

Weeks This Month: 5
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	1.1%	-6.4%	3.8%	-13.8%	6.7%	6.8%
South West	-1.8%	-3.1%	3.4%	-0.2%	5.5%	15.8%
UK	0.2%	-0.7%	2.2%	0.5%	2.2%	5.2%

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

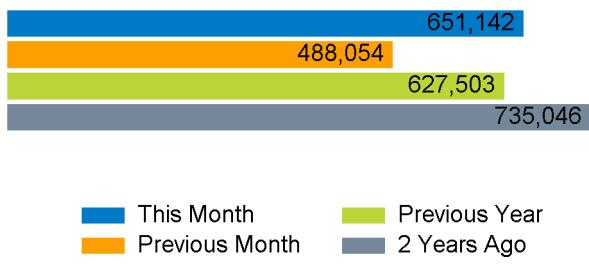
The total number of visitors for the year to date is 6,964,751 which is 1.1% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 1 December 2025 was 651,142.

The busiest day in month commencing 1 December 2025 was Saturday 13 December with 32,533 visitors.

The peak hour of the month was 12:00 on Saturday 13 December 2025 with footfall of 5,078.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



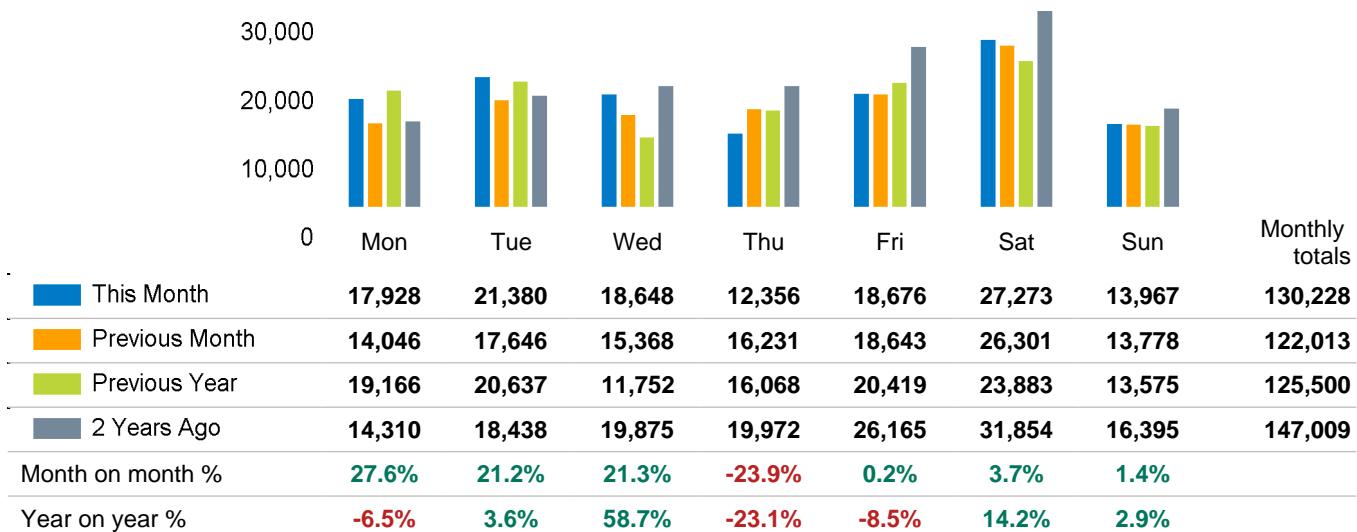
Number of days December 2025	13	16	3	3
Number of days December 2024	5	25	2	3
Number of days December 2023	4	24	5	2

