

# Footfall Report for: Salisbury BID

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

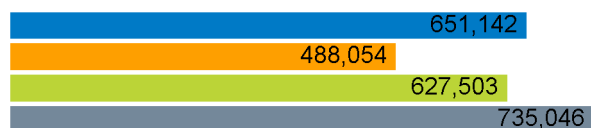
The total number of visitors for the year to date is 6,964,751 which is 1.1% up on the previous year.

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



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

Figures shown below are calculated using monthly totals.

## Weather



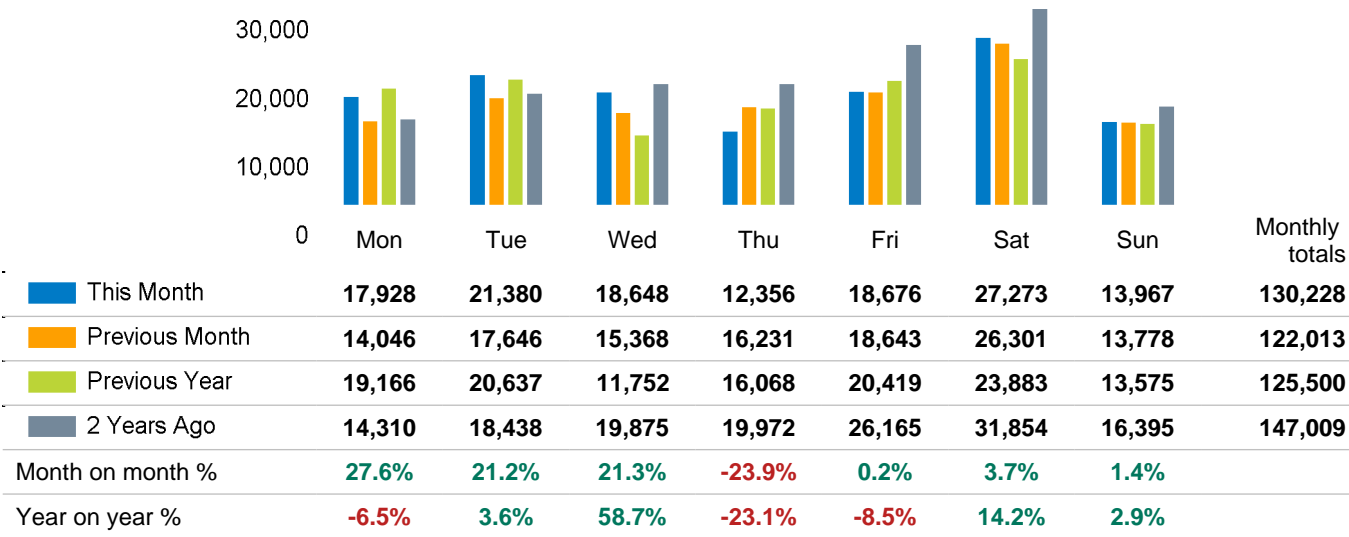
Number of days December 2025	13	16	3	3
Number of days December 2024	5	25	2	3
Number of days December 2023	4	24	5	2

## Average temperature

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

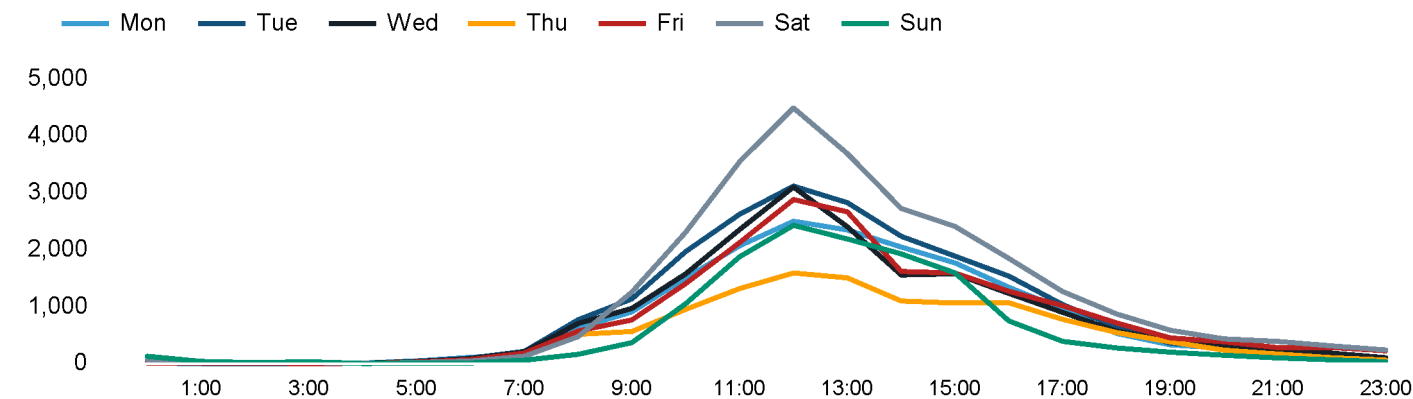
Football Counts by day

The figures shown below are calculated using weekly averages.



