



Eastleigh BID

January 2019

31/12/2018 to 27/01/2019



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Weeks This Month: 4

Weeks Last Month: 5

Monthly Footfall

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

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2019	2018	2019	2018	2019	2018
Eastleigh BID	▼ -3.8 %	▼ -3.8 %	▼ -3.8 %	▼ -3.8 %	▼ -9.6 %	▼ -10.0 %
South East	▼ -3.2 %	▼ -4.0 %	▼ -3.2 %	▼ -4.0 %	▼ -15.8 %	▼ -17.6 %
High Street Index - BDSU (BDSU - Multifunctional)	▼ -2.1 %		▼ -2.1 %		▼ -15.1 %	
UK	▼ -1.3 %	▼ -3.1 %	▼ -1.3 %	▼ -3.1 %	▼ -18.6 %	▼ -20.2 %

Headlines

Footfall for the year to date is 3.8% down on the previous year.

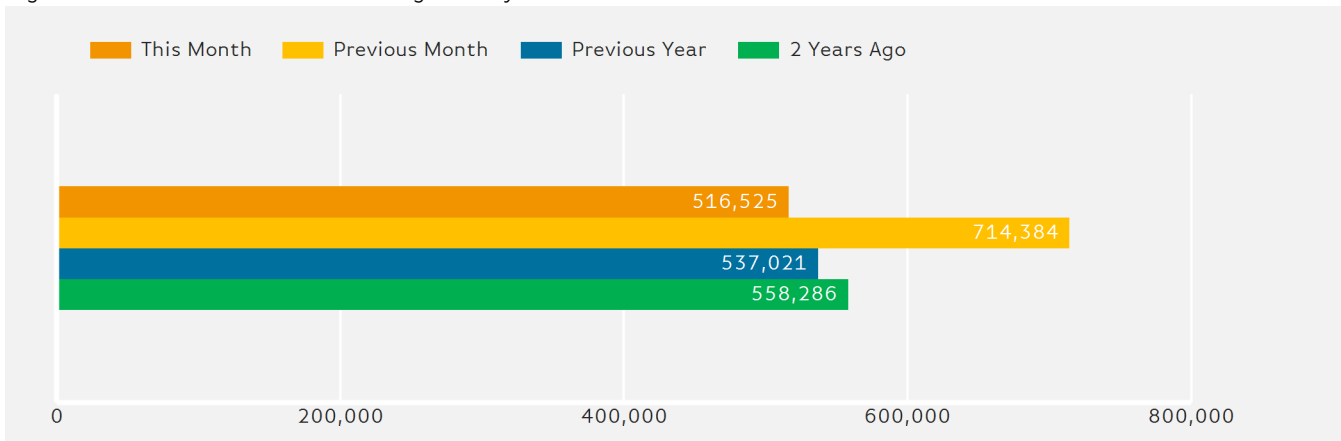
The number of visitors counted for month commencing 31 December 2018 was 516,525.

The busiest day in month commencing 31 December 2018 was Saturday 26 January with 25,196 visitors.

The peak hour of the month was 12:00 on Monday 31 December 2018 with footfall of 3,518

Footfall by Month

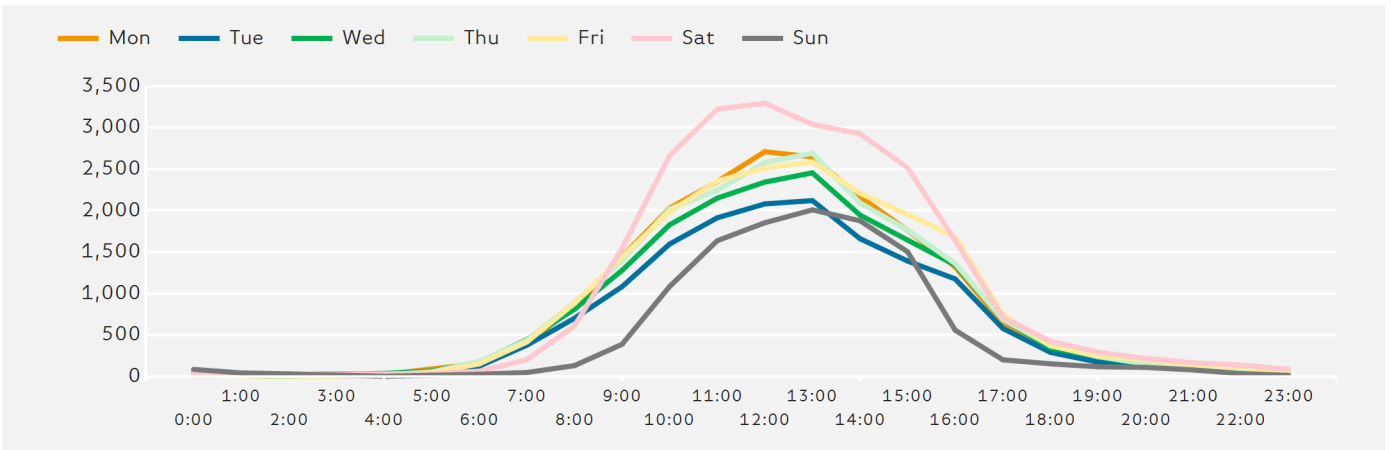
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



