



**Eastleigh BID**

Week 12, 2019

18/03/2019 to 24/03/2019



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

**Weekly Footfall**

Benchmark calculations (Year on Year and Week on Week) 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		Week On Week % Change	
	2019	2018	2019	2018	2019	2018
Eastleigh BID	▼ -3.3 %	▼ -6.0 %	▼ -5.5 %	▼ -8.3 %	▲ 3.0 %	▲ 4.6 %
South East	▼ -1.6 %	▼ -6.0 %	▼ -0.3 %	▼ -4.6 %	▲ 7.6 %	▲ 6.9 %
High Street Index - BDSU (BDSU - Multifunctional)	▲ 0.2 %		▼ -1.0 %		▲ 4.3 %	
UK	▲ 0.4 %	▼ -4.8 %	▼ -0.5 %	▼ -4.3 %	▲ 6.3 %	▲ 7.5 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 2.5% down on the previous year.

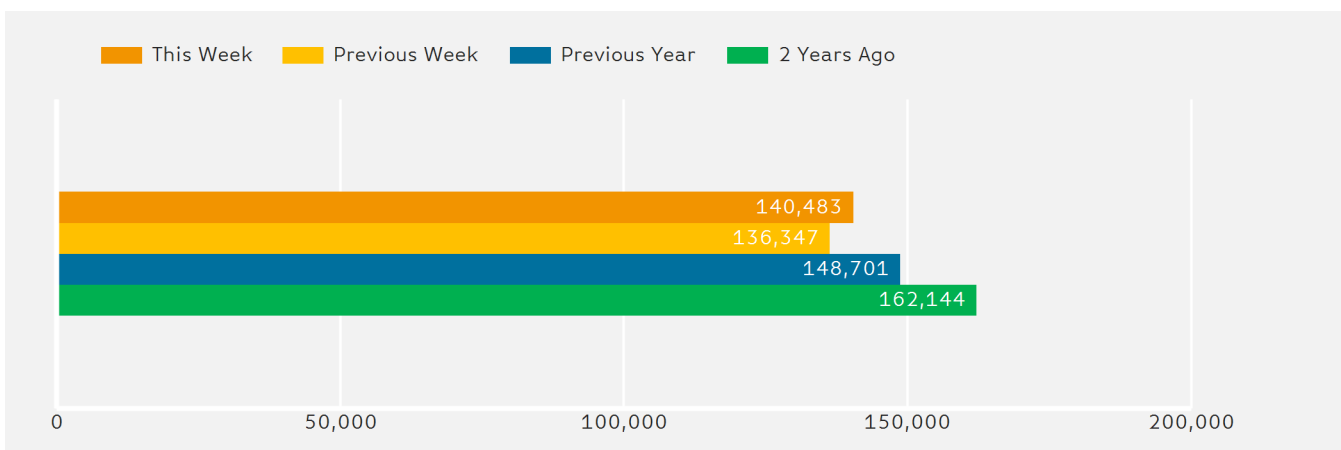
Footfall for the year to date is 3.3% down on the previous year.

The number of visitors counted for week commencing 18 March 2019 was 140,483.

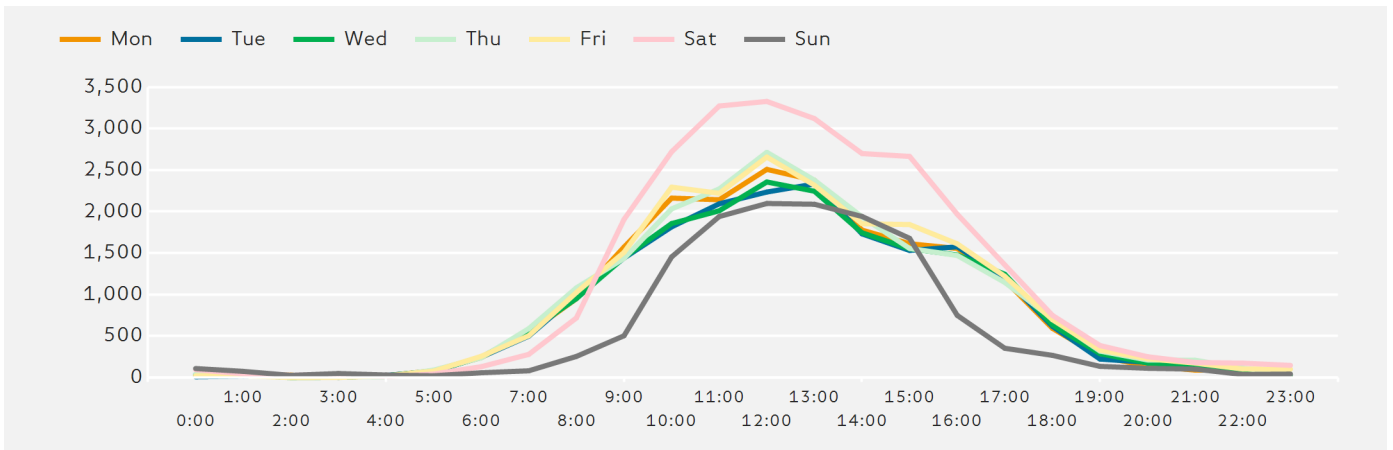
The busiest day in week commencing 18 March 2019 was Saturday with 26,297 visitors.

