

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2026	2025	2026	2025	2026	2025
Salisbury BID	<b>9.9%</b>	<b>-6.5%</b>	<b>9.9%</b>	<b>-6.5%</b>	<b>-8.4%</b>	<b>-17.5%</b>
South West	<b>-3.5%</b>	<b>-3.1%</b>	<b>-3.4%</b>	<b>-3.1%</b>	<b>-28.1%</b>	<b>-29.0%</b>
UK	<b>-3.3%</b>	<b>-0.3%</b>	<b>-3.3%</b>	<b>-0.3%</b>	<b>-21.8%</b>	<b>-22.4%</b>

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

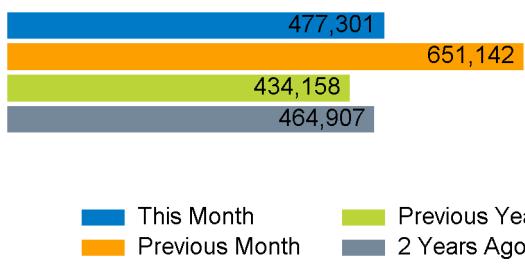
The total number of visitors for the year to date is 477,301 which is 9.9% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 5 January 2026 was 477,301.

The busiest day in month commencing 5 January 2026 was Saturday 31 January with 31,794 visitors.

The peak hour of the month was 12:00 on Saturday 31 January 2026 with footfall of 4,637.

## Footfall Counts by month



## Weather



Number of days January 2026	<b>5</b>	<b>17</b>	<b>4</b>	<b>2</b>
Number of days January 2025	<b>7</b>	<b>13</b>	<b>1</b>	<b>7</b>
Number of days January 2024	<b>10</b>	<b>16</b>		<b>2</b>

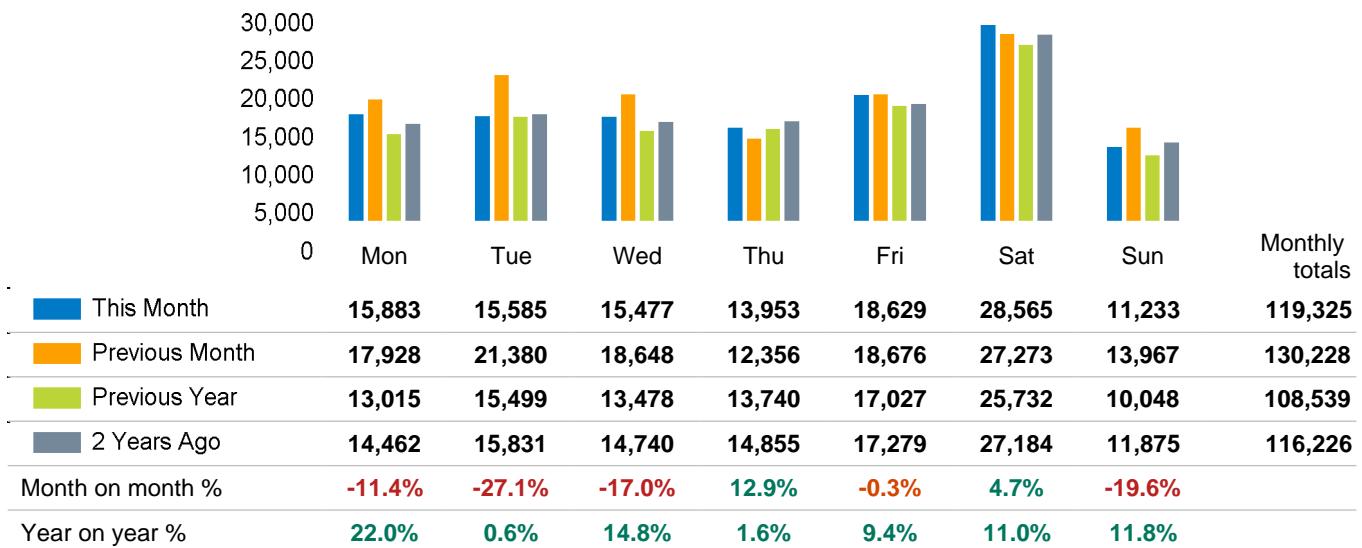
## Average temperature

	Maximum temperature	Minimum temperature
2026	<b>9°</b>	<b>2°</b>
2025	<b>8°</b>	°
2024	<b>9°</b>	°

Figures shown below are calculated using monthly totals.

