

# 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	0.1%	-6.1%	1.6%	-2.6%	9.8%	1.3%
South West	-3.4%	-3.1%	-2.3%	-4.6%	9.6%	0.8%
UK	0.6%	-0.9%	0.0%	0.8%	4.1%	1.3%

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 4,022,890 which is 0.1% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 7 July 2025 was 587,926.

The busiest day in month commencing 7 July 2025 was Saturday 19 July with 30,434 visitors.

The peak hour of the month was 12:00 on Saturday 26 July 2025 with footfall of 3,717.

## Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

## Weather



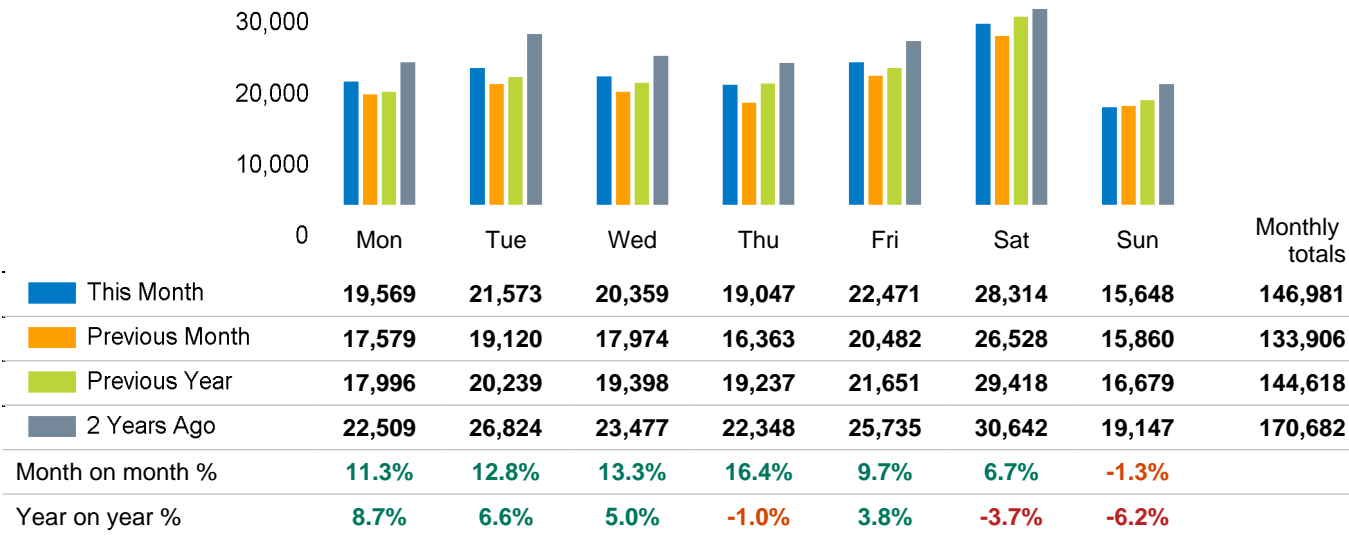
Number of days July 2025	12	16	
Number of days July 2024	14	13	1
Number of days July 2023	5	19	4