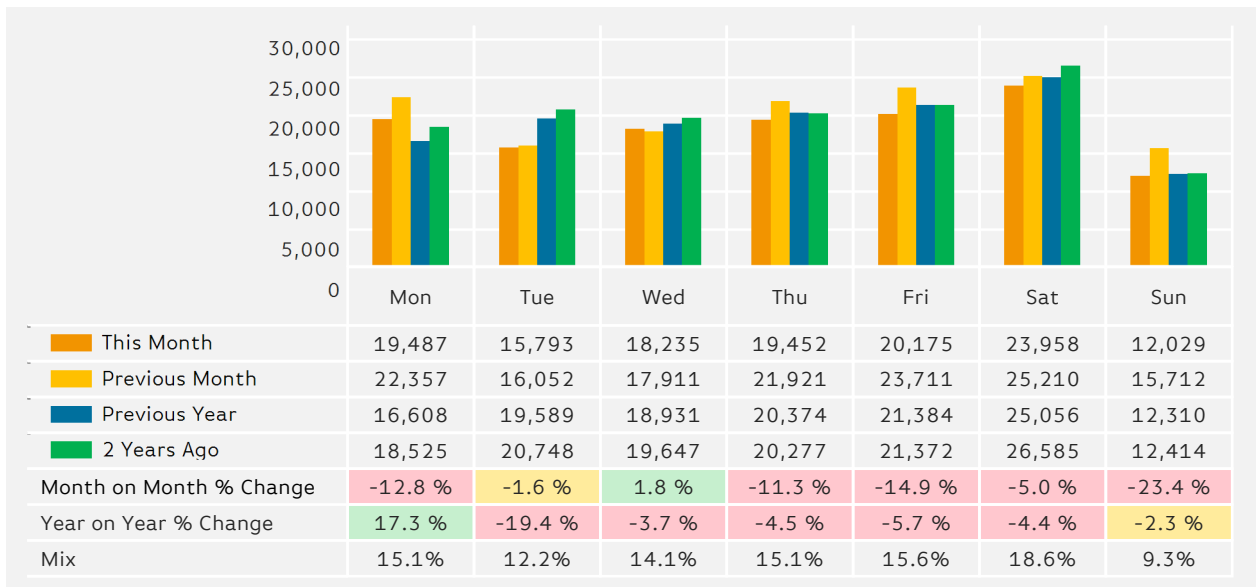
Number of days this month	13	10	5
Number of days same month last year	8	3	17

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2019	7.8	2.6
2018	9.0	4.2

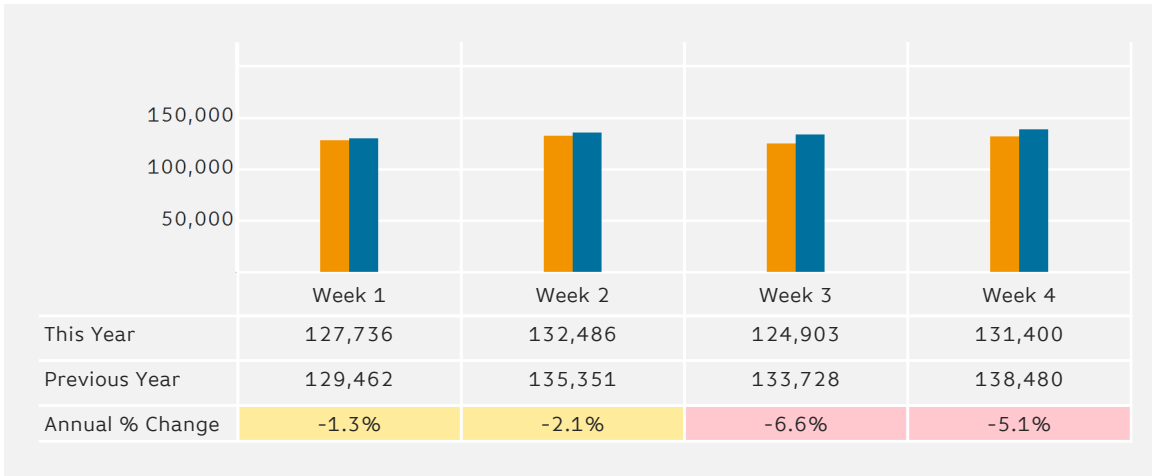
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



