



Eastleigh BID

Week 51, 2018

17/12/2018 to 23/12/2018



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	
	2018	2017	2018	2017	2018	2017
Eastleigh BID	▼ -3.2 %	▼ -0.3 %	▼ -5.9 %	▲ 9.2 %	▲ 21.2 %	▲ 18.9 %
South East	▼ -4.3 %	▲ 0.2 %	▼ -6.8 %	▲ 12.2 %	▲ 11.5 %	▲ 17.8 %
High Street Index - BDSU (BDSU - Multifunctional)	▼ -2.1 %		▼ -4.7 %		▲ 7.5 %	
UK	▼ -2.6 %	▼ -0.9 %	▼ -3.9 %	▲ 9.2 %	▲ 6.5 %	▲ 10.8 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3.3% down on the previous year.

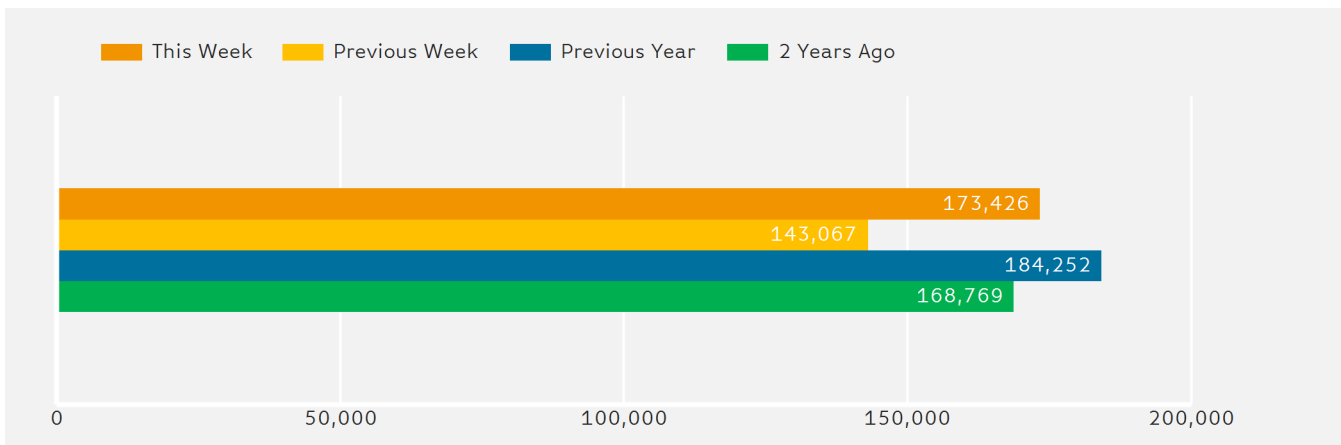
Footfall for the year to date is 3.2% down on the previous year.

The number of visitors counted for week commencing 17 December 2018 was 173,426.

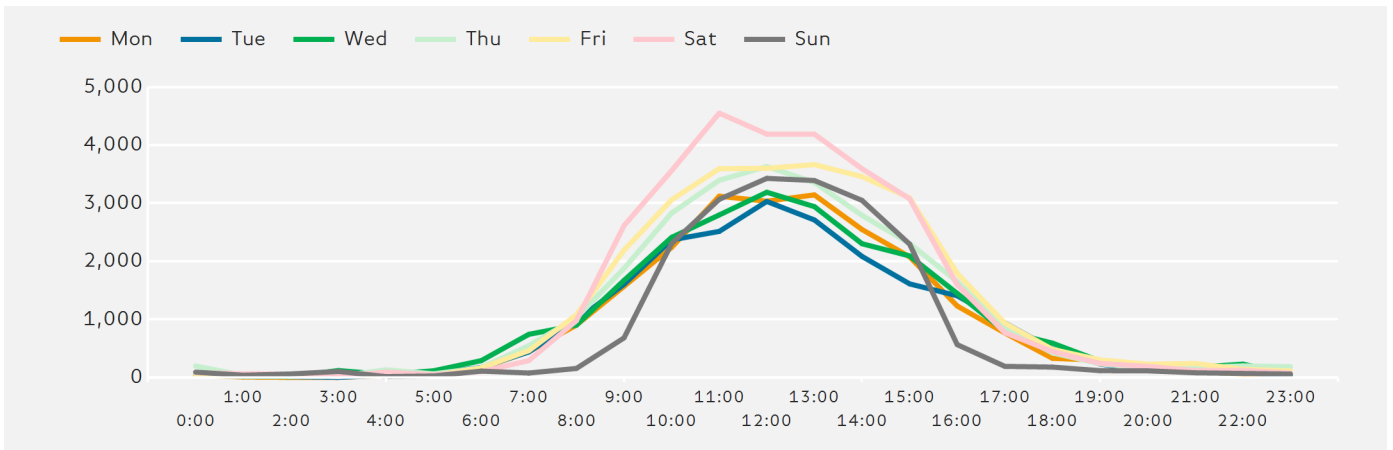
The busiest day in week commencing 17 December 2018 was Saturday with 31,083 visitors.

