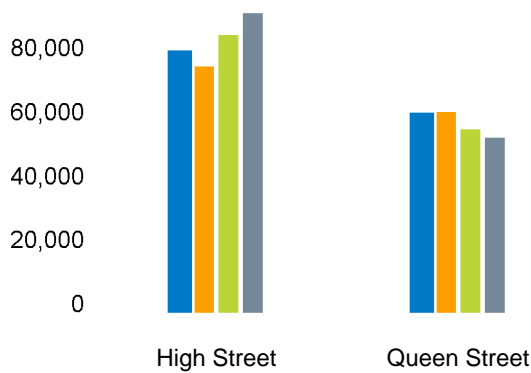
The figures shown below are calculated using weekly totals.



## Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month   Previous month   Previous year   2 Years ago



This Month	78,023	59,632
Previous Month	74,016	60,553
Previous Year	83,191	55,498
2 Years Ago	89,720	53,039
Year on Year %	-6.2 %	7.4 %

## Footfall Counts by location



Reporting dates

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This month - 05 May 2025 - 01 June 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 May , 2025 Vs January, 2024 to May , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.5 2025 Vs 4 2025