Average temperature

	Maximum temperature	Minimum temperature
2025	10°	2°
2024	10°	3°
2023	11°	5°

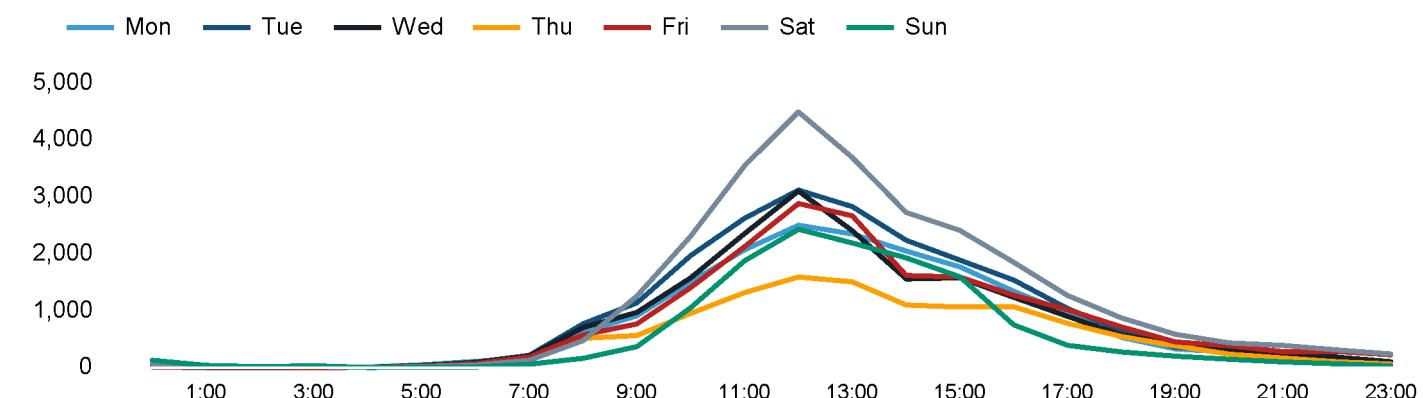
Footfall Counts by day

The figures shown below are calculated using weekly averages.



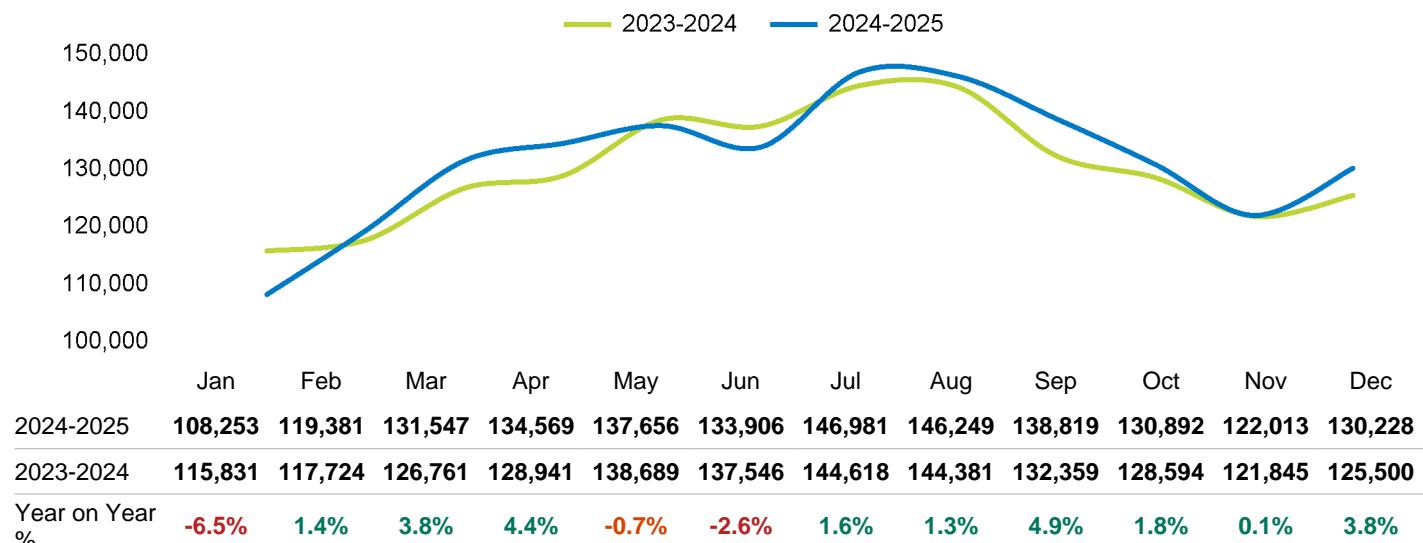
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

