

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Eastleigh BID	-2.2 %	-6.3 %	0.3 %	-8.6 %	7.5 %	2.8 %
South East	-1.1 %	-6.7 %	1.8 %	-10.9 %	2.7 %	-1.5 %
High Street Index - BDSU(BDSU - Multifunctional)	0.6 %		2.6 %		1.4 %	
UK	0.8 %	-5.1 %	2.7 %	-9.3 %	2.5 %	-3.6 %

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

Footfall for the year to date is 2.2% down on the previous year.

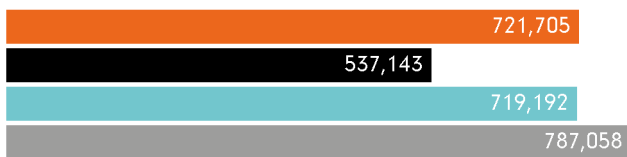
The number of visitors counted for month commencing 25 February 2019 was 721,705.

The busiest day in month commencing 25 February 2019 was Saturday 30 March with 33,185 visitors.

The peak hour of the month was 13:00 on Saturday 30 March 2019 with footfall of 4,381

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



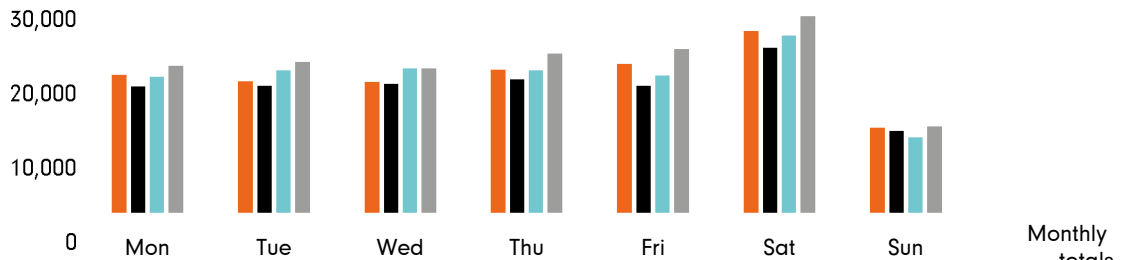
	Sun	Cloud	Rain	Snow
Number of days this month	13	8	14	
Number of days same month last year	9	3	18	5

Average temperature

	Maximum temperature	Minimum temperature
2019	13°	5°
2018	8°	2°

Footfall by day

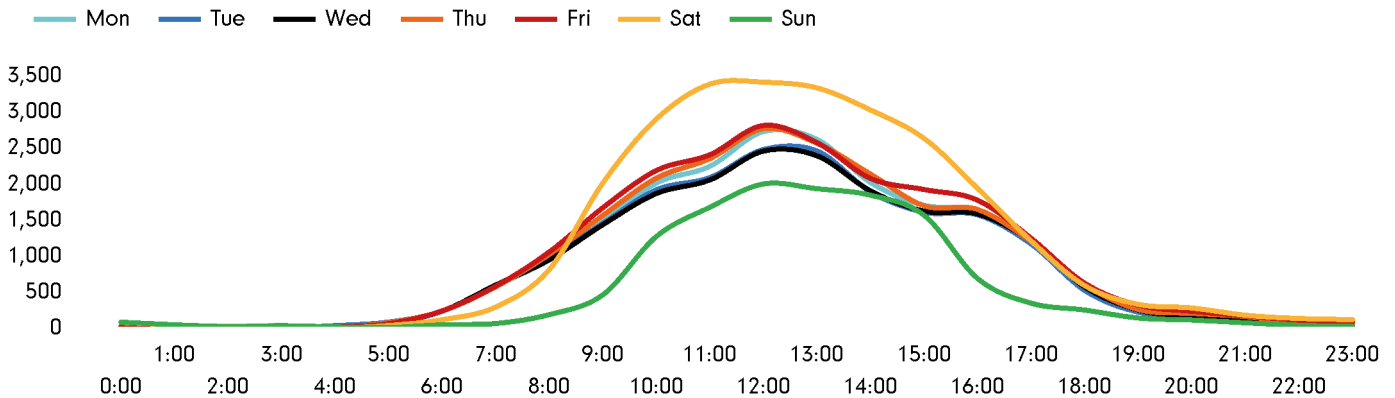
The figures shown below are calculated using weekly averages.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	20,762	19,829	19,742	21,470	22,349	27,081	13,104	144,337
Previous Month	19,110	19,185	19,422	20,100	19,151	24,688	12,628	134,284
Previous Year	20,503	21,404	21,683	21,383	20,647	26,505	11,711	143,836
2 Years Ago	22,076	22,632	21,724	23,806	24,540	29,309	13,322	157,409
Month on month %	8.6 %	3.4 %	1.6 %	6.8 %	16.7 %	9.7 %	3.8 %	
Year on year %	1.3 %	-7.4 %	-9.0 %	0.4 %	8.2 %	2.2 %	11.9 %	