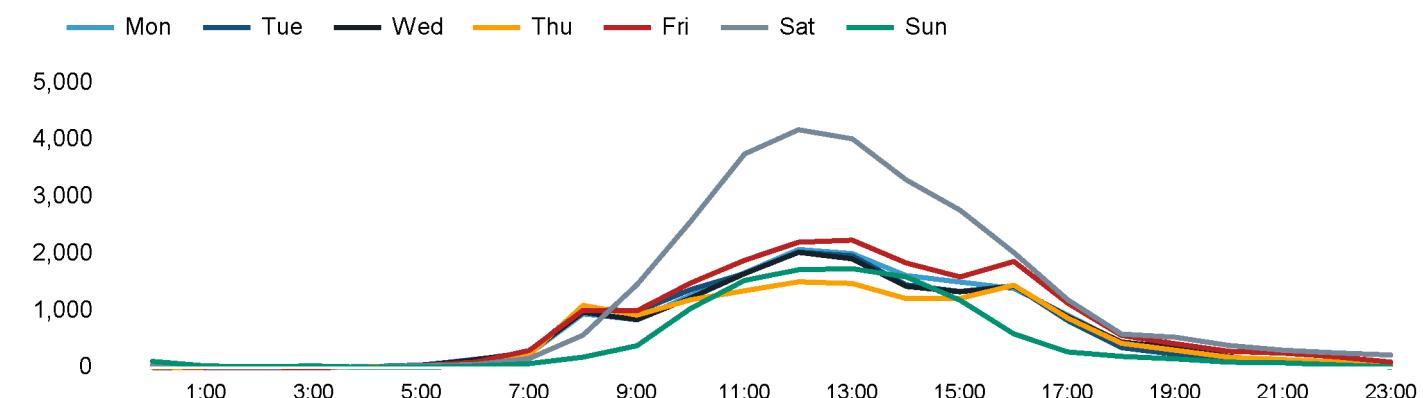
## Footfall Counts by day

The figures shown below are calculated using weekly averages.



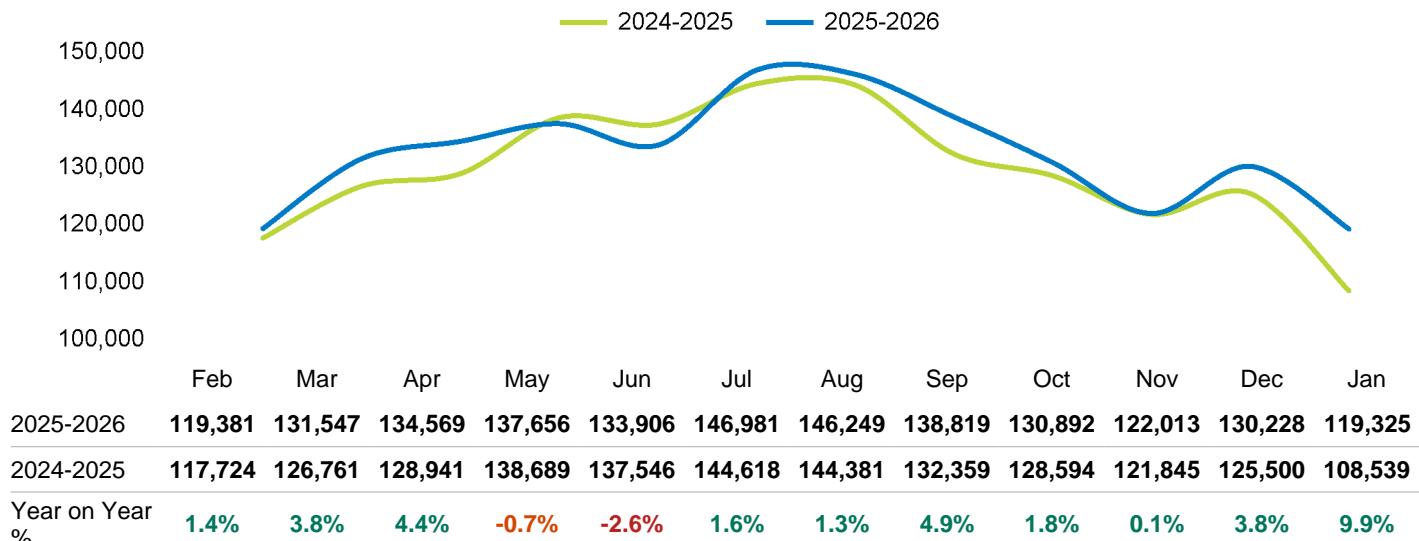
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

