

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	
	2026	2025	2026	2025	2026	2025
	Salisbury BID	11.9%	-3.0%	13.6%	1.4%	13.7%
South West	0.7%	-3.9%	4.7%	-4.9%	17.4%	6.6%
UK	-2.7%	-1.0%	-2.0%	-1.9%	11.2%	8.5%

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 1,019,891 which is 11.9% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 2 February 2026 was 542,590.

The busiest day in month commencing 2 February 2026 was Saturday 14 February with 34,349 visitors.

The peak hour of the month was 13:00 on Saturday 14 February 2026 with footfall of 4,784.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



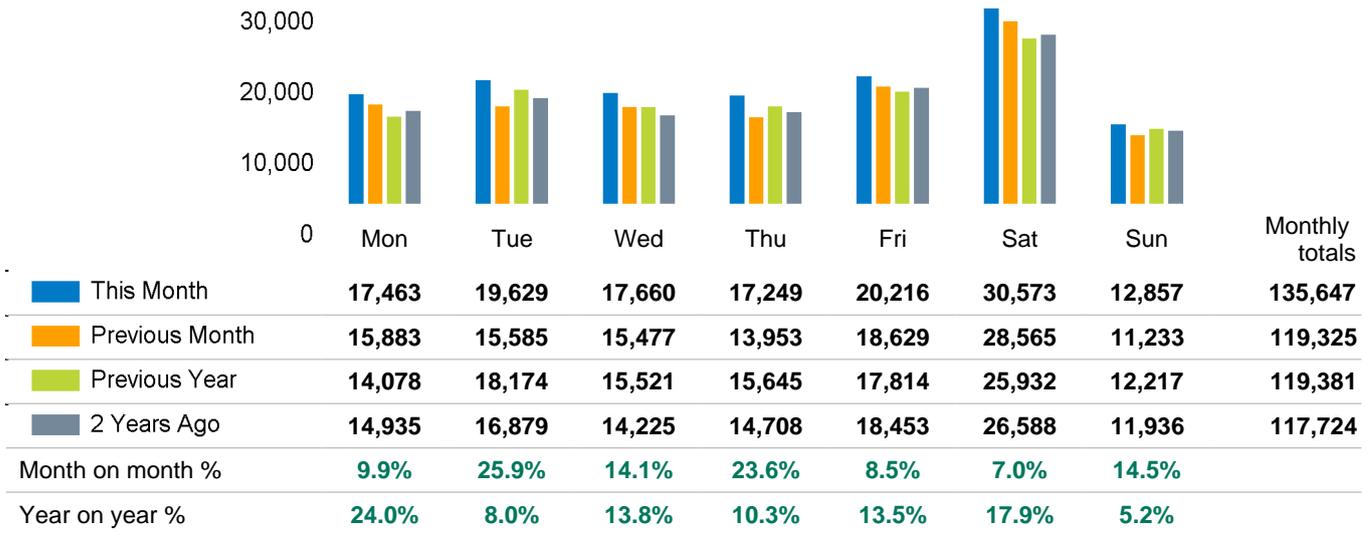
	Sun	Cloud	Rain	Snow
Number of days February 2026	5	17	4	2
Number of days February 2025	12	14	1	1
Number of days February 2024	3	19	6	

