

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	0.2%	-5.8%	1.3%	-3.9%	-0.5%	1.1%
South West	-3.2%	-3.2%	-1.9%	-3.8%	2.9%	6.6%
UK	0.7%	-0.9%	0.8%	-0.8%	-1.8%	-0.3%

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

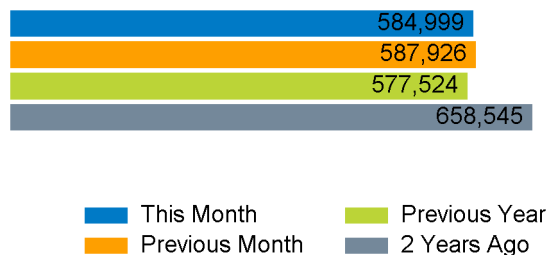
The total number of visitors for the year to date is 4,607,889 which is 0.2% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 4 August 2025 was 584,999.

The busiest day in month commencing 4 August 2025 was Saturday 16 August with 29,799 visitors.

The peak hour of the month was 12:00 on Saturday 30 August 2025 with footfall of 3,755.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



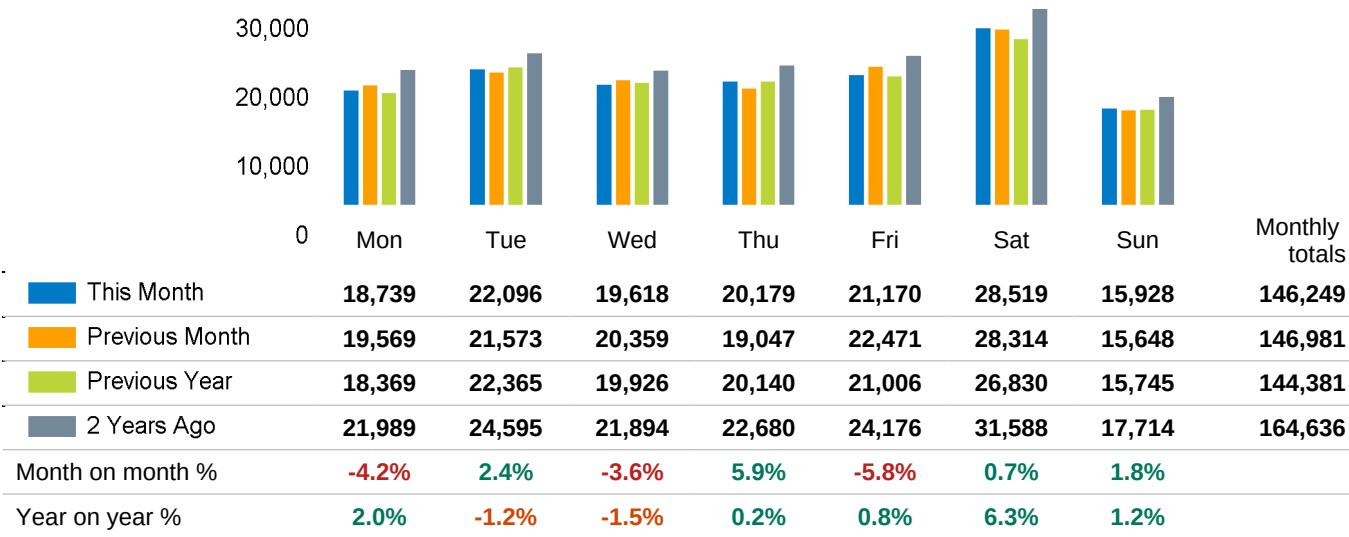
Number of days August 2025	13	14	1
Number of days August 2024	14	13	1
Number of days August 2023	12	14	2