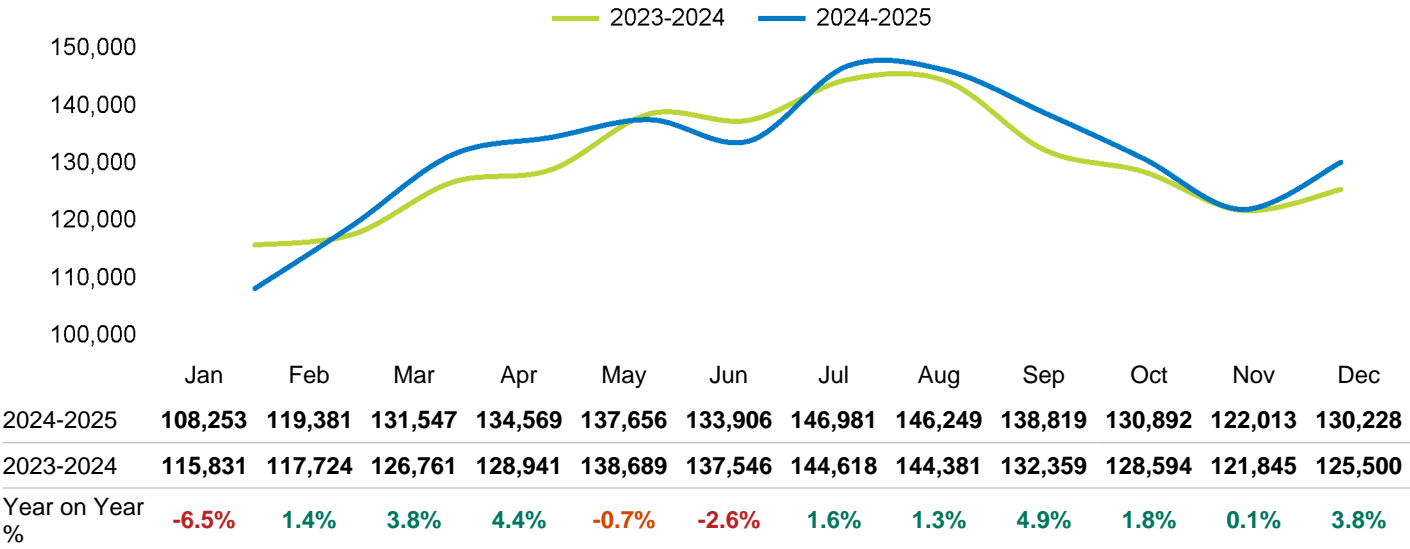
Football Counts by hour

The figures shown below are calculated using a weekly average



**Footfall Counts - rolling 12 months**

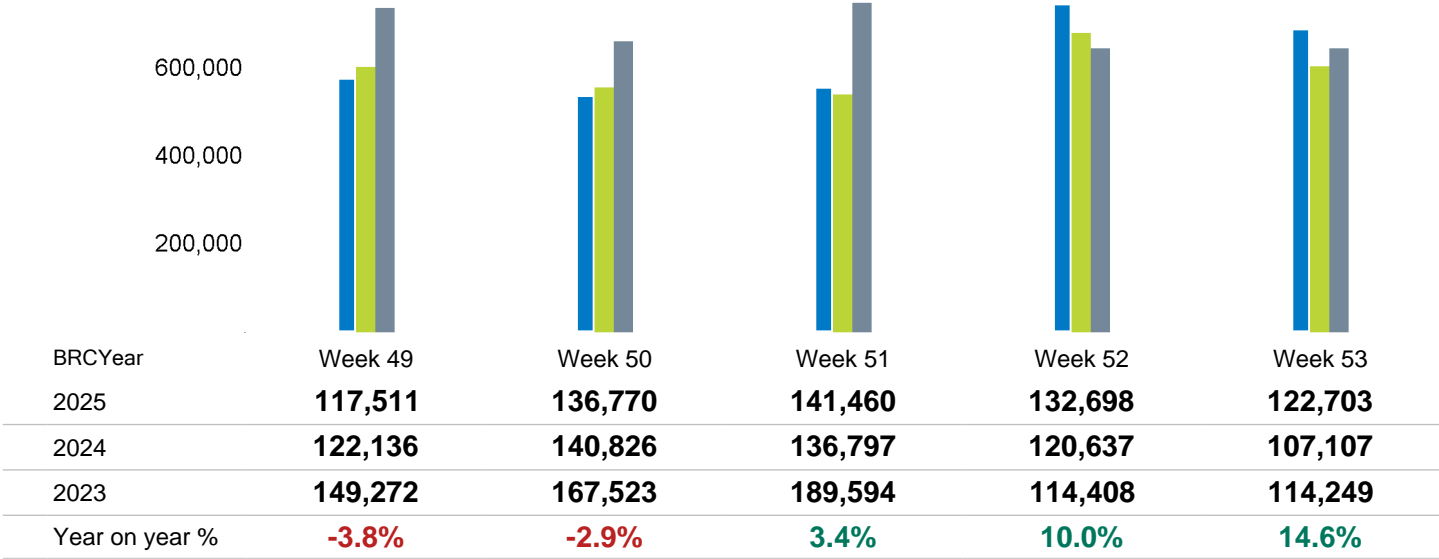
The figures shown below are calculated using weekly averages.



