



Eastleigh BID

Week 52, 2018

24/12/2018 to 30/12/2018



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	▼ -3.1 %	▼ -0.5 %	▲ 2.4 %	▼ -11.7 %	▼ -33.8 %	▼ -39.2 %
South East	▼ -4.1 %	▲ 0.0 %	▲ 1.7 %	▼ -8.3 %	▼ -25.4 %	▼ -34.7 %
High Street Index - BDSU (BDSU - Multifunctional)	▼ -2.0 %		▲ 2.8 %		▼ -26.3 %	
UK	▼ -2.5 %	▼ -1.1 %	▲ 2.8 %	▼ -10.3 %	▼ -21.5 %	▼ -29.0 %

Headlines

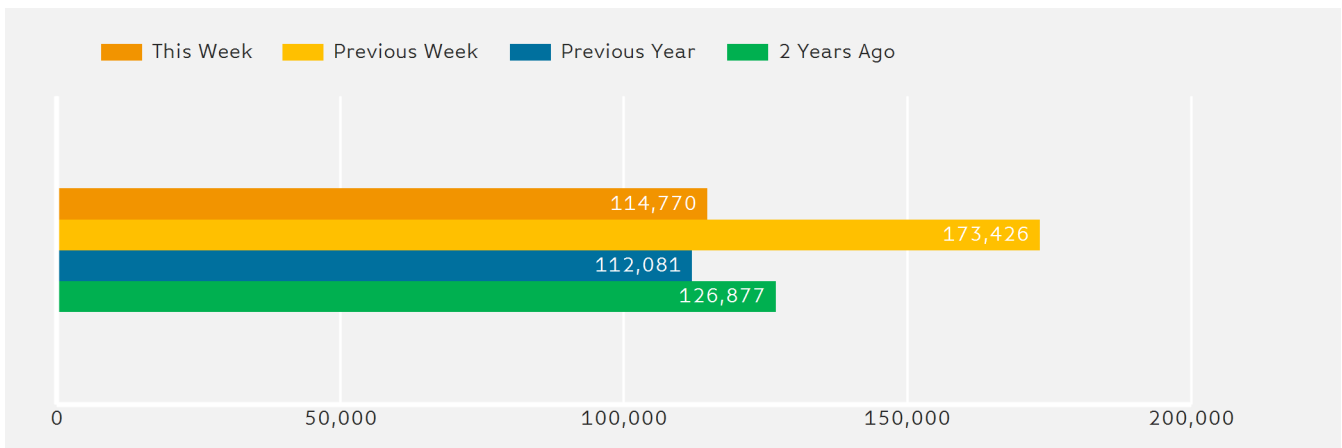
Footfall for the year to date is 3.1% down on the previous year.

The number of visitors counted for week commencing 24 December 2018 was 114,770.

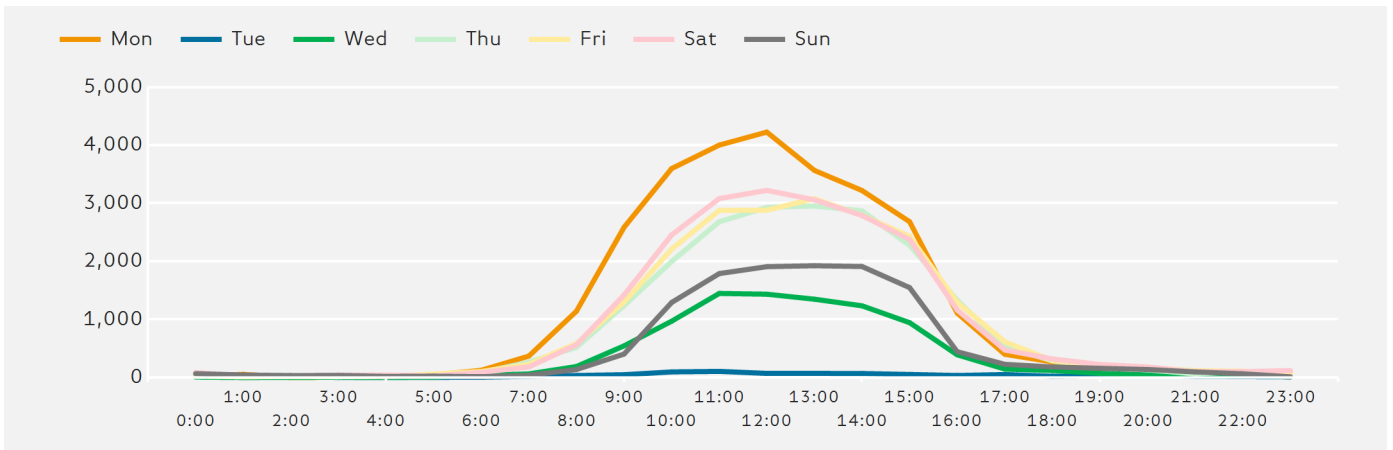
The busiest day in week commencing 24 December 2018 was Monday with 27,984 visitors.

