

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	
	2026	2025	2026	2025	2026	2025
Salisbury BID	9.9%	-6.5%	9.9%	-6.5%	-8.4%	-17.5%
South West	-3.5%	-3.1%	-3.4%	-3.1%	-28.1%	-29.0%
UK	-3.3%	-0.3%	-3.3%	-0.3%	-21.8%	-22.4%

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

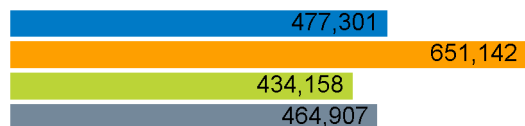
The total number of visitors for the year to date is 477,301 which is 9.9% up on the previous year.

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



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

Figures shown below are calculated using monthly totals.

Weather



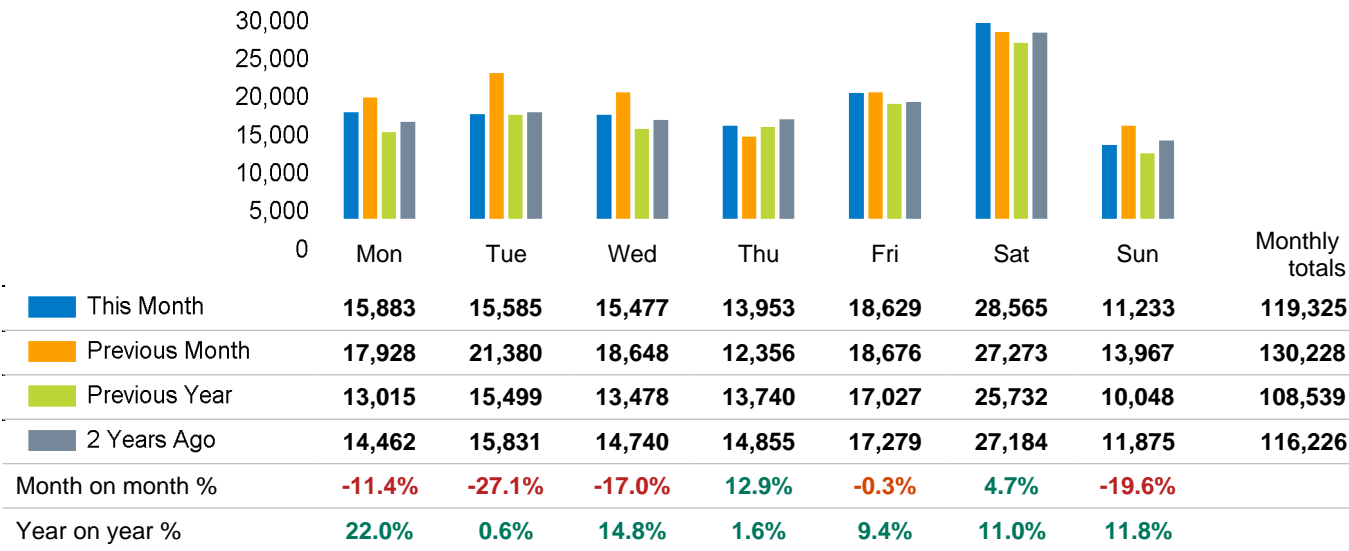
Number of days January 2026	5	17	4	2
Number of days January 2025	7	13	1	7
Number of days January 2024	10	16		2