The peak hour of the week was 11:00 on Saturday 22 December 2018 with footfall of 4,551

Footfall by Week



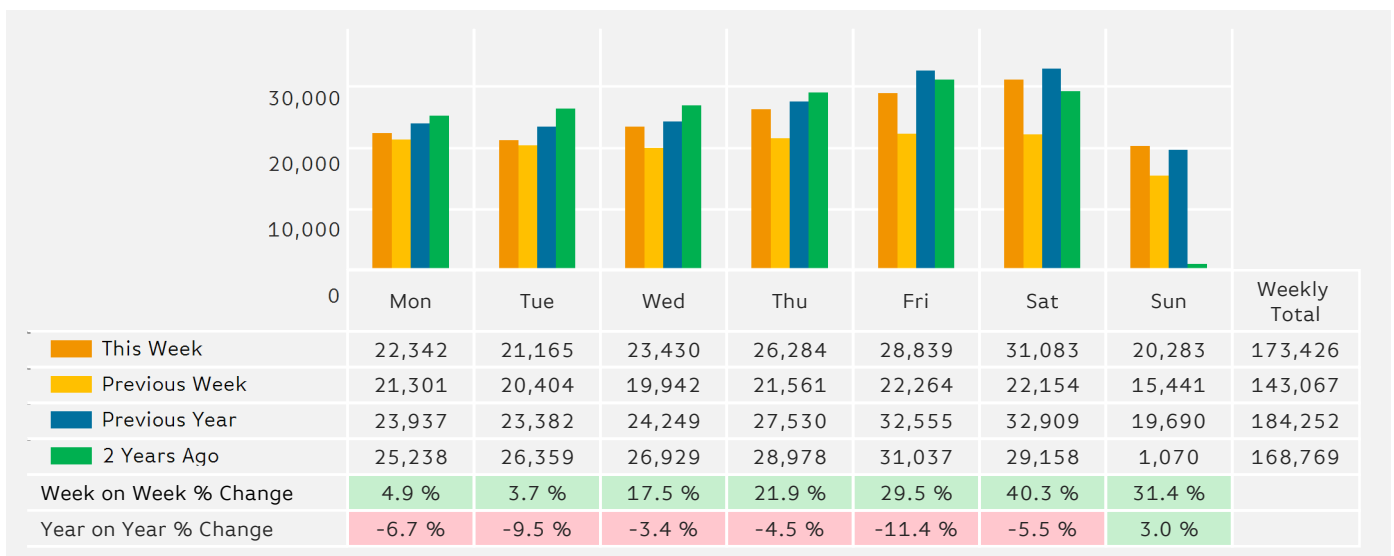
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	11	9	11	14	12	13
Previous Week	9	11	9	6	5	12	10
Previous Year	7	8	FOG 12	12	11	11	11

Footfall by Day

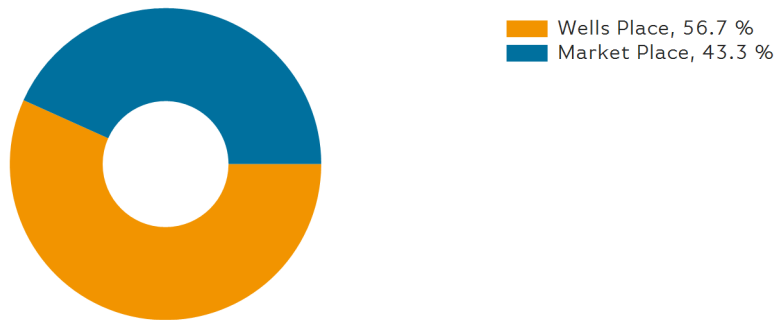


Footfall by Location

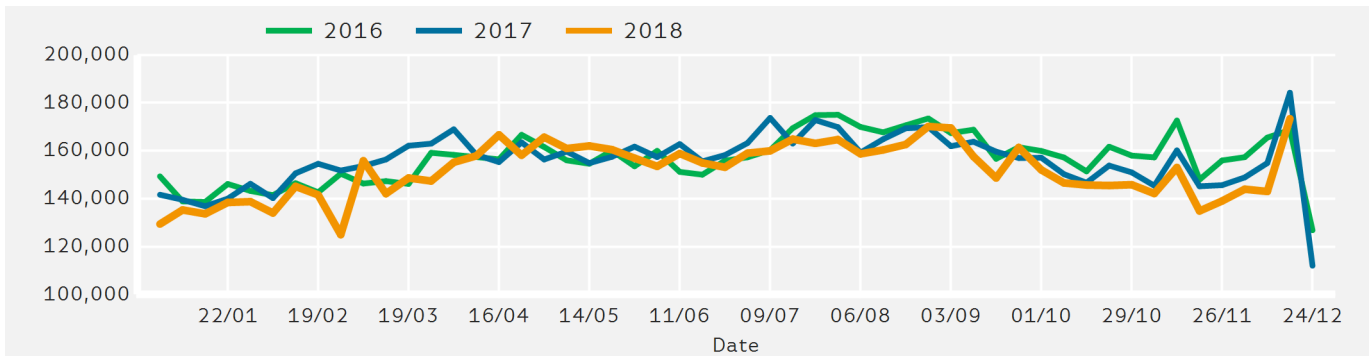


Footfall by location

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, 2018 to Week 51, 2018 Vs Week 1, 2017 to Week 51, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 51, 2018 Vs Week 51, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 51 2018 Vs Week 50 2018