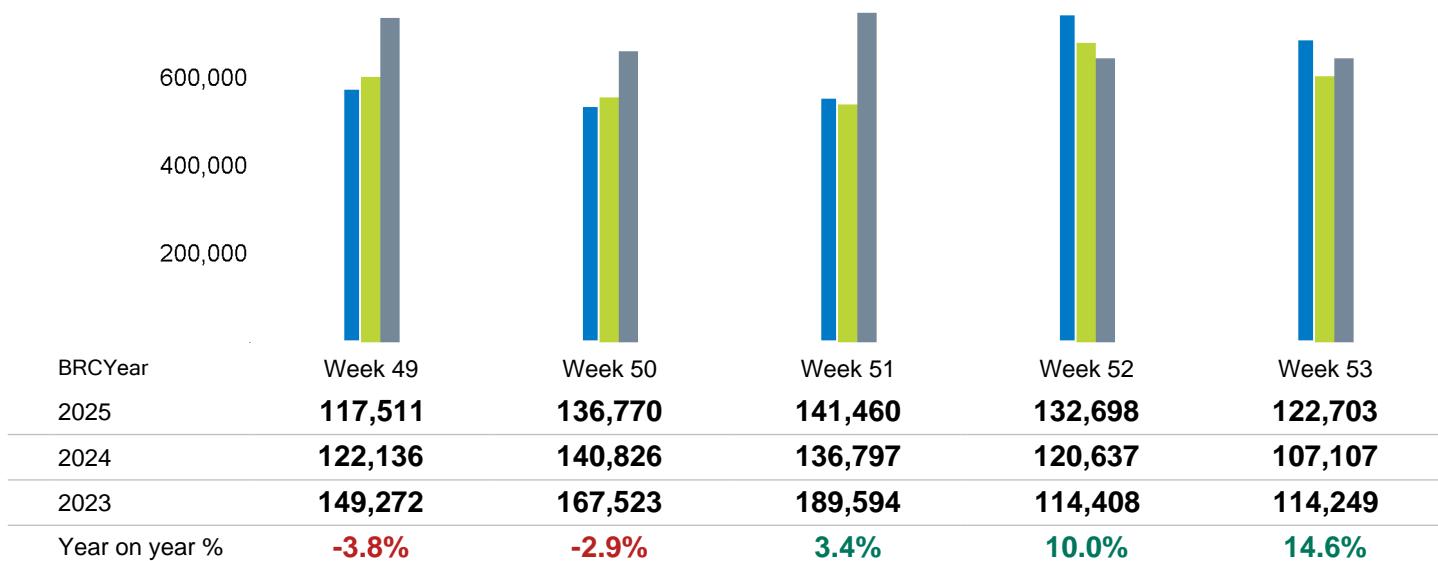
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

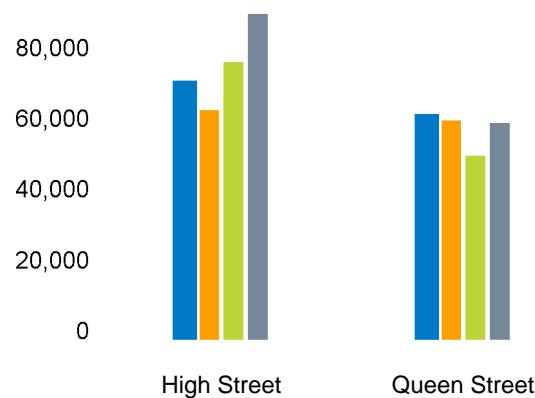
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



	High Street	Queen Street
This Month	69,509	60,719
Previous Month	62,376	59,637
Previous Year	75,159	50,340
2 Years Ago	88,022	58,986
Year on Year %	-7.5 %	20.6 %

Footfall Counts by location



Reporting dates

This month - 01 December 2025 - 04 January 2026

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 December , 2025 Vs January, 2024 to December , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.12 2025 Vs 11 2025