Average temperature

	Maximum temperature	Minimum temperature
2025	25°	11°
2024	23°	11°
2023	23°	12°

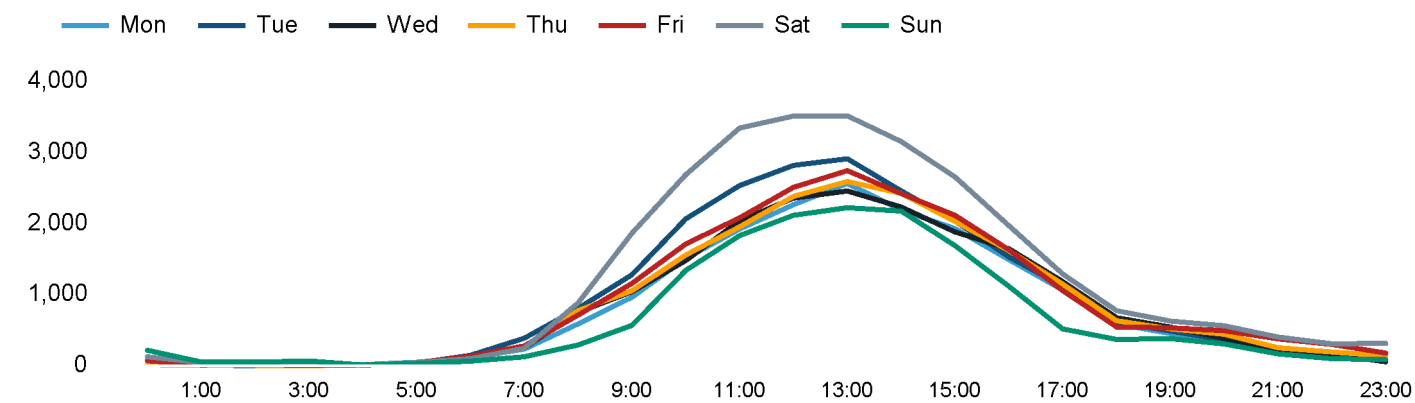
Footfall Counts by day

The figures shown below are calculated using weekly averages.



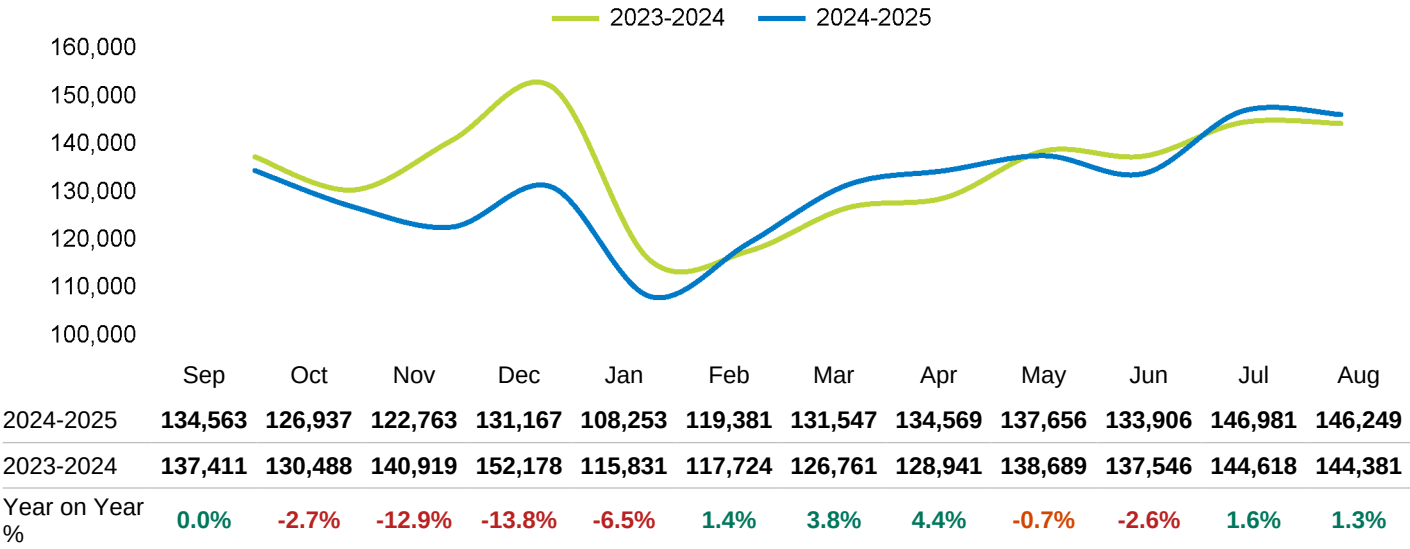
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

