



Eastleigh BID

Week 13, 2019

25/03/2019 to 31/03/2019



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	▼ -2.2 %	▼ -6.3 %	▲ 9.7 %	▼ -9.6 %	▲ 15.1 %	▼ -0.9 %
South East	▼ -1.1 %	▼ -6.7 %	▲ 5.3 %	▼ -15.4 %	▲ 4.6 %	▼ -4.0 %
High Street Index - BDSU (BDSU - Multifunctional)	▲ 0.6 %		▲ 6.3 %		▲ 7.1 %	
UK	▲ 0.8 %	▼ -5.1 %	▲ 5.5 %	▼ -9.5 %	▲ 6.5 %	▼ -1.5 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 2.1% down on the previous year.

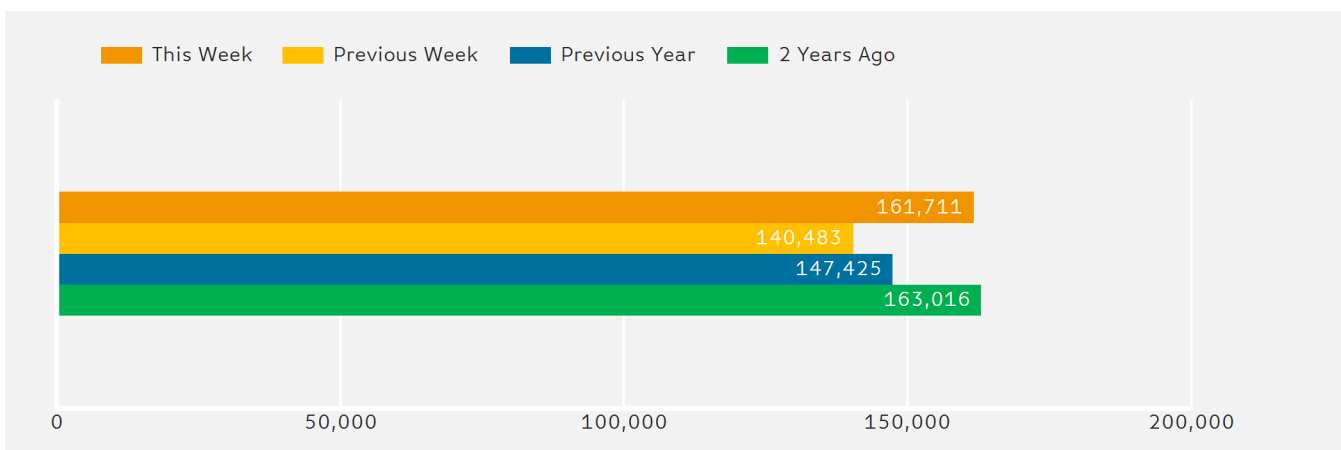
Footfall for the year to date is 2.2% down on the previous year.

The number of visitors counted for week commencing 25 March 2019 was 161,711.

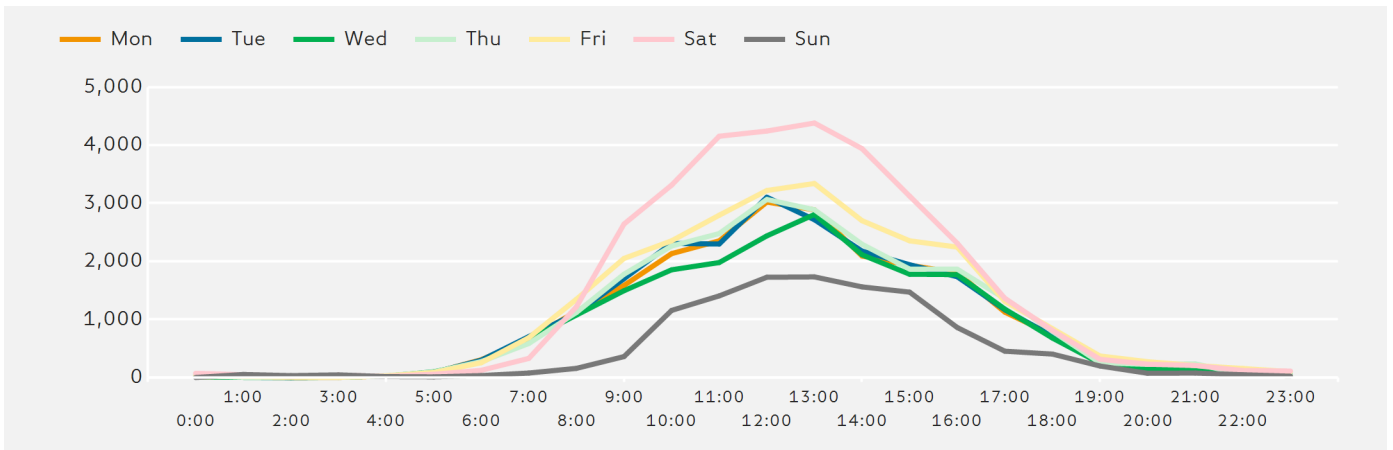
The busiest day in week commencing 25 March 2019 was Saturday with 33,185 visitors.