The peak hour of the week was 12:00 on Saturday 23 March 2019 with footfall of 3,327

**Footfall by Week**



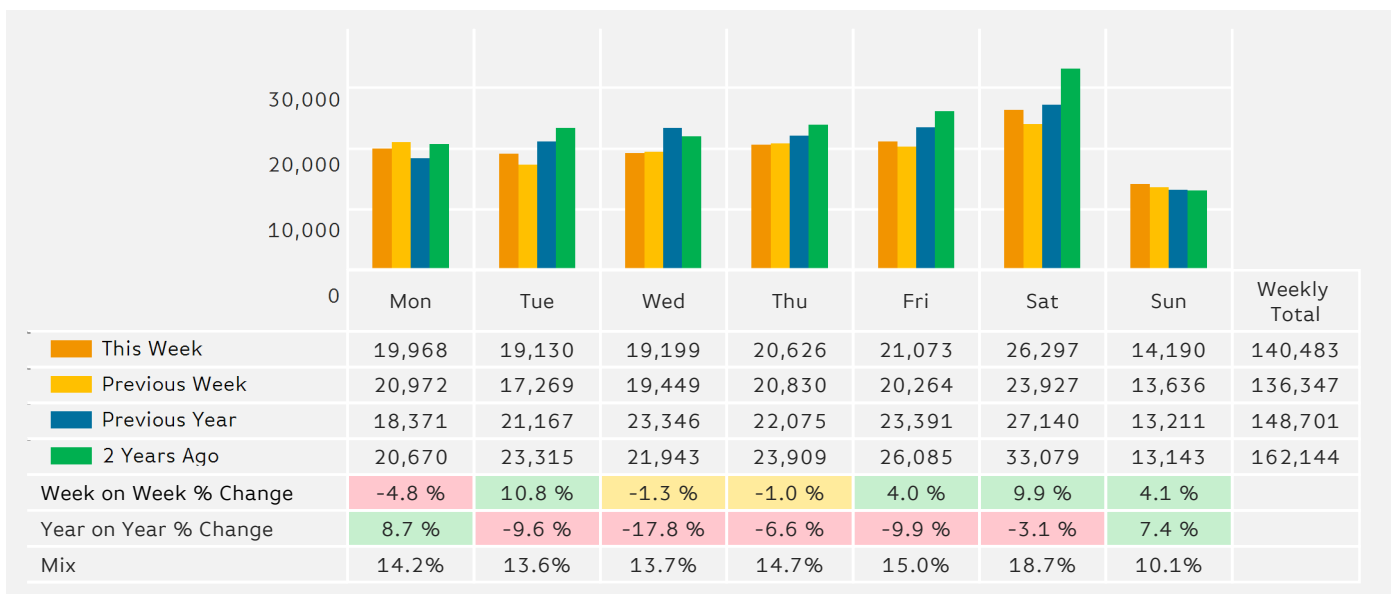
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	13	14	14	14	12	13
Previous Week	11	10	11	13	14	11	10
Previous Year	2	8	9	9	11	11	12

### Footfall by Day

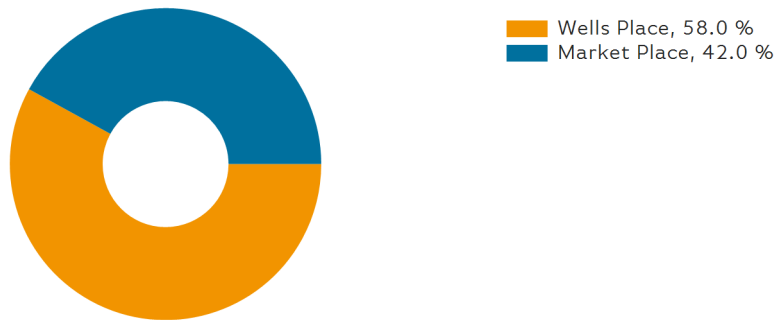


### Footfall by Location

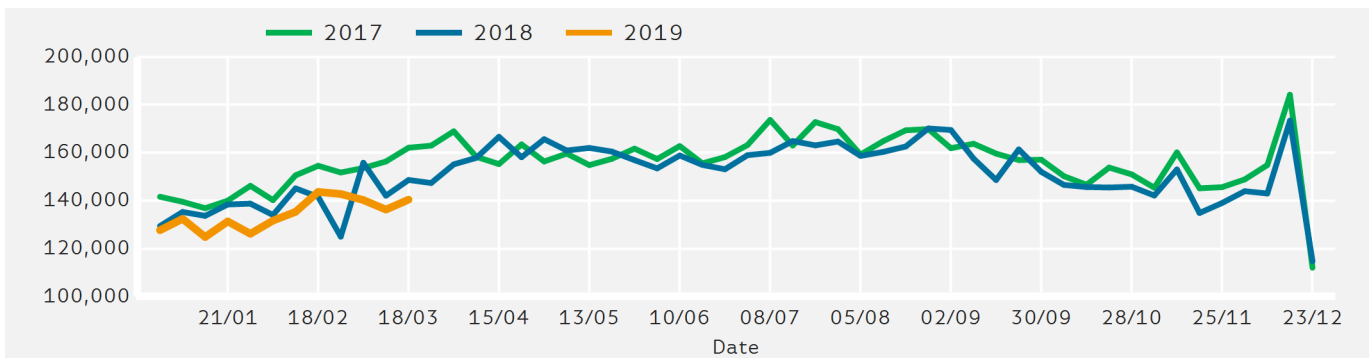


### Footfall by location

Counting By Location - Main Locations Only



### Footfall by Week



**Notes**

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2019 to Week 12, 2019 Vs Week 1, 2018 to Week 12, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 12, 2019 Vs Week 12, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2019 Vs Week 11 2019