Average temperature

	Maximum temperature	Minimum temperature
2026	11°	5°
2025	9°	1°
2024	11°	3°

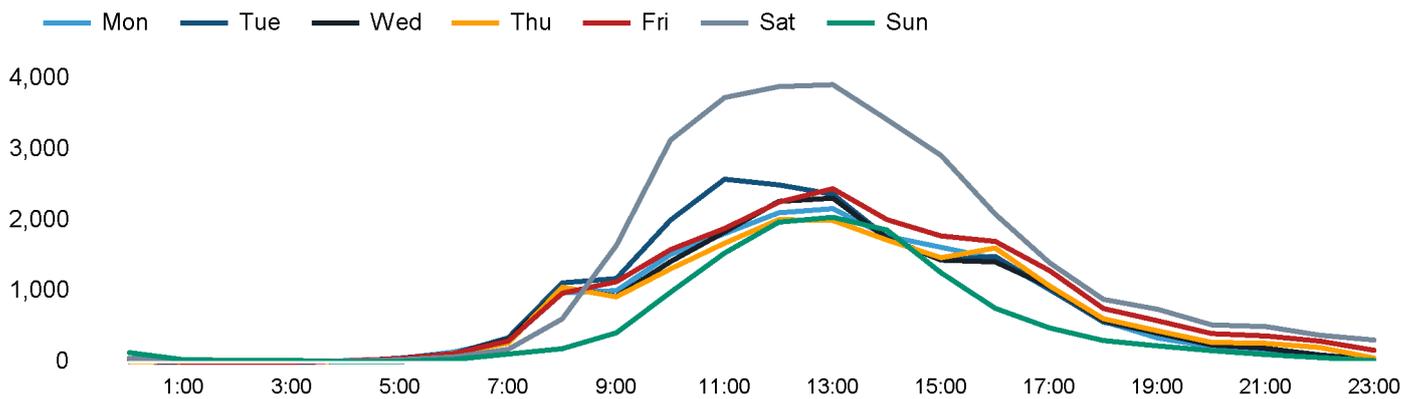
Footfall Counts by day

The figures shown below are calculated using weekly averages.



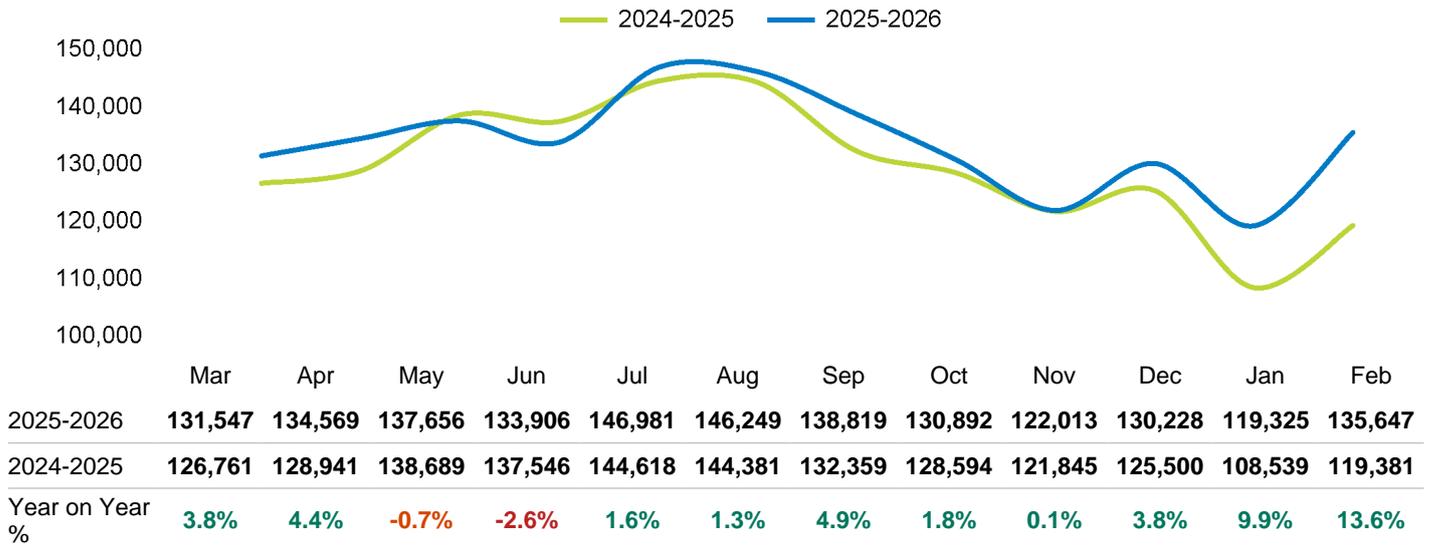
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

