

Weekly Footfall

	Year to date %		Year on year %		Week On week %	
	2019	2018	2019	2018	2019	2018
Eastleigh BID	-2.6 %	-6.4 %	-6.7 %	-8.2 %	-10.4 %	5.3 %
South East	-1.5 %	-7.2 %	-6.5 %	-13.9 %	-8.9 %	7.3 %
High Street Index - BDSU(BDSU - Multifunctional)	0.4 %		-2.8 %		-10.3 %	
UK	0.4 %	-5.5 %	-4.9 %	-10.0 %	-9.3 %	4.4 %

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

Headlines

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

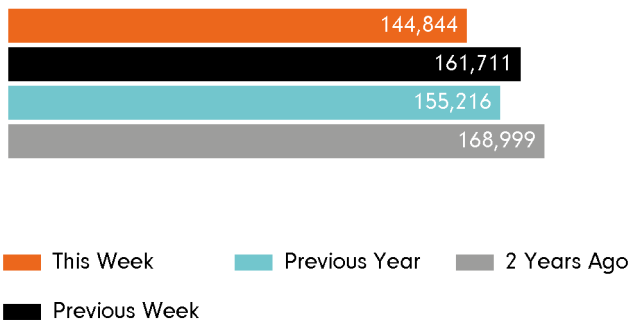
Footfall for the year to date is 2.6% down on the previous year.

The number of visitors counted for week commencing 1 April 2019 was 144,844.






















The busiest day in week commencing 1 April 2019 was Saturday with 25,678 visitors.

The peak hour of the week was 11:00 on Saturday 6 April 2019 with footfall of 3,599

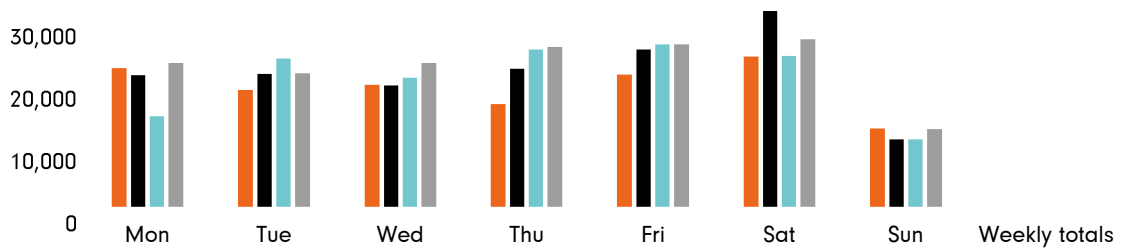
Footfall by week



Weather

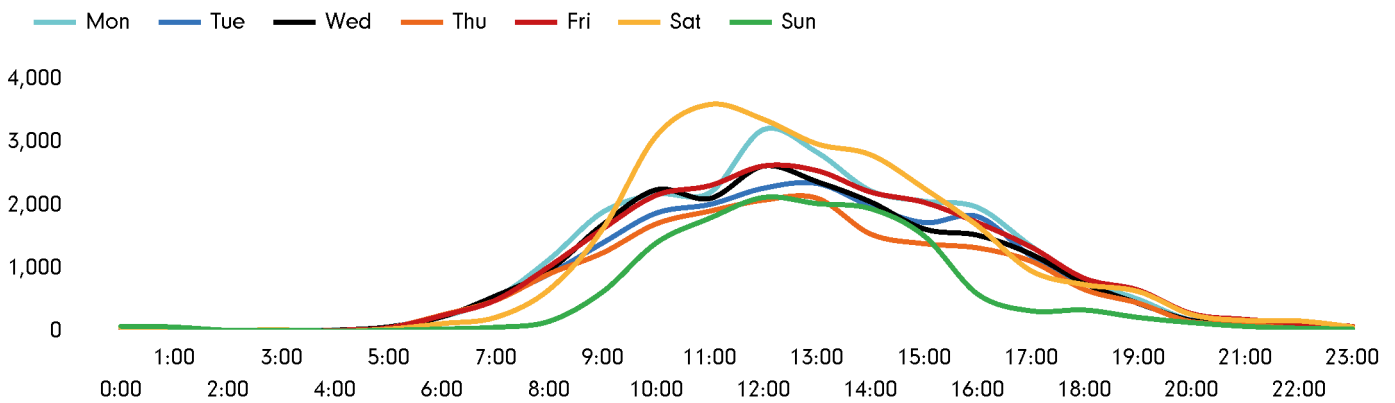
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 13°	 10°	 9°	 9°	 11°	 14°	 16°
Previous week	 13°	 14°	 14°	 16°	 14°	 14°	 19°
Previous year	 12°	 12°	 11°	 11°	 16°	 13°	 13°

