



Eastleigh BID

Week 1, 2019

31/12/2018 to 06/01/2019



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

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	▼ -1.3 %	▼ -8.6 %	▼ -1.3 %	▼ -8.6 %	▲ 11.3 %	▲ 15.5 %
South East	▲ 2.6 %	▼ -7.6 %	▲ 2.6 %	▼ -7.6 %	▼ -0.8 %	▼ -1.6 %
High Street Index - BDSU (BDSU - Multifunctional)	▲ 2.2 %		▲ 2.2 %		▼ -0.6 %	
UK	▲ 4.1 %	▼ -4.7 %	▲ 4.1 %	▼ -4.7 %	▼ -3.1 %	▼ -6.9 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3% down on the previous year.

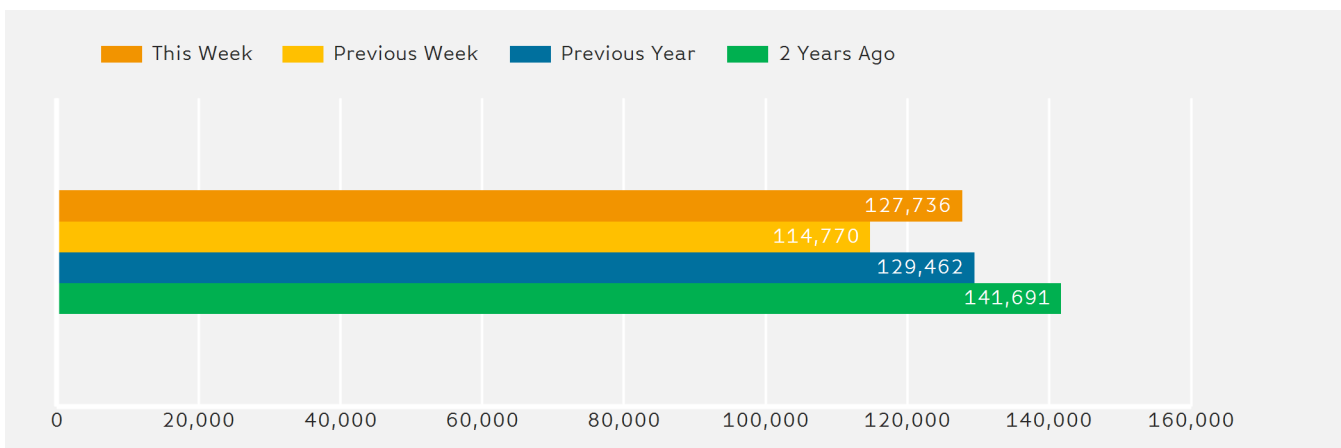
Footfall for the year to date is 1.3% down on the previous year.

The number of visitors counted for week commencing 31 December 2018 was 127,736.

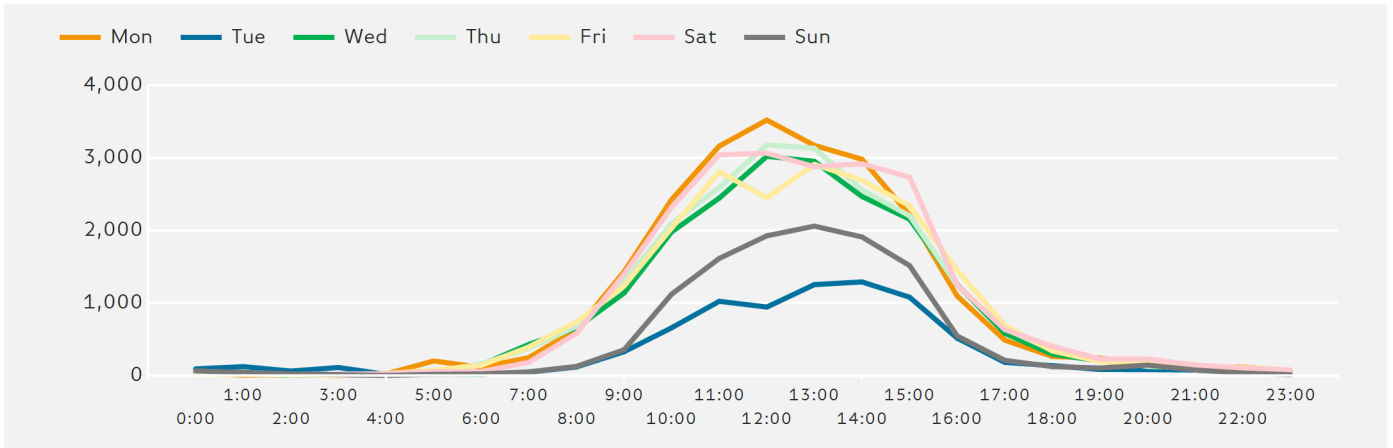
The busiest day in week commencing 31 December 2018 was Monday with 22,648 visitors.