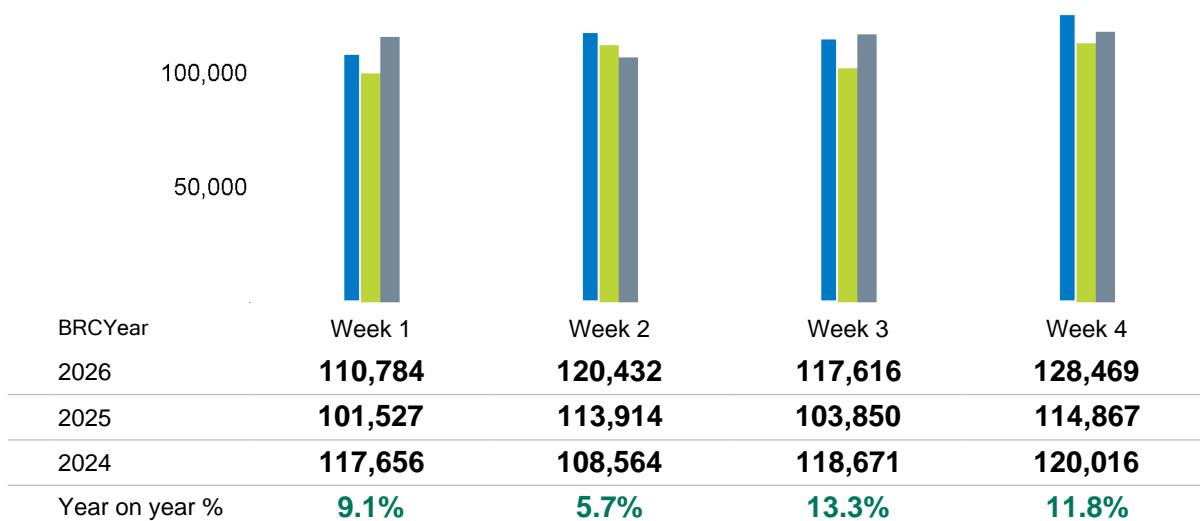
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2025-2026 period with the 2024-2025 period i.e the figure for January compares January 2026 to January 2025

## Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

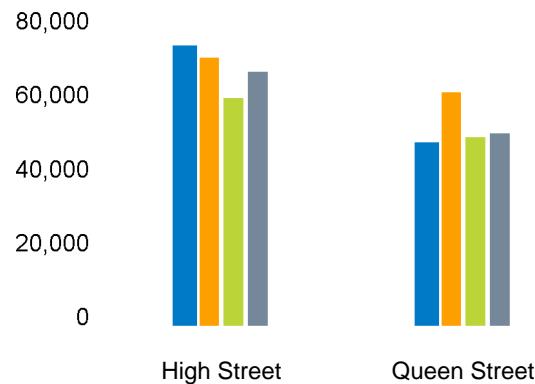


## Footfall Counts by location

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The figures shown below are calculated using weekly averages.

This month    Previous month    Previous year    2 Years ago



	This Month	47,363
Previous Month	69,509	60,719
Previous Year	59,233	49,306
2 Years Ago	65,878	50,348
Year on Year %	21.5 %	-3.9 %

## Footfall Counts by location

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## Reporting dates

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This month - 05 January 2026 - 01 February 2026

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January,2026 to January , 2026 Vs January, 2025 to January , 2025

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.January,2026 Vs January, 2025

Month on Month % Change is the % change in footfall for this Month from the previous Month.1 2026 Vs December 2025