



**Eastleigh BID**

Week 4, 2019

21/01/2019 to 27/01/2019



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	▼ -3.8 %	▼ -3.8 %	▼ -5.1 %	▼ -1.1 %	▲ 5.2 %	▲ 3.6 %
South East	▼ -3.3 %	▼ -3.5 %	▼ -7.7 %	▲ 1.1 %	▲ 0.6 %	▲ 7.0 %
High Street Index - BDSU (BDSU - Multifunctional)	▼ -2.0 %		▼ -5.8 %		▲ 0.1 %	
UK	▼ -1.3 %	▼ -2.9 %	▼ -6.1 %	▼ -0.4 %	▼ -0.4 %	▲ 5.6 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 3.1% down on the previous year.

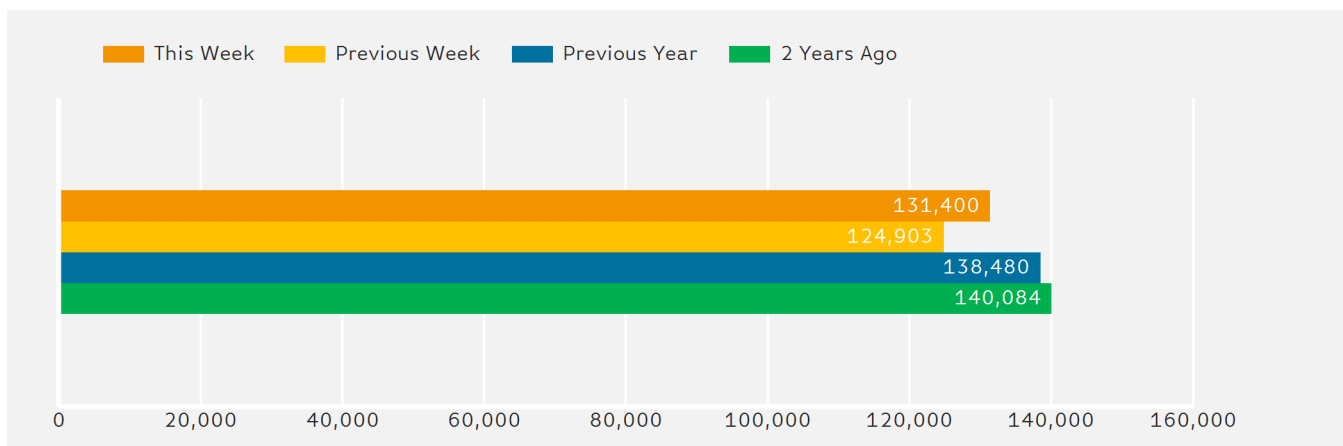
Footfall for the year to date is 3.8% down on the previous year.

The number of visitors counted for week commencing 21 January 2019 was 131,400.

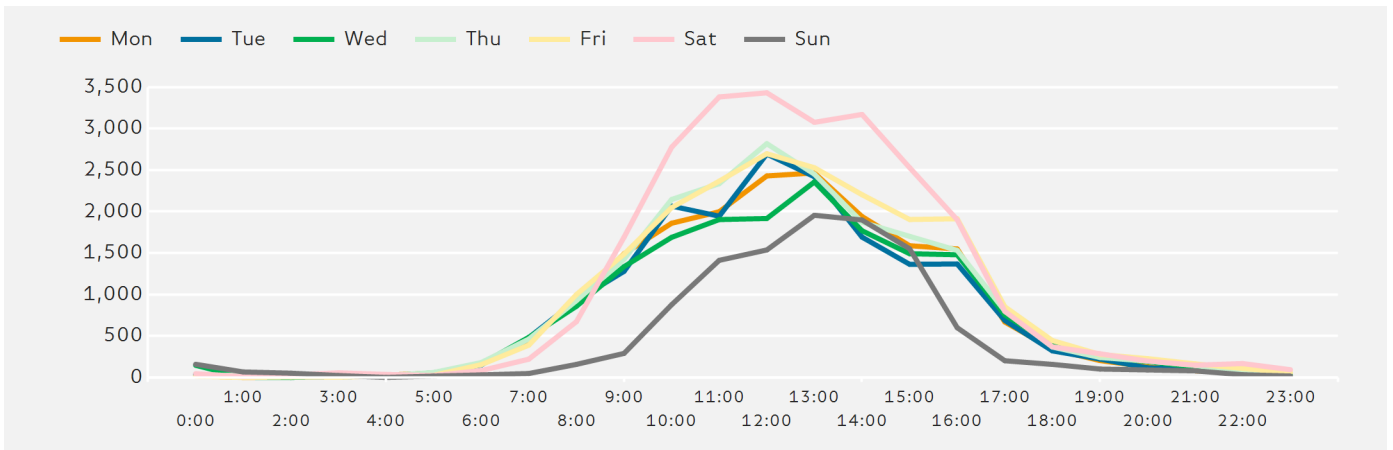
The busiest day in week commencing 21 January 2019 was Saturday with 25,196 visitors.