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

Footfall by Week



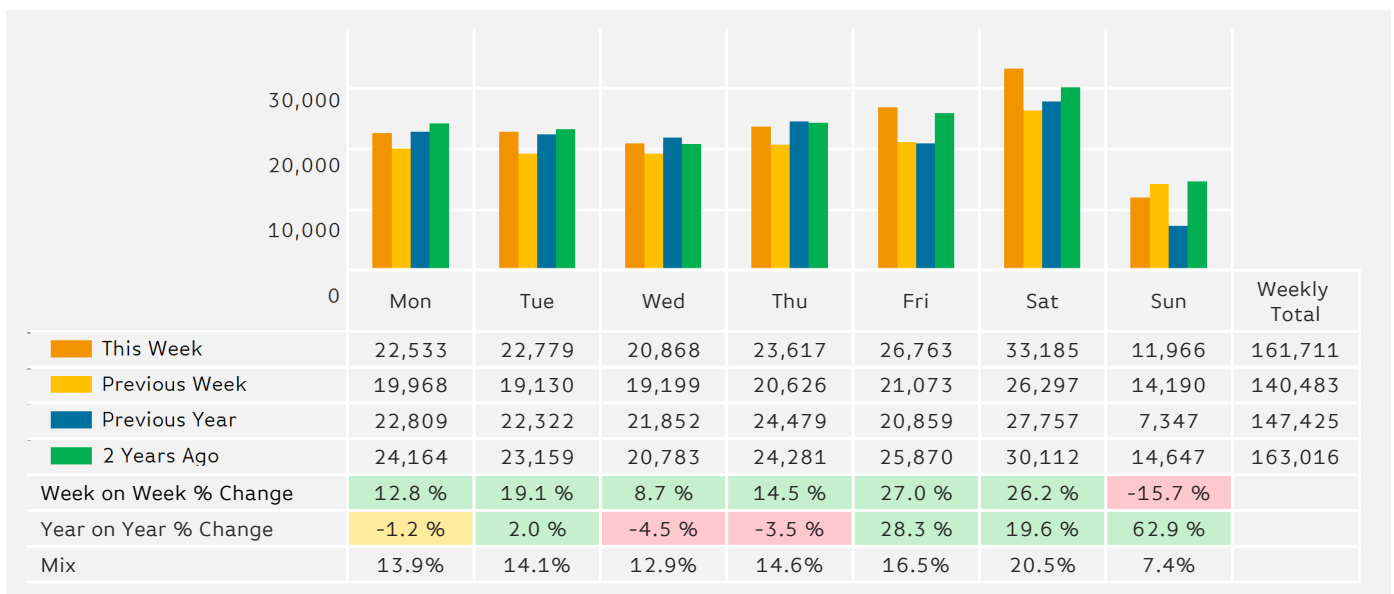
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	14	14	16	14	14	19
Previous Week	12	13	14	14	14	12	13
Previous Year	12	13	9	9	7	9	8

Footfall by Day

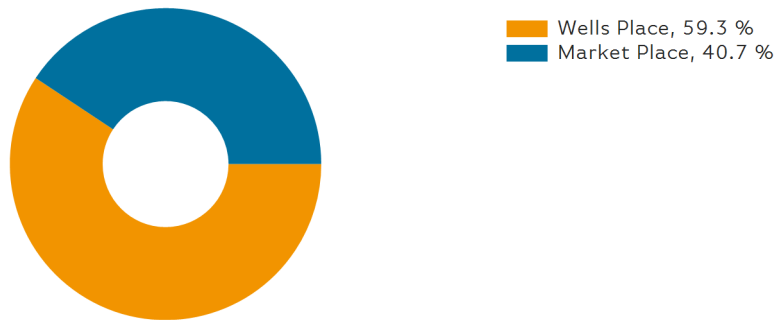


Footfall by Location

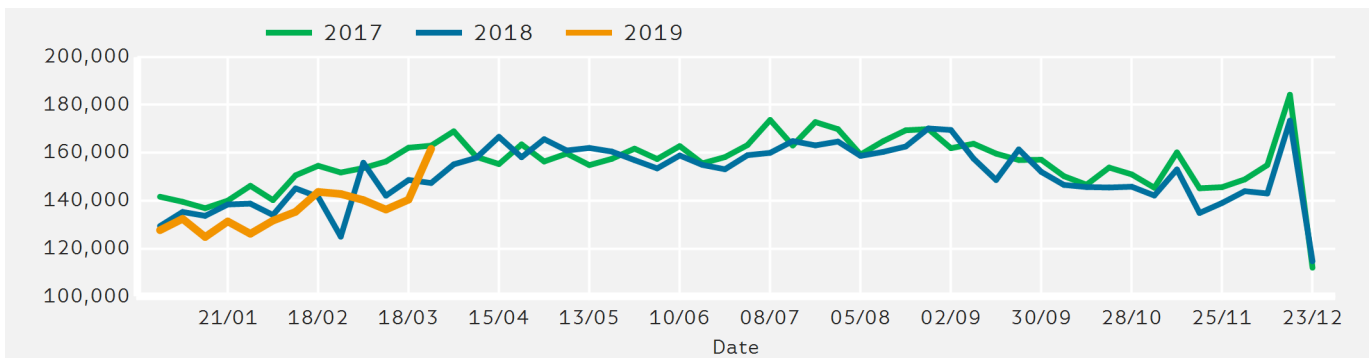


Footfall by location

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 13, 2019 Vs Week 1, 2018 to Week 13, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2019 Vs Week 13, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2019 Vs Week 12 2019