Footfall by day

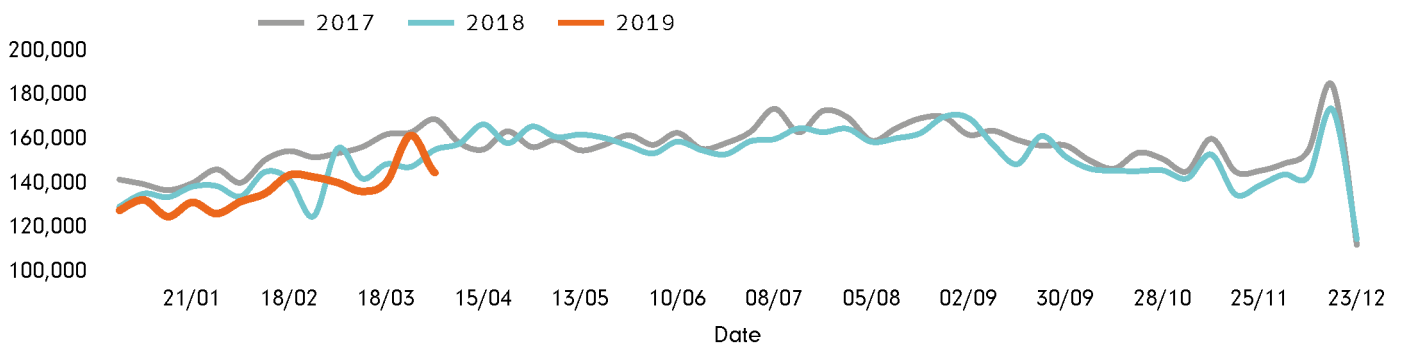


Week on week %	5.4 %	-11.5 %	0.7 %	-24.8 %	-15.1 %	-22.6 %	15.1 %	
Year on year %	50.8 %	-20.2 %	-4.9 %	-33.7 %	-17.7 %	-0.4 %	15.6 %	
% of week	16.4%	13.9%	14.5%	12.3%	15.7%	17.7%	9.5%	

Footfall by hour

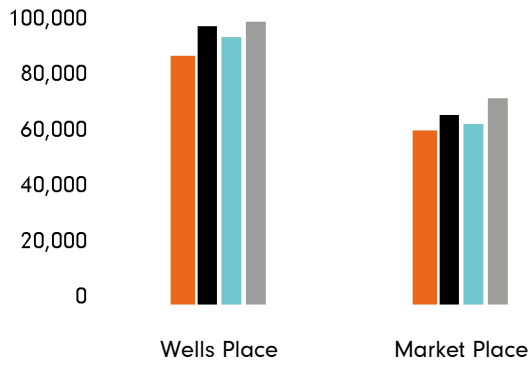


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This week	85,035	59,809
Previous week	95,896	65,815
Previous year	92,328	62,888
2 Years ago	97,398	71,601
Week on week %	-11.3 %	-9.1 %
Year on year %	-7.9 %	-4.9 %

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. Week 1, 2019 to Week 14, 2019 Vs Week 1, 2018 to Week 14, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2019 Vs Week 14, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2019 Vs Week 13 2019