

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	
	2026	2025	2026	2025	2026	2025
Salisbury BID	12.3%	-0.4%	12.8%	3.8%	9.4%	10.2%
South West	2.7%	-3.9%	6.6%	-3.8%	6.9%	7.4%
UK	-2.6%	0.7%	-2.4%	3.5%	7.0%	7.2%

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

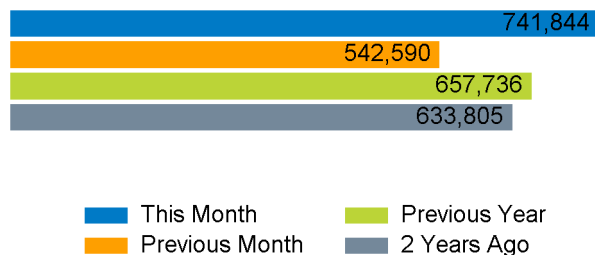
The total number of visitors for the year to date is 1,761,735 which is 12.3% up on the previous year.

The total number of visitors to Salisbury BID in month commencing 2 March 2026 was 741,844.

The busiest day in month commencing 2 March 2026 was Tuesday 24 March with 36,408 visitors.

The peak hour of the month was 16:00 on Tuesday 24 March 2026 with footfall of 4,335.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

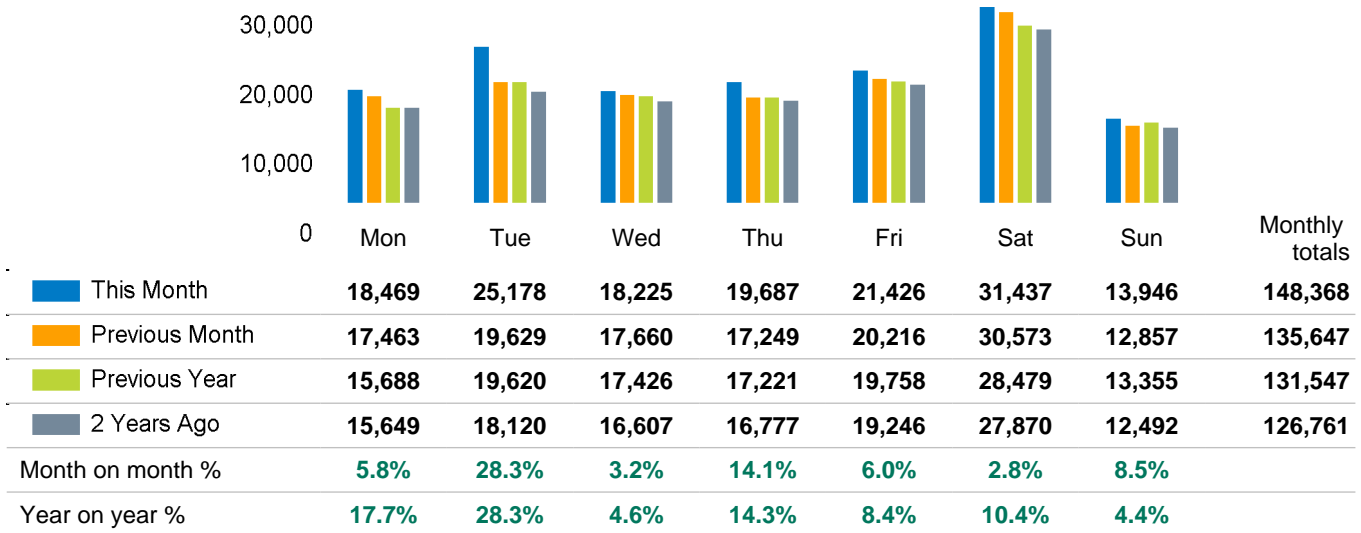
Number of days March 2026	15	15		5
Number of days March 2025	21	11		3
Number of days March 2024	5	25	3	2