The peak hour of the week was 12:00 on Monday 31 December 2018 with footfall of 3,518

Footfall by Week



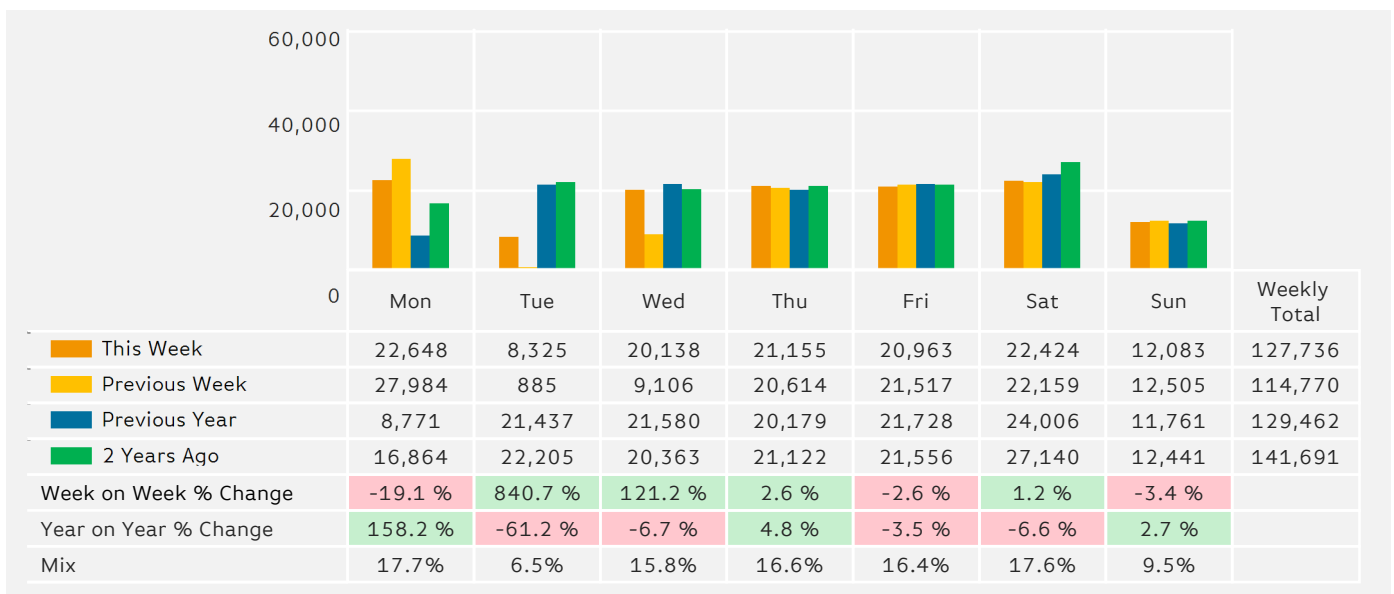
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	11	6	6	4	4	8
Previous Week	8	11	10	9	8	12	12
Previous Year	8	12	10	13	8	6	6

Footfall by Day

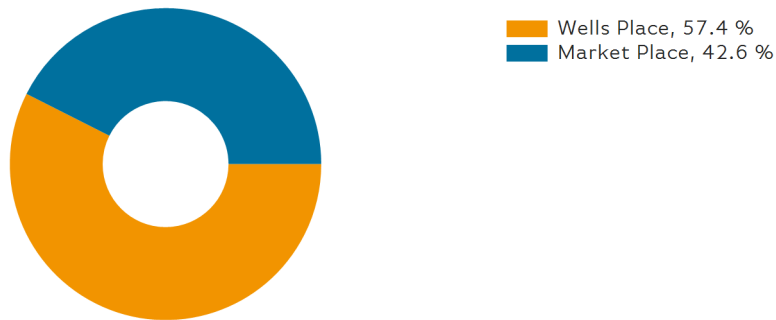


Footfall by Location

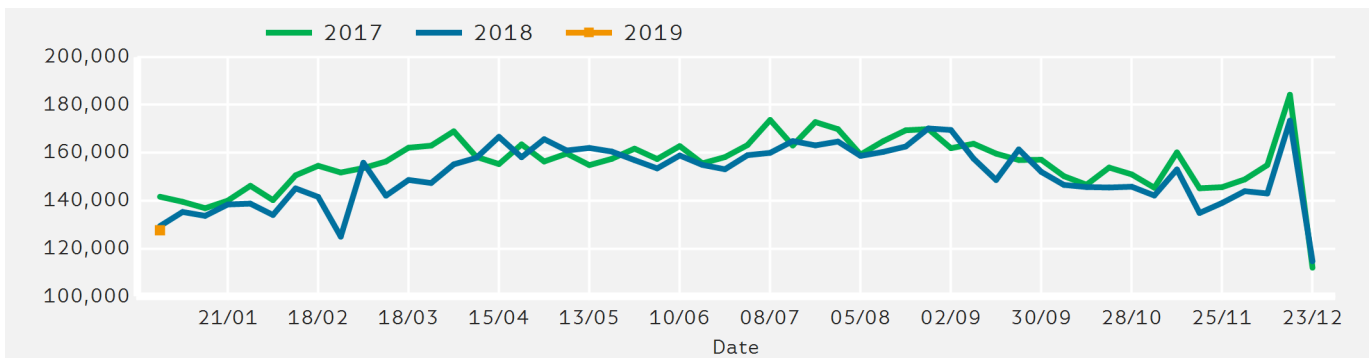


Footfall by location

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

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 1, 2019 Vs Week 1, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2019 Vs Week 52 2018