



**Eastleigh BID**

February 2019

28/01/2019 to 24/02/2019



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Weeks This Month: 4

Weeks Last Month: 4

**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	▼ -3.9 %	▼ -4.6 %	▼ -4.0 %	▼ -5.4 %	▲ 4.0 %	▲ 4.2 %
South East	▼ -3.2 %	▼ -4.1 %	▼ -3.2 %	▼ -4.0 %	▲ 5.7 %	▲ 8.2 %
High Street Index - BDSU (BDSU - Multifunctional)	▼ -1.5 %		▼ -1.0 %		▲ 10.3 %	
UK	▼ -1.4 %	▼ -2.4 %	▼ -1.5 %	▼ -1.4 %	▲ 7.9 %	▲ 9.0 %

**Headlines**

Footfall for the year to date is 3.9% down on the previous year.

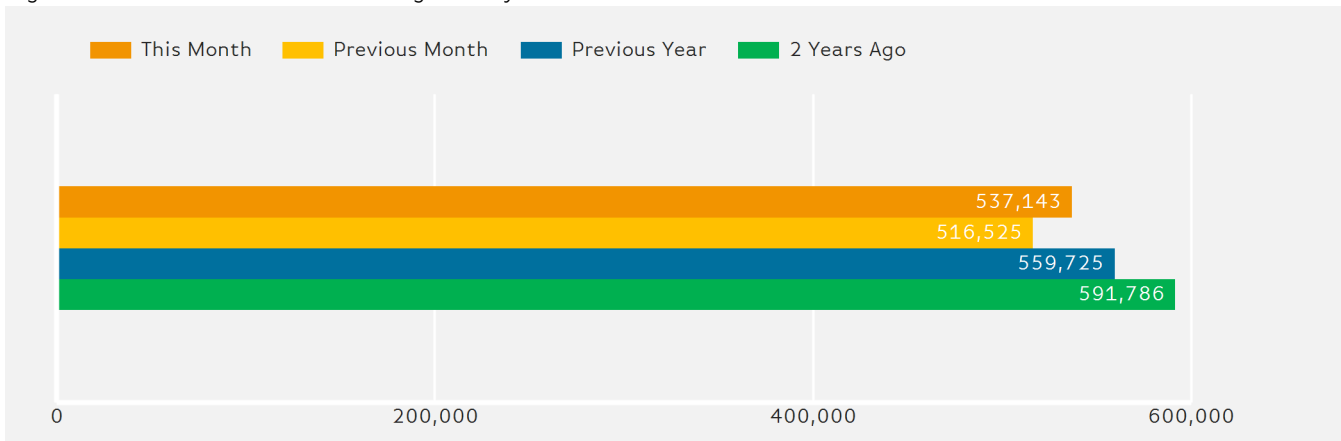
The number of visitors counted for month commencing 28 January 2019 was 537,143.

The busiest day in month commencing 28 January 2019 was Saturday 9 February with 25,830 visitors.

The peak hour of the month was 11:00 on Saturday 16 February 2019 with footfall of 3,401

**Footfall by Month**

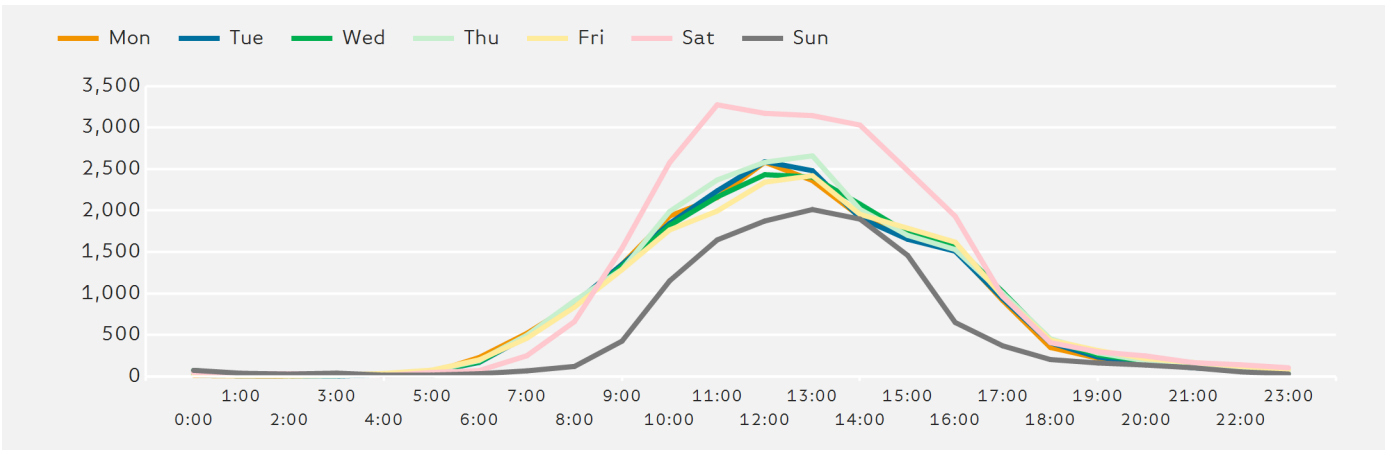
Figures shown below are calculated using monthly totals.