Average temperature

	Maximum temperature	Minimum temperature
2026	9°	2°
2025	8°	°
2024	9°	°

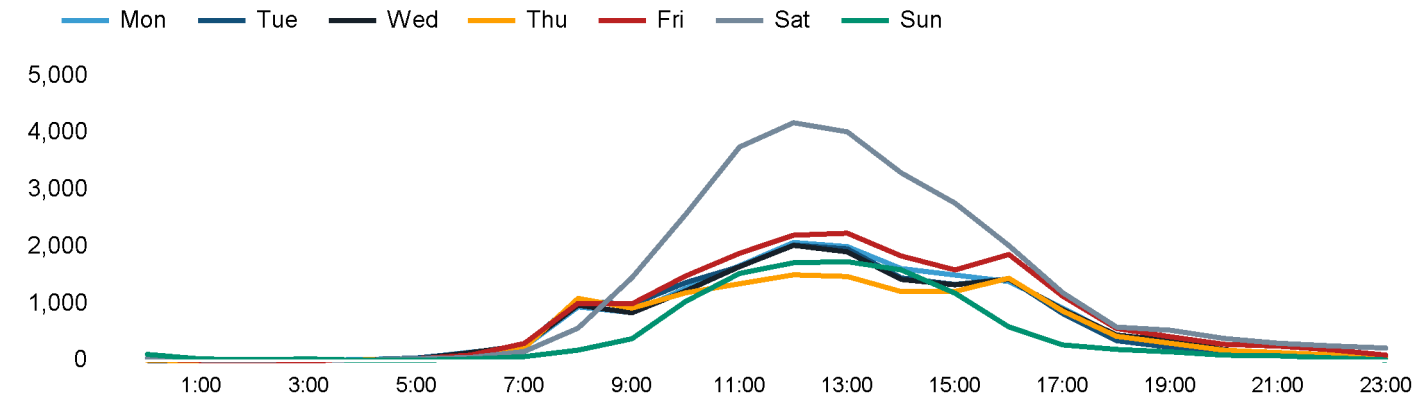
Footfall Counts by day

The figures shown below are calculated using weekly averages.



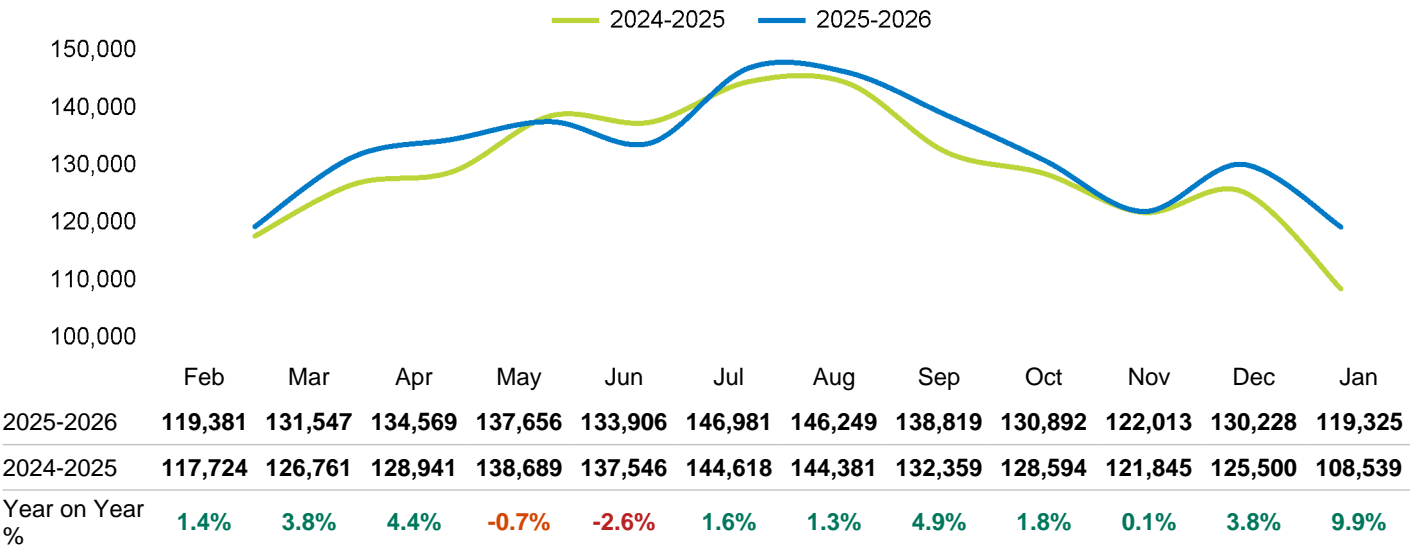
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