The peak hour of the week was 12:00 on Saturday 26 January 2019 with footfall of 3,431

**Footfall by Week**



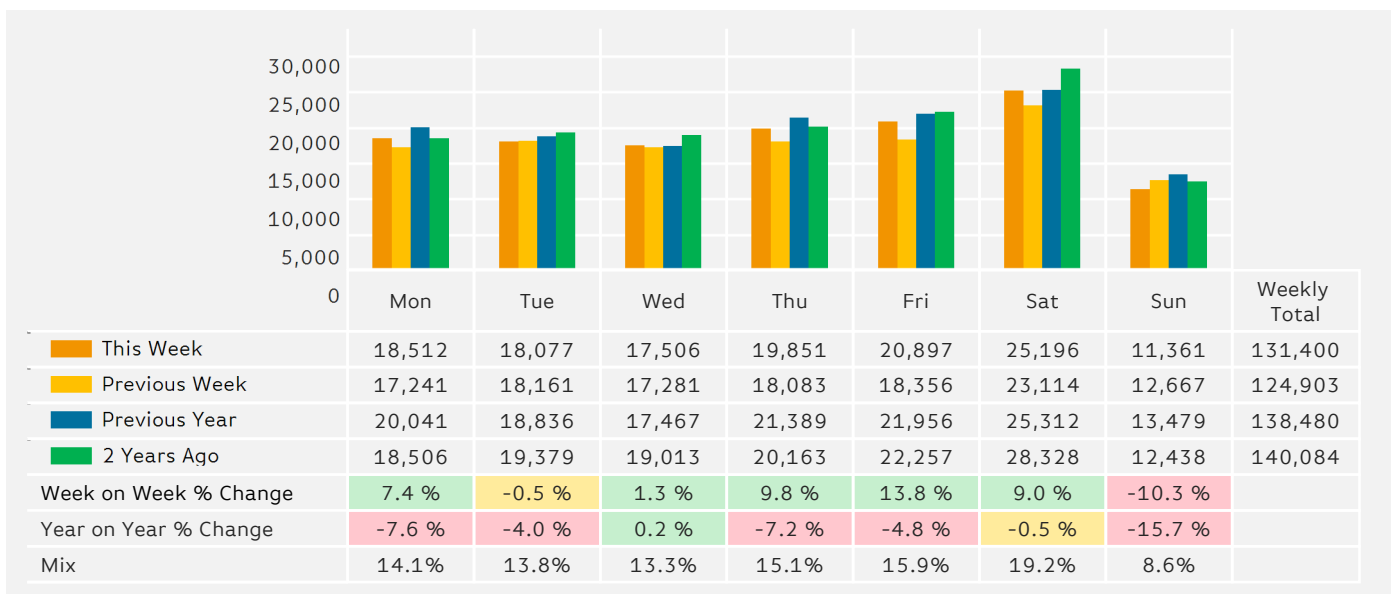
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	5	6	4	7	11	10	7
Previous Week	9	11	10	5	6	7	6
Previous Year	11	12	13	9	8	12	13

### Footfall by Day

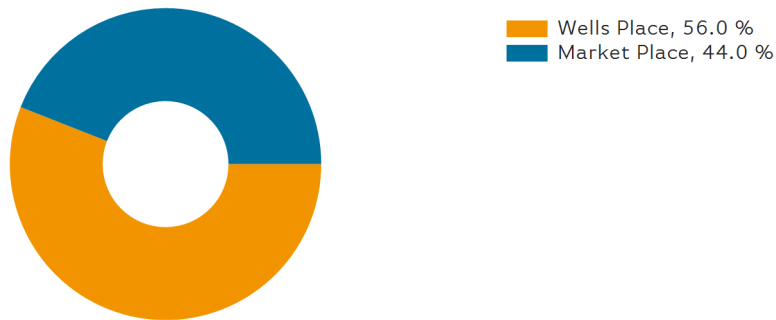


### Footfall by Location

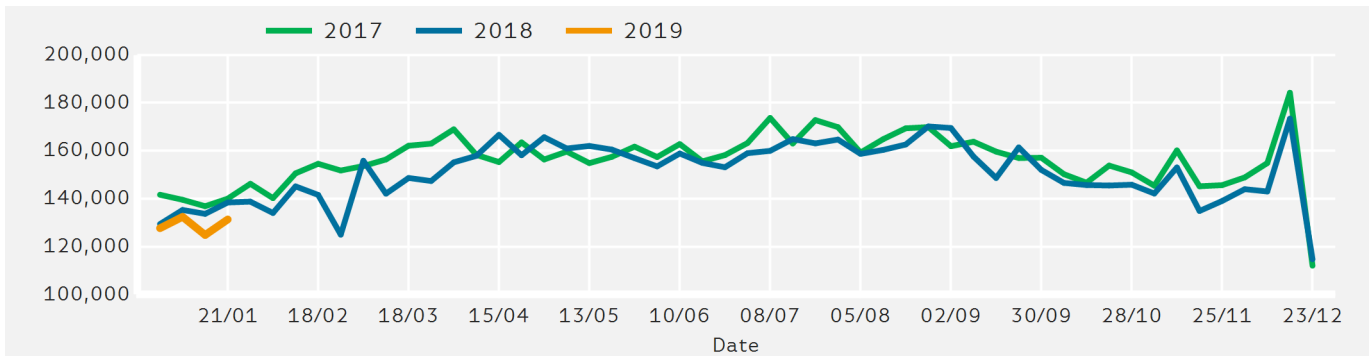


### Footfall by location

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 4, 2019 Vs Week 1, 2018 to Week 4, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 4, 2019 Vs Week 4, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 4 2019 Vs Week 3 2019