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



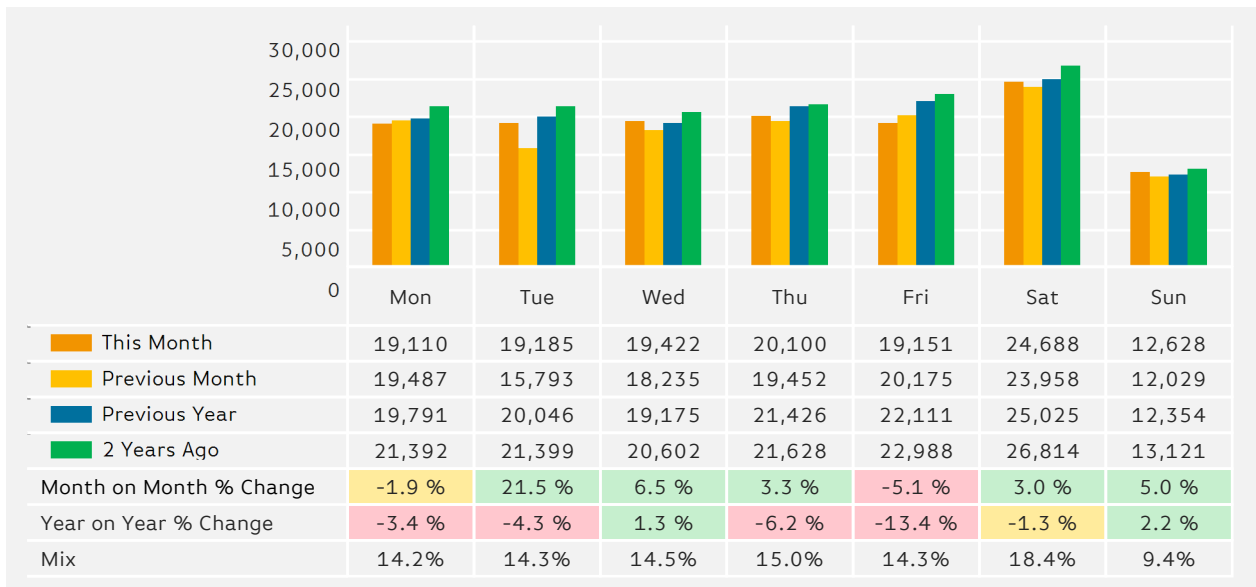
Number of days this month	11	4	13
Number of days same month last year	16	3	9

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2019	9.4	3.5
2018	8.1	1.3

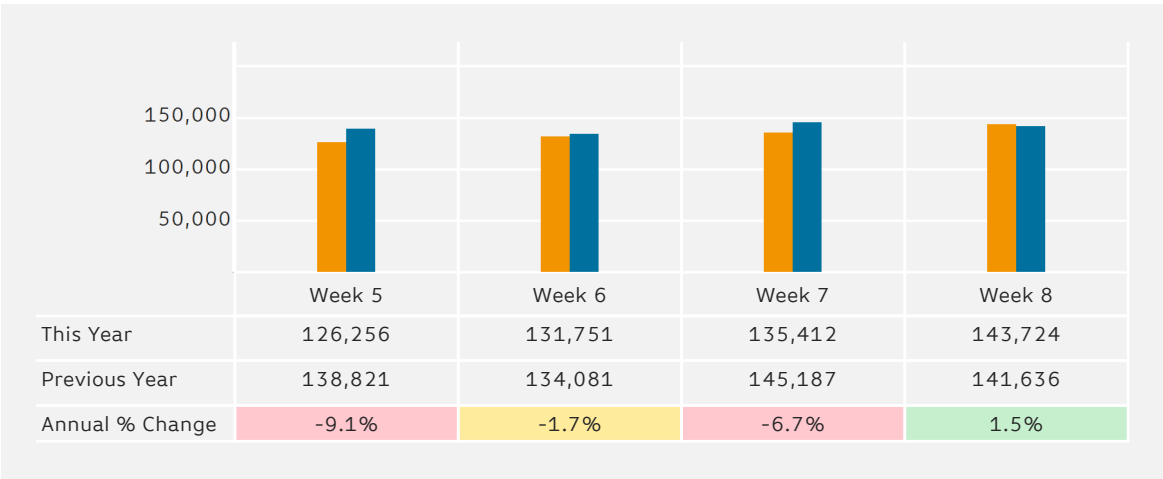
### Footfall by Day

The figures shown below are calculated using weekly averages.



### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



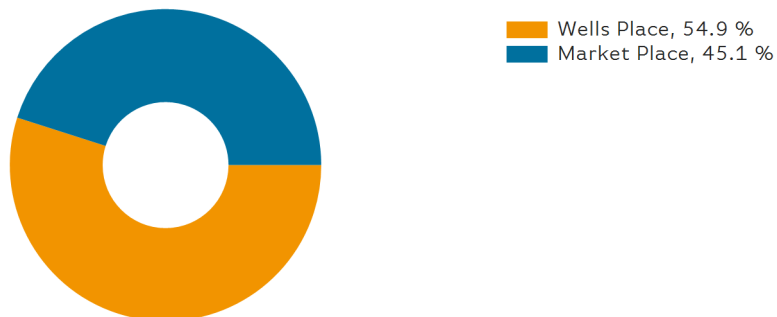
### Footfall by Location

The figures shown below are calculated using weekly averages.



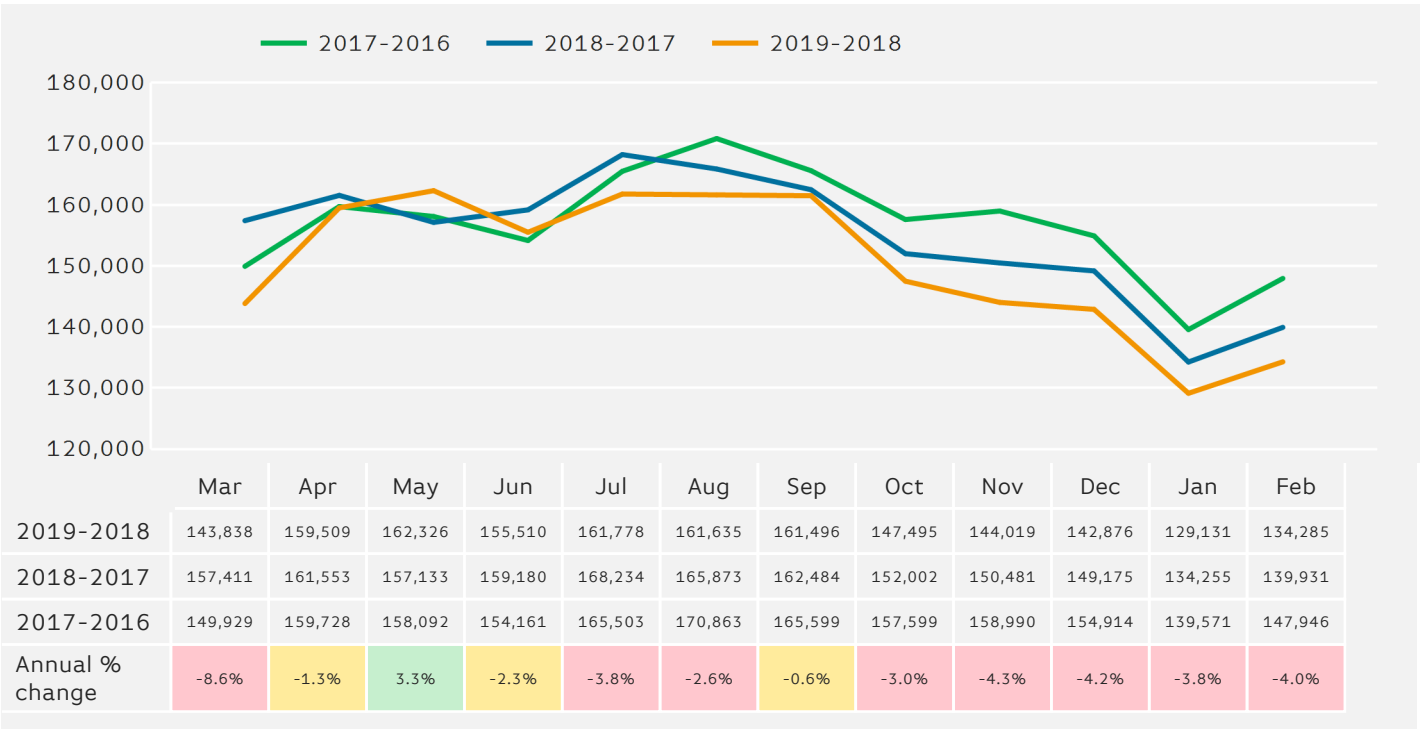
### Footfall by location

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 February, 2019 Vs January, 2018 to February, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2019 Vs 1 2019