The peak hour of the week was 12:00 on Monday 24 December 2018 with footfall of 4,225

Footfall by Week



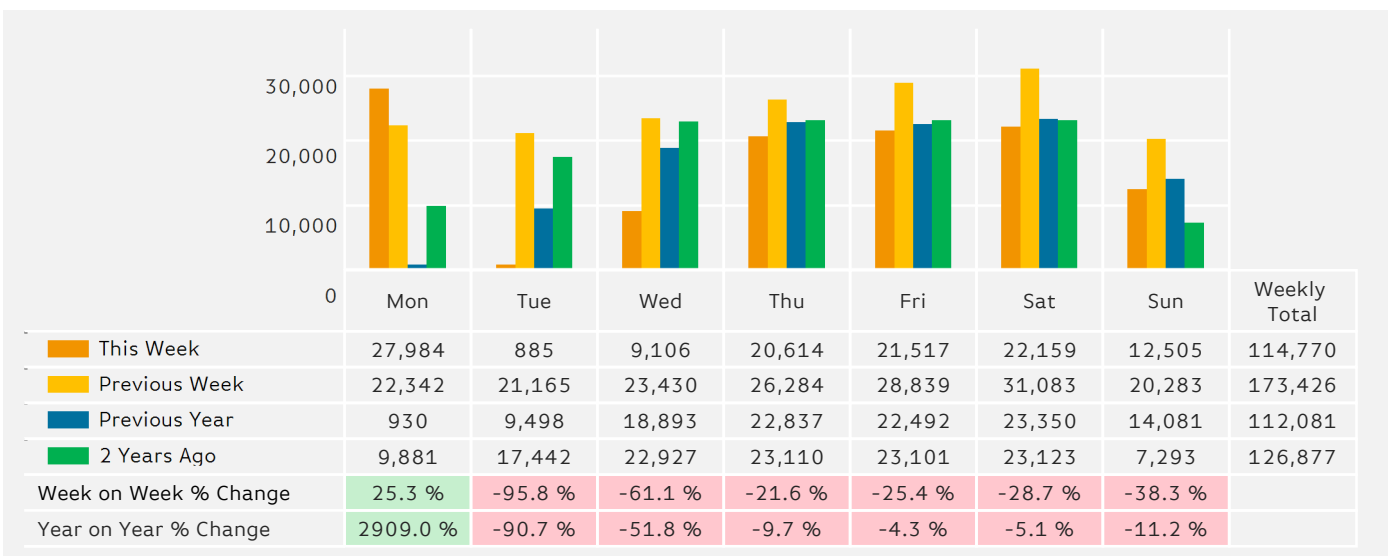
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	8	11	10	9	8	12	12
Previous Week	11	11	9	11	14	12	13
Previous Year	11	8	4	5	8	13	12

Footfall by Day

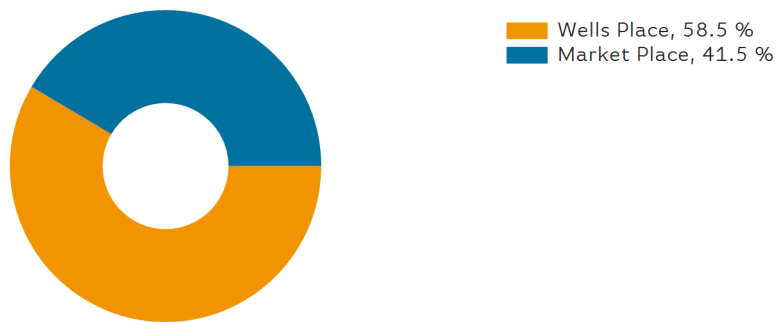


Footfall by Location

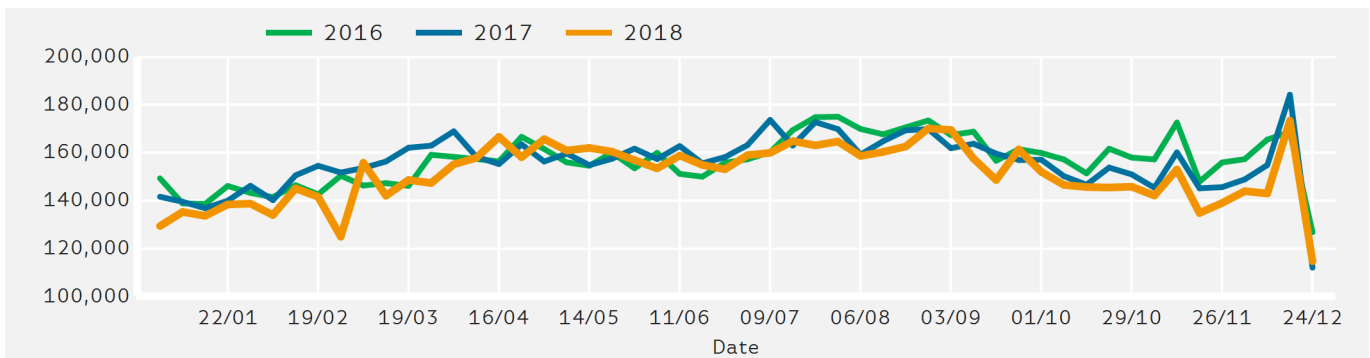


Footfall by location

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 52, 2018 Vs Week 1, 2017 to Week 52, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 52, 2018 Vs Week 52, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2018 Vs Week 51 2018