

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2019	2018	2019	2018	2019	2018
Eastleigh BID	-3.3 %	-5.0 %	-6.3 %	-3.3 %	-2.6 %	-5.1 %
South East	-1.7 %	-6.6 %	-0.5 %	-6.1 %	-3.2 %	-8.6 %
High Street Index - BDSU(BDSU - Multifunctional)	0.1 %		-3.3 %	-4.9 %	-8.1 %	-7.8 %
UK	0.2 %	-4.9 %	-3.3 %	-3.8 %	-10.1 %	-6.1 %

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 2.5% 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 22 April 2019 was 148,288.

The busiest day in week commencing 22 April 2019 was Saturday with 28,414 visitors.

The peak hour of the week was 12:00 on Saturday 27 April 2019 with footfall of 3,407

Footfall by week

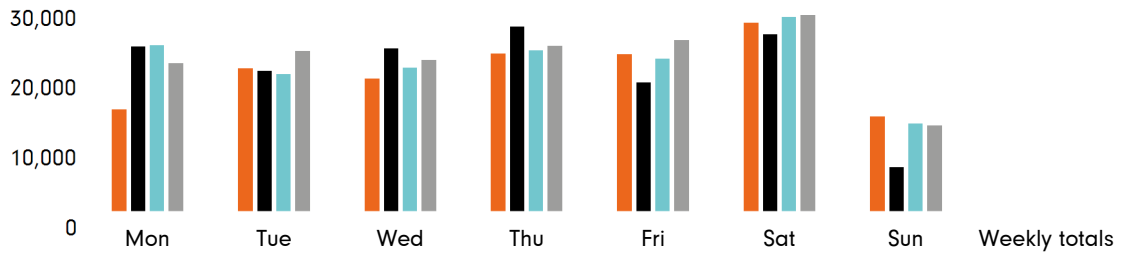


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

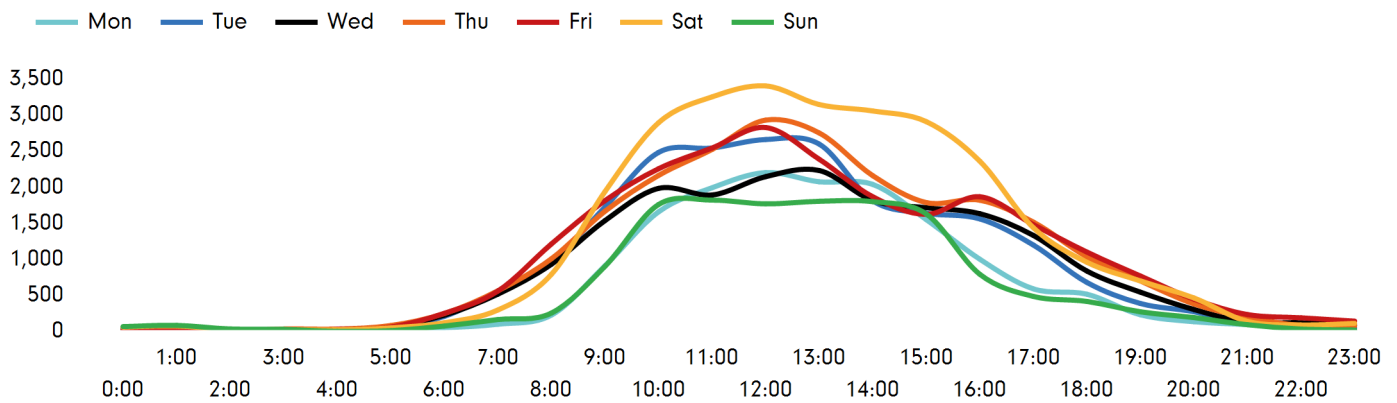
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	21°	22°	15°	14°	14°	13°	16°
Previous week	12°	14°	17°	21°	24°	25°	24°
Previous year	14°	13°	13°	13°	12°	12°	10°

Footfall by day

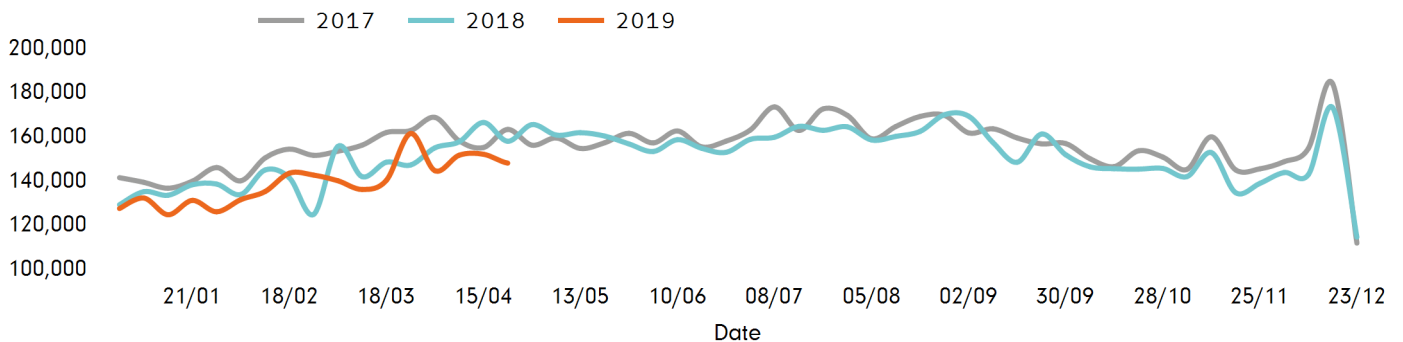


Week on week %	-37.2 %	1.9 %	-18.0 %	-14.4 %	21.0 %	6.3 %	104.7 %	
Year on Year %	-37.6 %	4.0 %	-7.5 %	-2.3 %	2.9 %	-2.8 %	7.7 %	
% of week	10.6%	14.7%	13.6%	16.1%	16.1%	19.2%	9.8%	

Footfall by hour

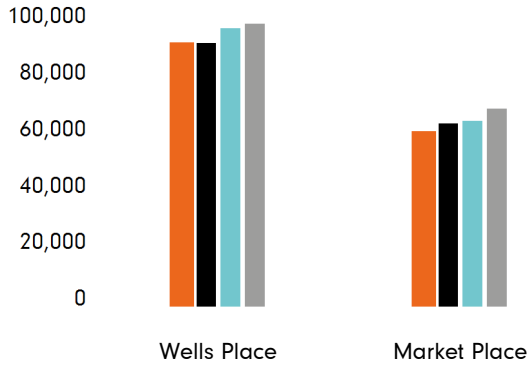


Footfall by week



Footfall by location

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



This Week	89,011	59,277
Previous Week	89,462	62,847
Previous Year	94,459	63,726
2 Years Ago	95,890	67,643
Week on week %	-0.5 %	-5.7 %
Year on Year %	-5.8 %	-7.0 %

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 17, 2019 Vs Week 1, 2018 to Week 17, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2019 Vs Week 17, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2019 Vs Week 16 2019