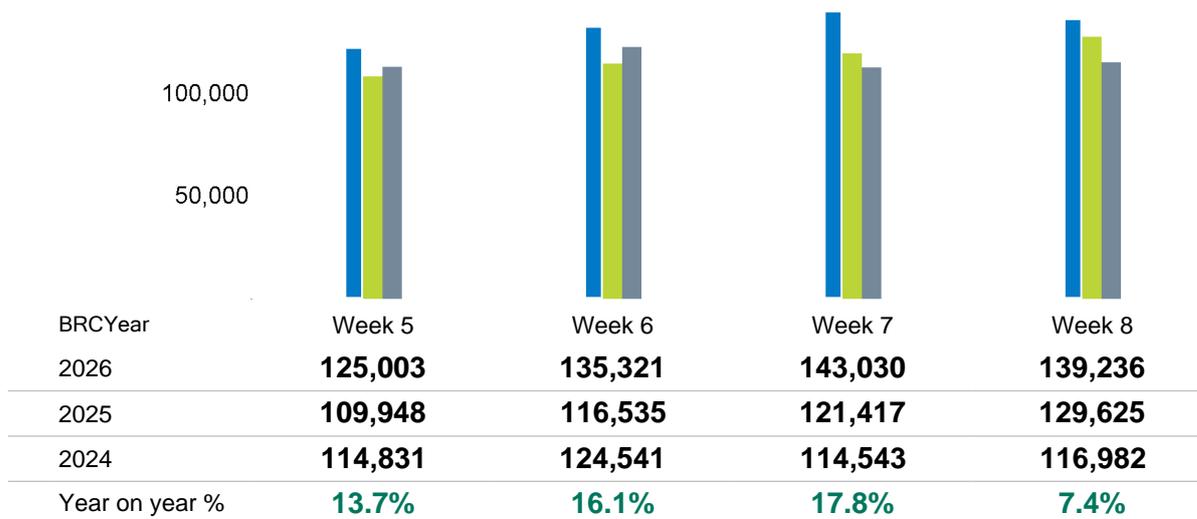
The figures shown below are calculated using weekly averages.



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

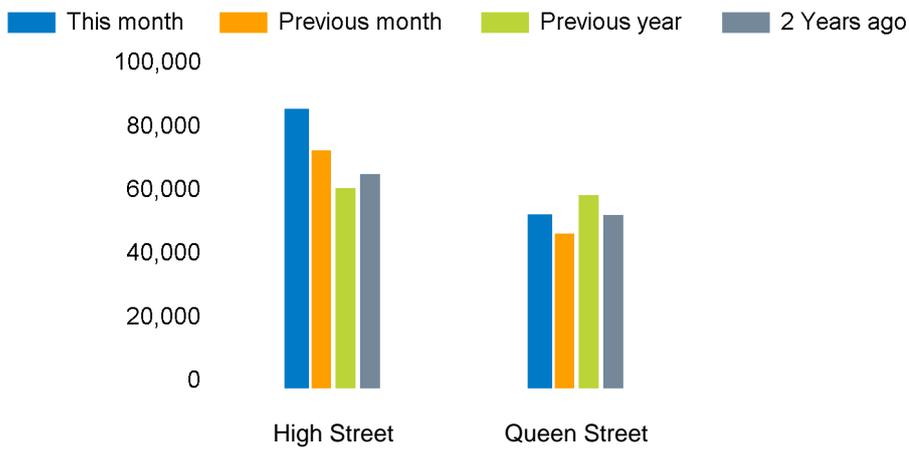
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	83,462	52,184
Previous Month	71,961	47,363
Previous Year	60,742	58,639
2 Years Ago	64,968	52,756
Year on Year %	37.4 %	-11.0 %

Footfall Counts by location



Reporting dates

This month - 02 February 2026 - 01 March 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 February, 2026 Vs January, 2025 to February, 2025

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2026 Vs 1 2026