## Average temperature

	Maximum temperature	Minimum temperature
2025	26°	13°
2024	24°	11°
2023	21°	12°

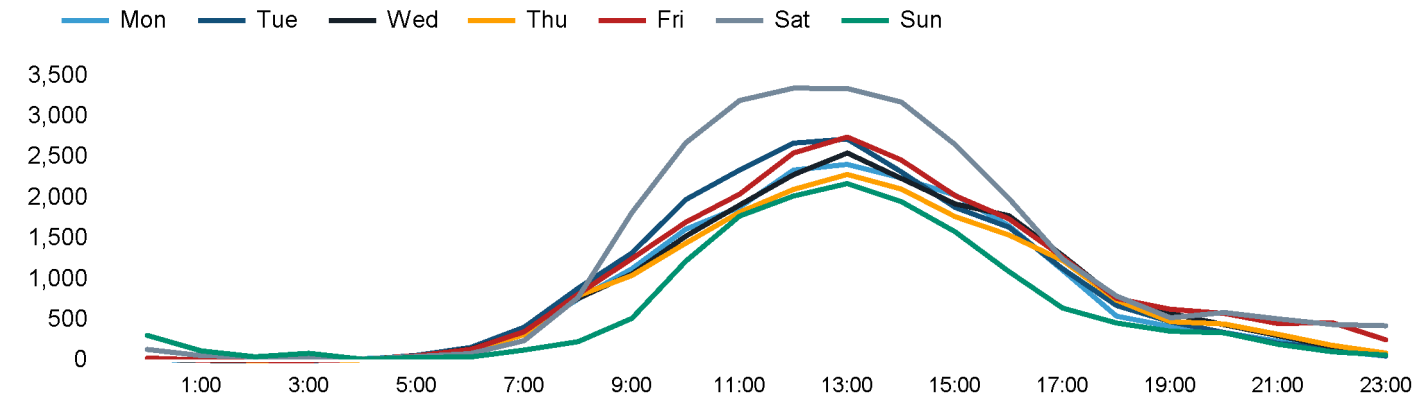
**Footfall Counts by day**

The figures shown below are calculated using weekly averages.