Average temperature

	Maximum temperature	Minimum temperature
2026	14°	3°
2025	15°	2°
2024	13°	3°

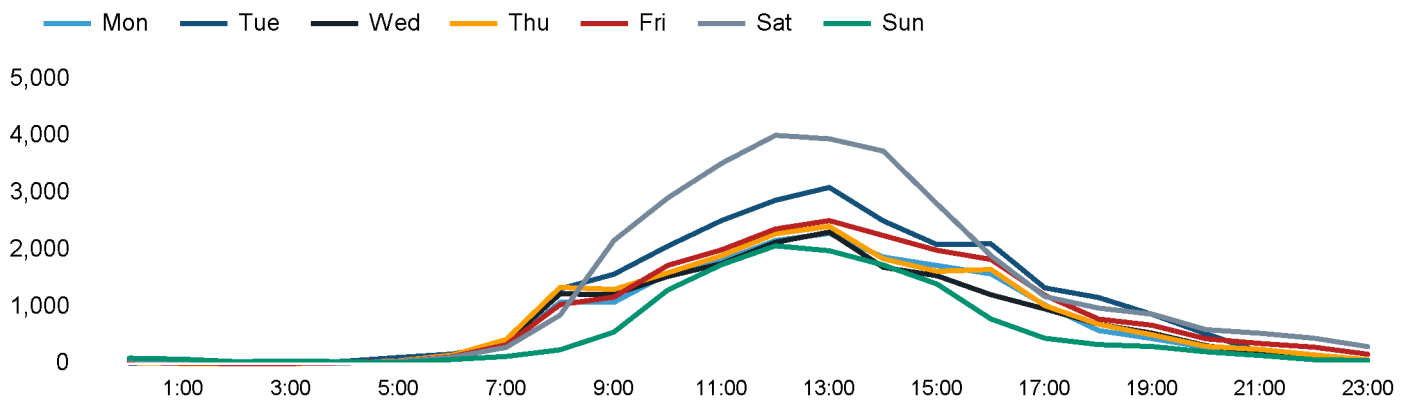
Footfall Counts by day

The figures shown below are calculated using weekly averages.



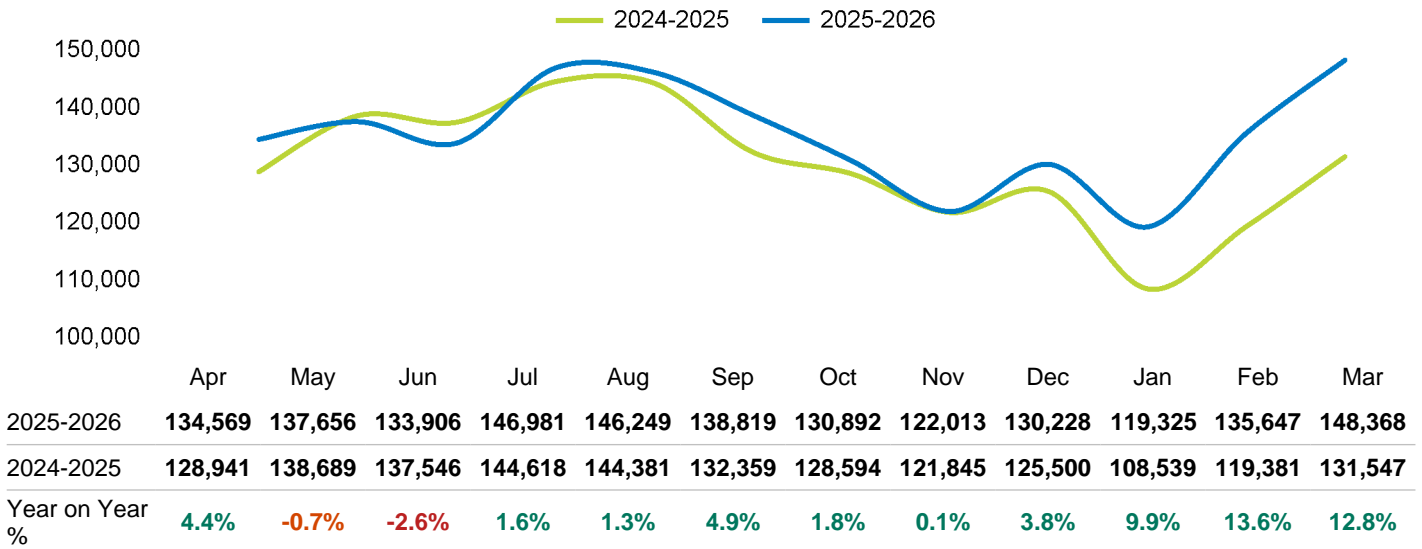
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