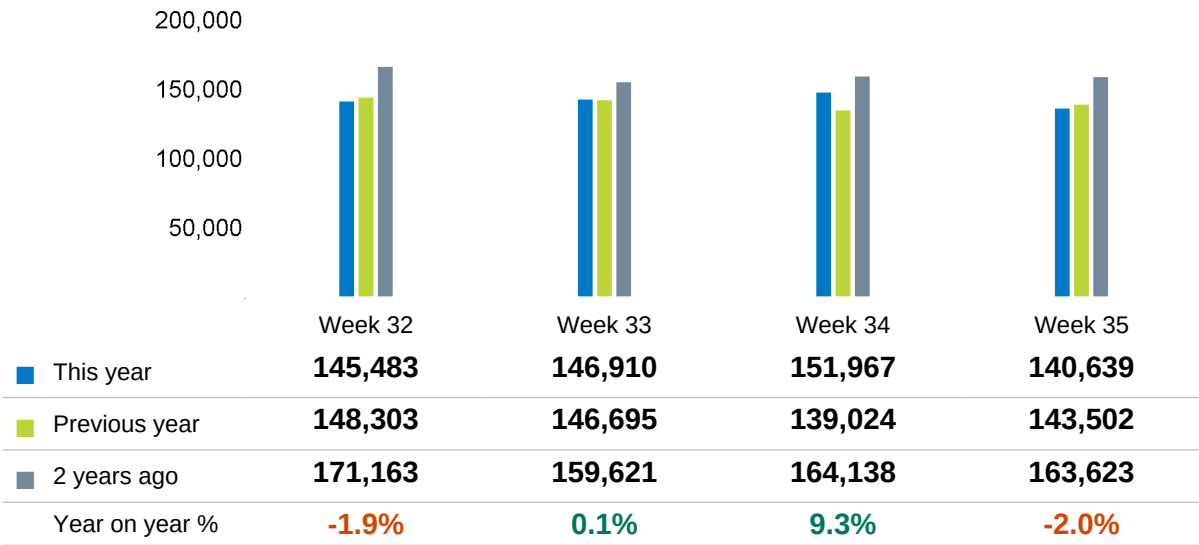
The figures shown below are calculated using weekly averages.



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

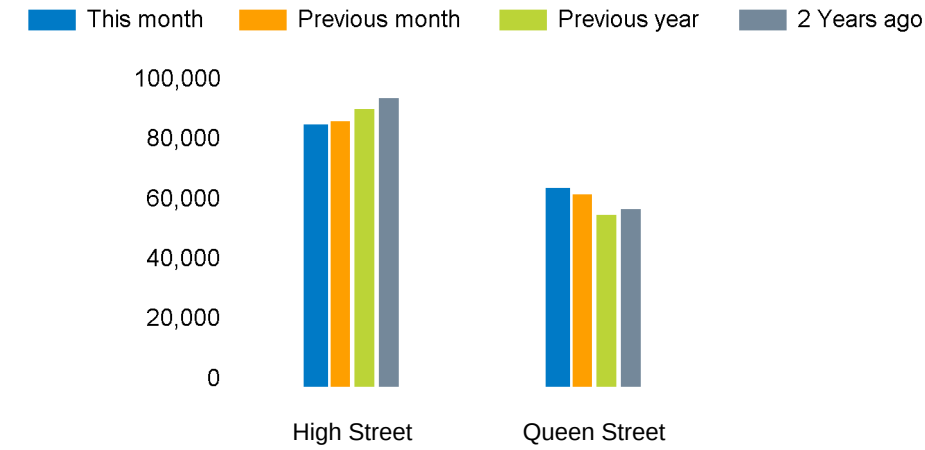
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	83,102	63,147
Previous Month	84,950	62,030
Previous Year	88,791	55,589
2 Years Ago	92,216	57,477
Year on Year %	-6.4 %	13.6 %

Footfall Counts by location



Reporting dates

This month - 04 August 2025 - 31 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 August , 2025 Vs January, 2024 to August , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.8 2025 Vs 7 2025