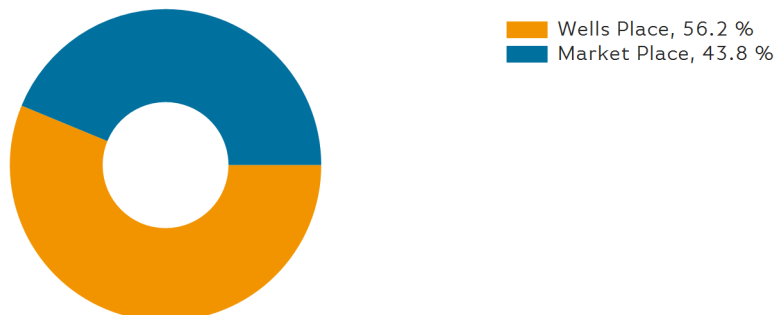
Footfall by Location

The figures shown below are calculated using weekly averages.



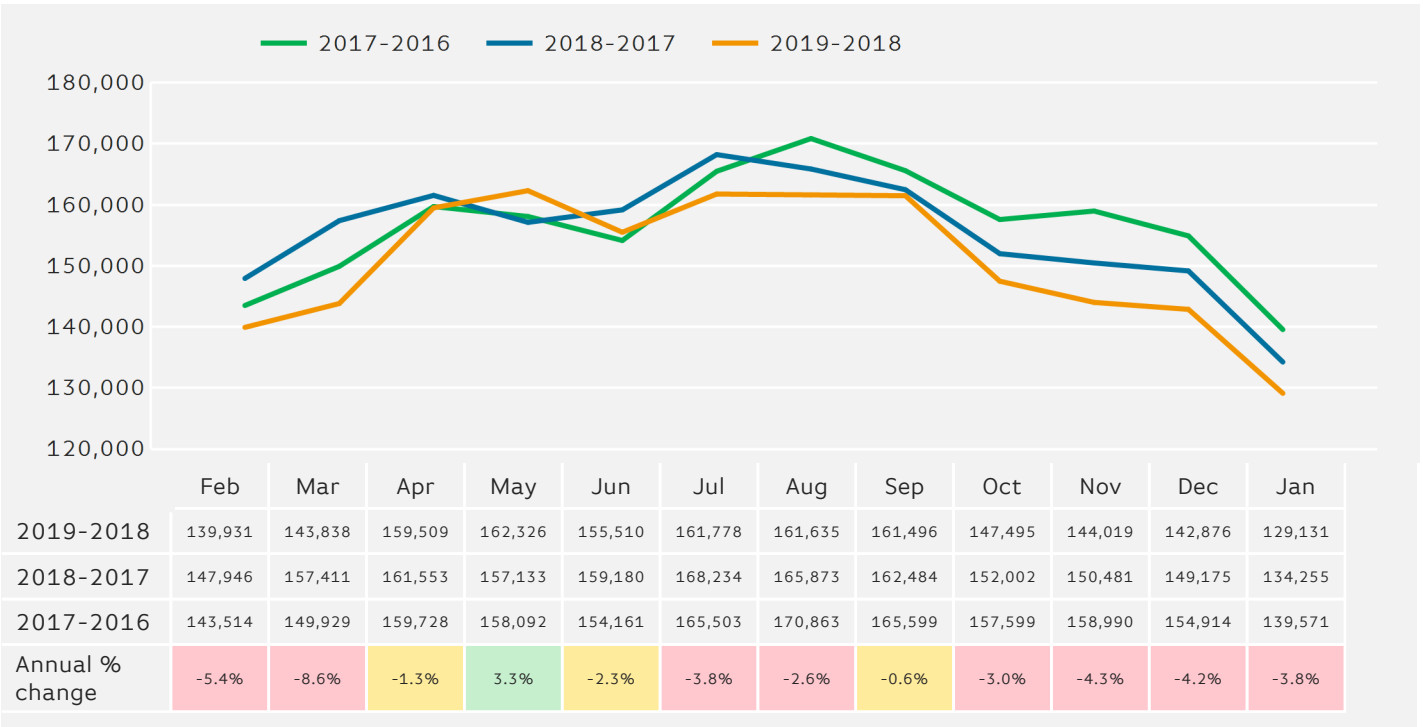
Footfall by location

Counting By Location - Main Locations Only



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to January, 2019 Vs January, 2018 to January, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2019 Vs January, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2019 Vs December 2018