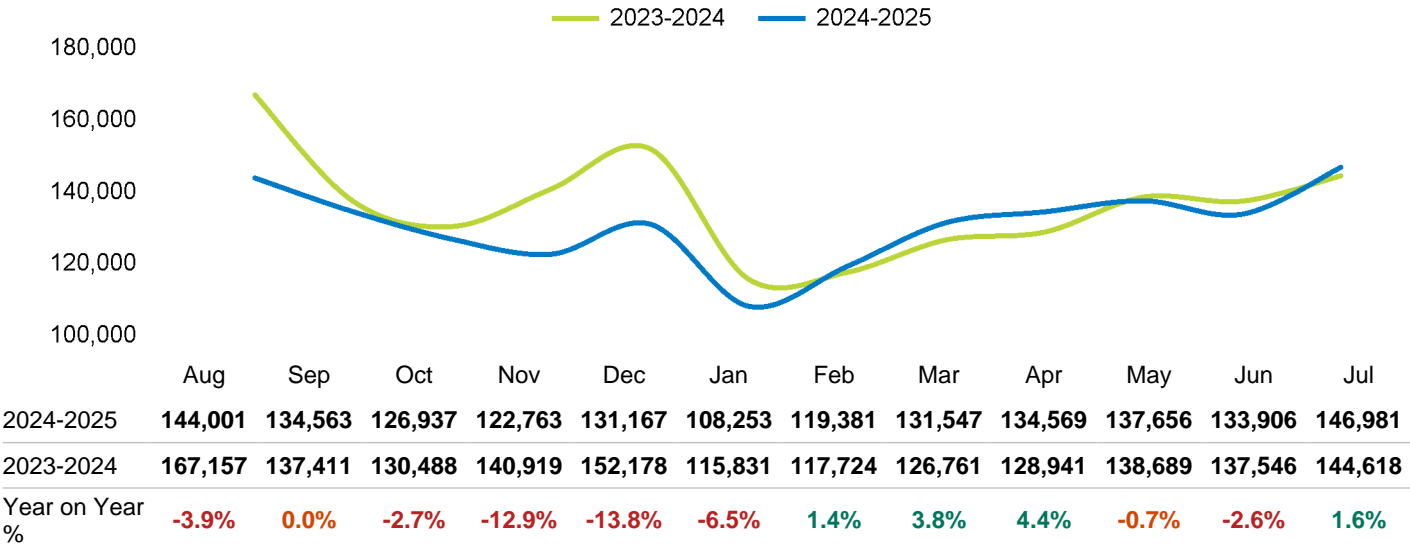
**Footfall Counts by hour**

The figures shown below are calculated using a weekly average



**Footfall Counts - rolling 12 months**

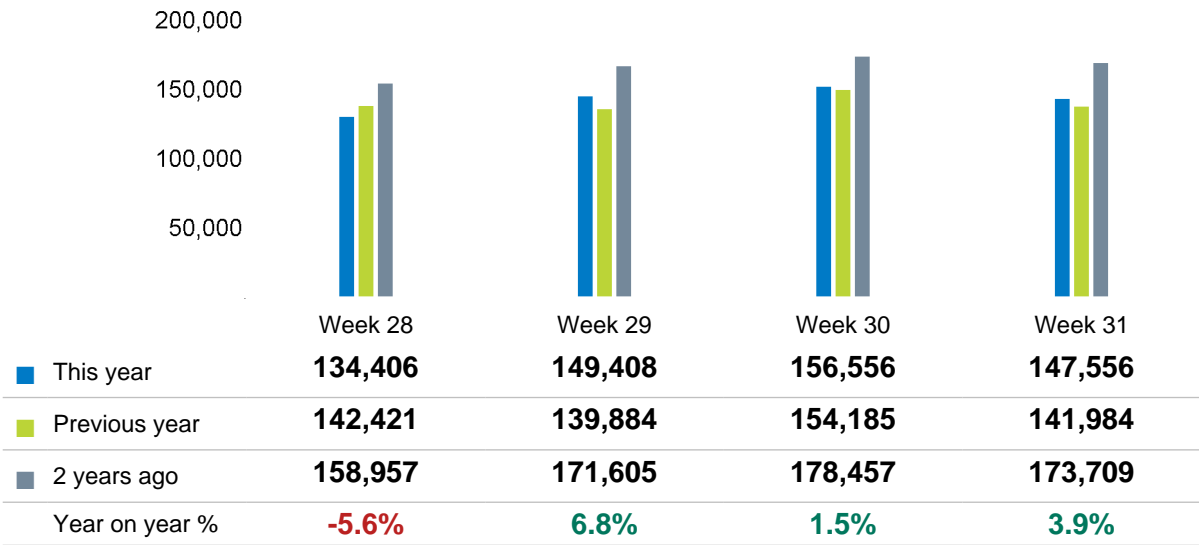
The figures shown below are calculated using weekly averages.



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

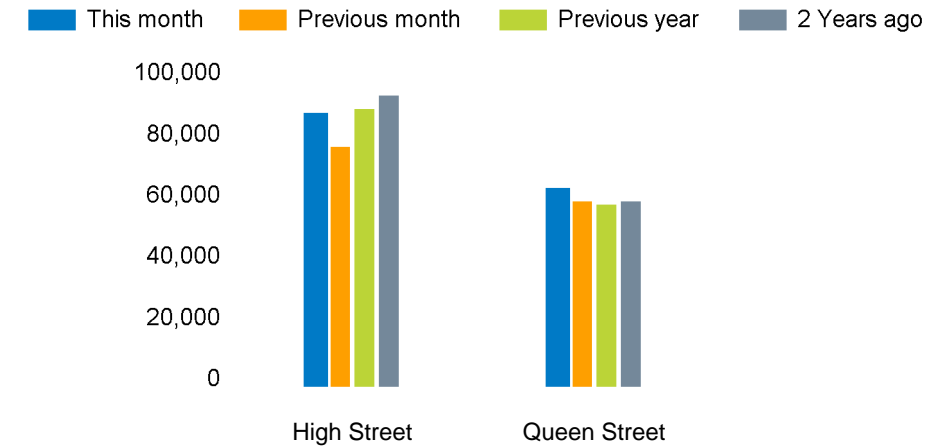
**Footfall Counts by week of month**

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	84,950	62,030
Previous Month	75,309	58,597
Previous Year	86,963	57,654
2 Years Ago	91,237	58,613
Year on Year %	-2.3 %	7.6 %

Footfall Counts by location



Reporting dates

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This month - 07 July 2025 - 03 August 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 July , 2025 Vs January, 2024 to July , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2025 Vs 6 2025