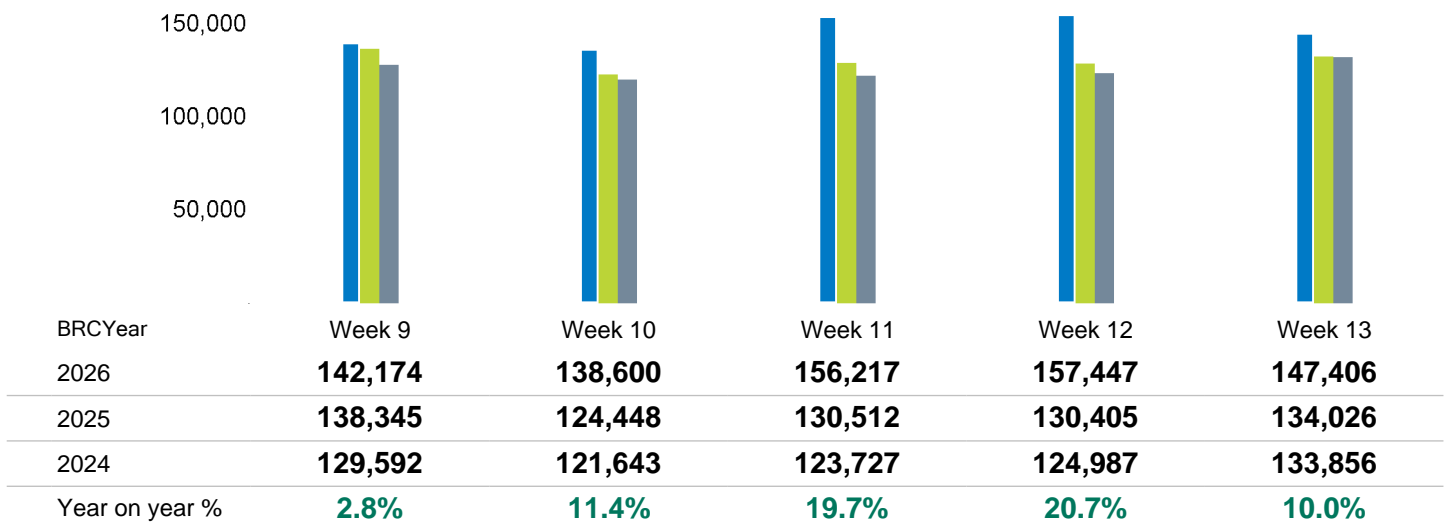
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

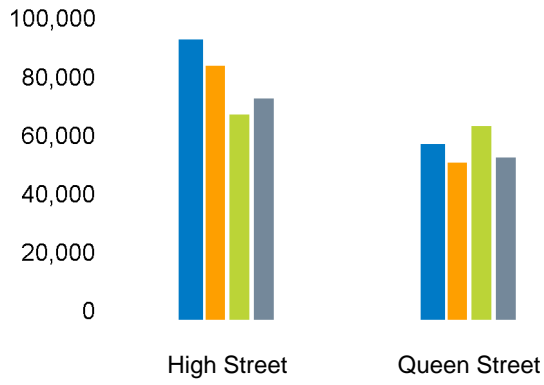
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	90,996	57,372
Previous Month	83,462	52,184
Previous Year	67,615	63,931
2 Years Ago	72,912	53,848
Year on Year %	34.6 %	-10.3 %

Footfall Counts by location



■ High Street, 61.3 %
■ Queen Street, 38.7 %



Reporting dates

This month - 02 March 2026 - 05 April 2026

Year to Date % change is the annual % change in footfall from the start the current reporting year compared to the same period last year.
05 January 2026 - 05 April 2026 vs 06 January 2025 - 06 April 2025

Year on year % change is the % change for this month compared to the same month in the previous year.
02 March 2026 - 05 April 2026 vs 03 March 2025 - 06 April 2025

Month on month % change is the % change for this month compared to the previous month.
02 March 2026 - 05 April 2026 vs 02 February 2026 - 01 March 2026