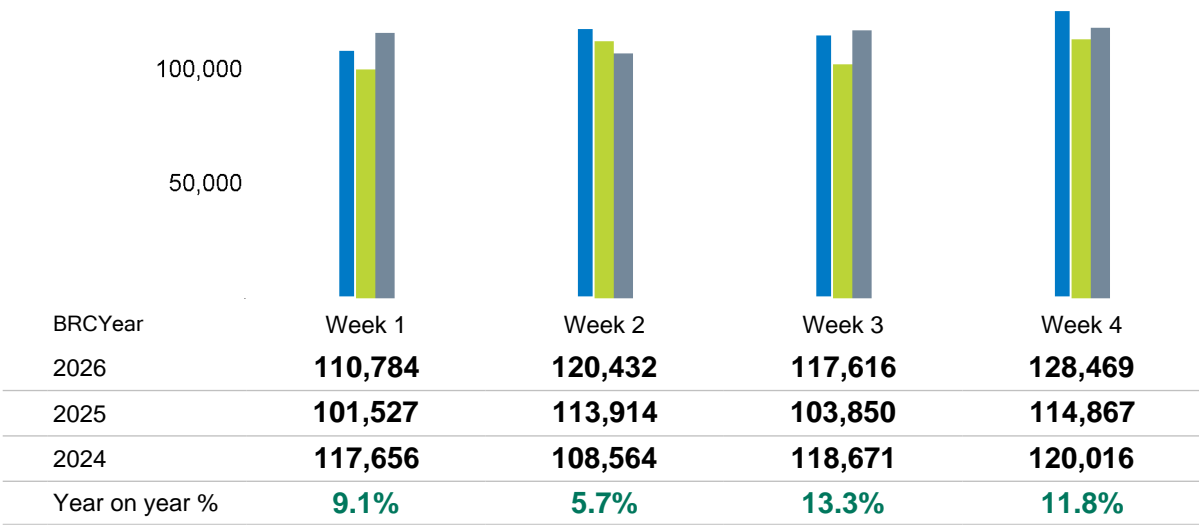
The figures shown below are calculated using weekly averages.



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

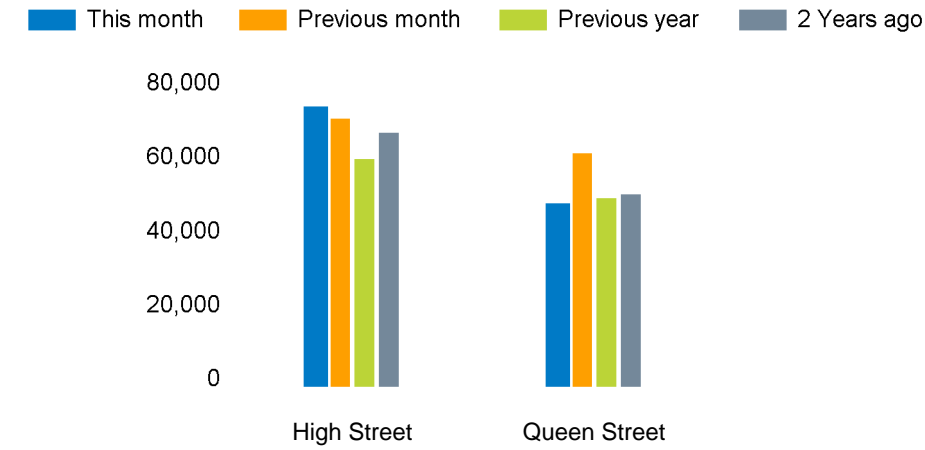
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	71,961	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



Reporting dates

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