Footfall by hour

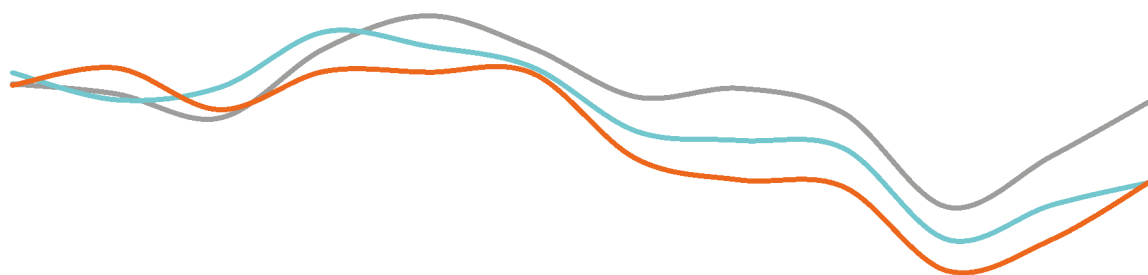
The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

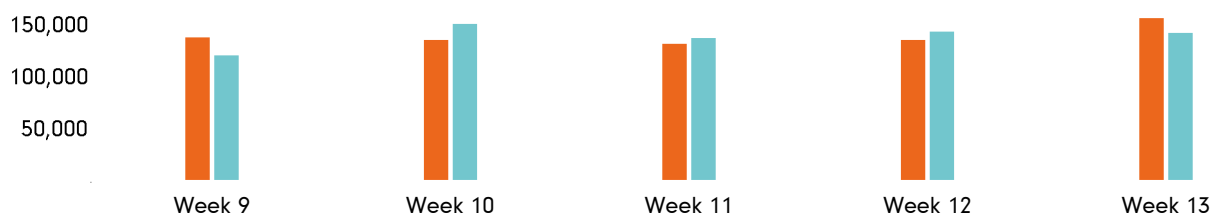
— 2017-2016 — 2018-2017 — 2019-2018



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2019-2018	159,509	162,326	155,510	161,778	161,635	161,496	147,495	144,019	142,876	129,131	134,285	144,341
2018-2017	161,553	157,133	159,180	168,234	165,873	162,484	152,002	150,481	149,175	134,255	139,931	143,838
2017-2016	159,728	158,092	154,161	165,503	170,863	165,599	157,599	158,990	154,914	139,571	147,946	157,411
Year on Year %	-1.3%	3.3%	-2.3%	-3.8%	-2.6%	-0.6%	-3.0%	-4.3%	-4.2%	-3.8%	-4.0%	0.3%

Footfall by week of month

The figures shown below are calculated using weekly totals.

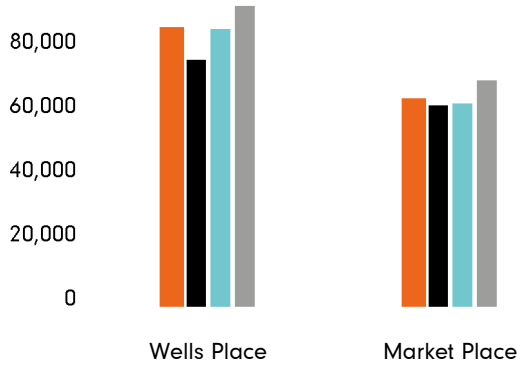


	Week 9	Week 10	Week 11	Week 12	Week 13
This year	142,857	140,307	136,347	140,483	161,711
Previous year	125,045	155,873	142,148	148,701	147,425
Year on Year %	14.2%	-10.0%	-4.1%	-5.5%	9.7%

Footfall by location

The figures shown below are calculated using weekly averages.

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



This month	82,618	61,723
Previous month	73,756	60,530
Previous year	82,764	61,074
2 Years ago	89,593	67,818
Year on year %	-0.2 %	1.1 %

Footfall by location



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 March, 2019 Vs January, 2018 to March, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2019 Vs 2 2019