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

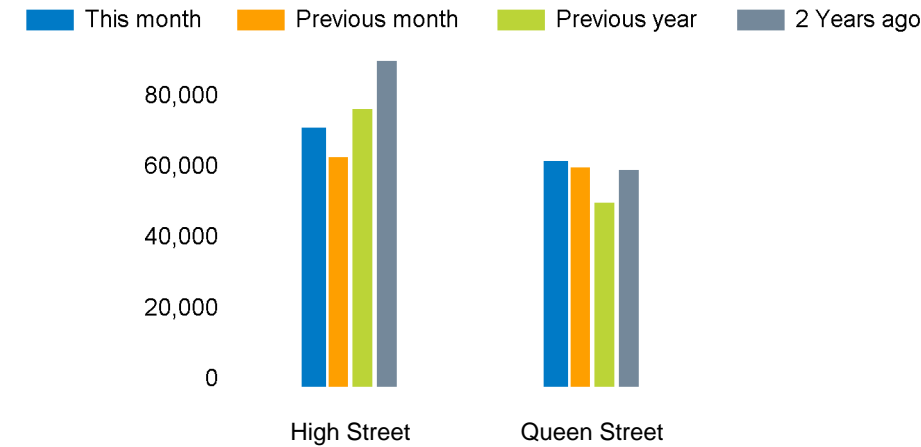
**Footfall Counts by week of month**

The figures shown below are calculated using weekly totals.



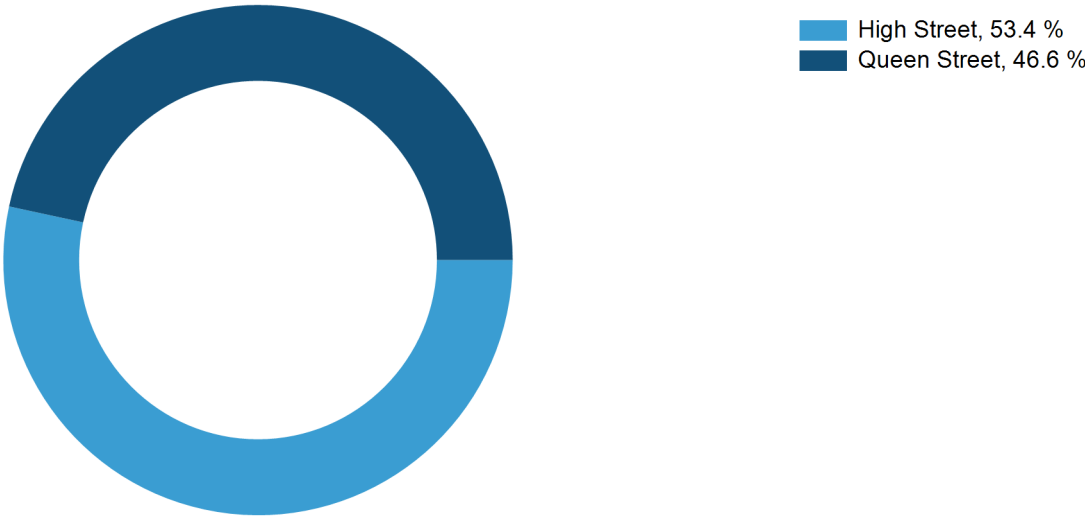
### Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	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

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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