



Eastleigh BID

April 2017

03/04/2017 to 30/04/2017



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) 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		Month on Month % Change	
	2017	2016	2017	2016	2017	2016
Eastleigh BID	▲ 1.9 %	▼ -3.8 %	▲ 1.1 %	▼ -2.0 %	▲ 2.6 %	▲ 6.5 %
South East	▲ 0.7 %	▼ -4.4 %	▲ 1.8 %	▼ -6.6 %	▼ -0.2 %	▲ 1.2 %
UK	▲ 0.3 %	▼ -2.8 %	▲ 1.8 %	▼ -4.9 %	▲ 4.0 %	▲ 5.3 %

Headlines

Footfall for the year to date is 1.9% up on the previous year.

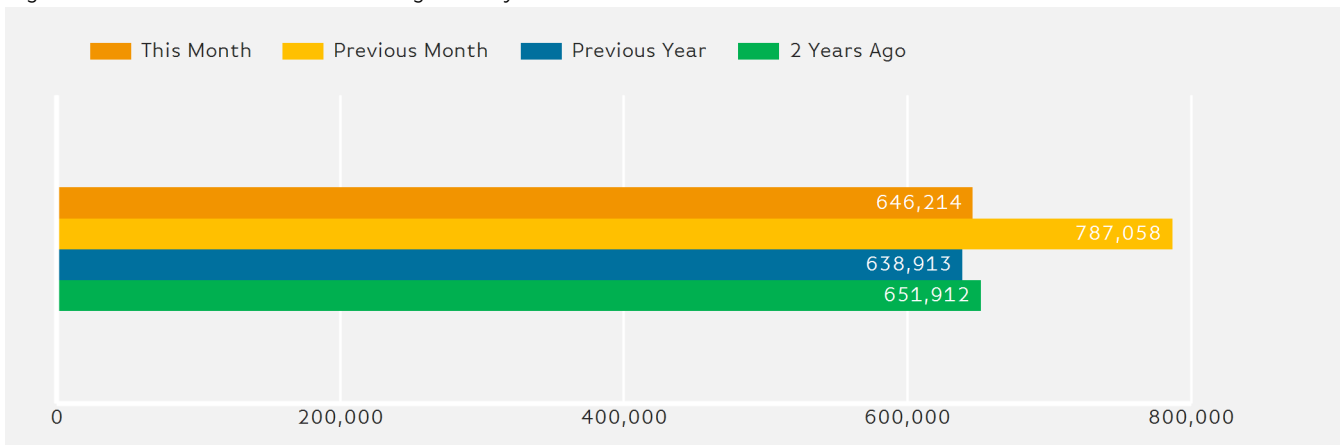
The number of visitors counted for month commencing 3 April 2017 was 646,214.

The busiest day in month commencing 3 April 2017 was Saturday 29 April with 29,591 visitors.

The peak hour of the month was 13:00 on Tuesday with footfall of 3,502

Footfall Totals by Month

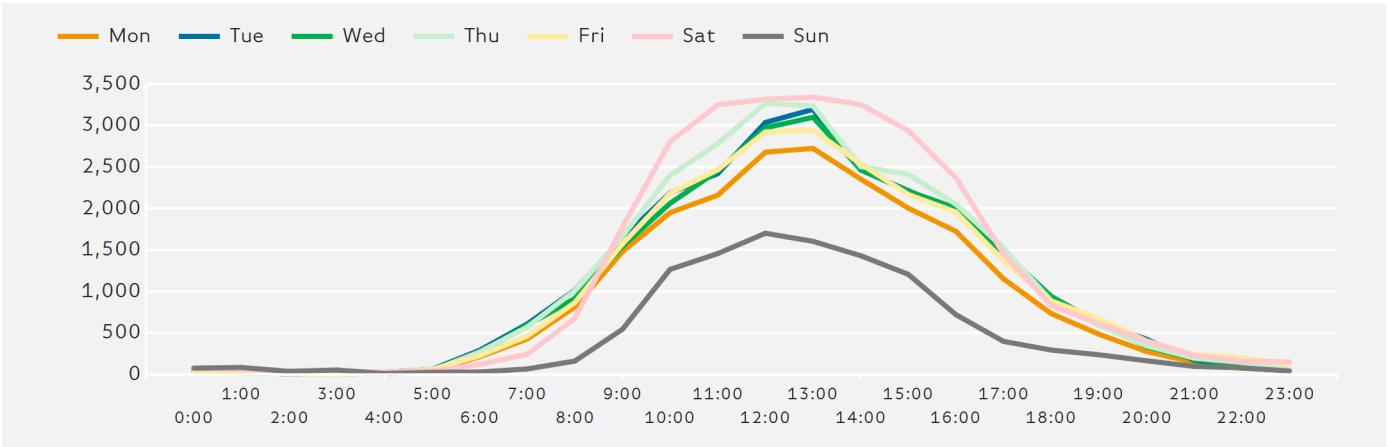
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



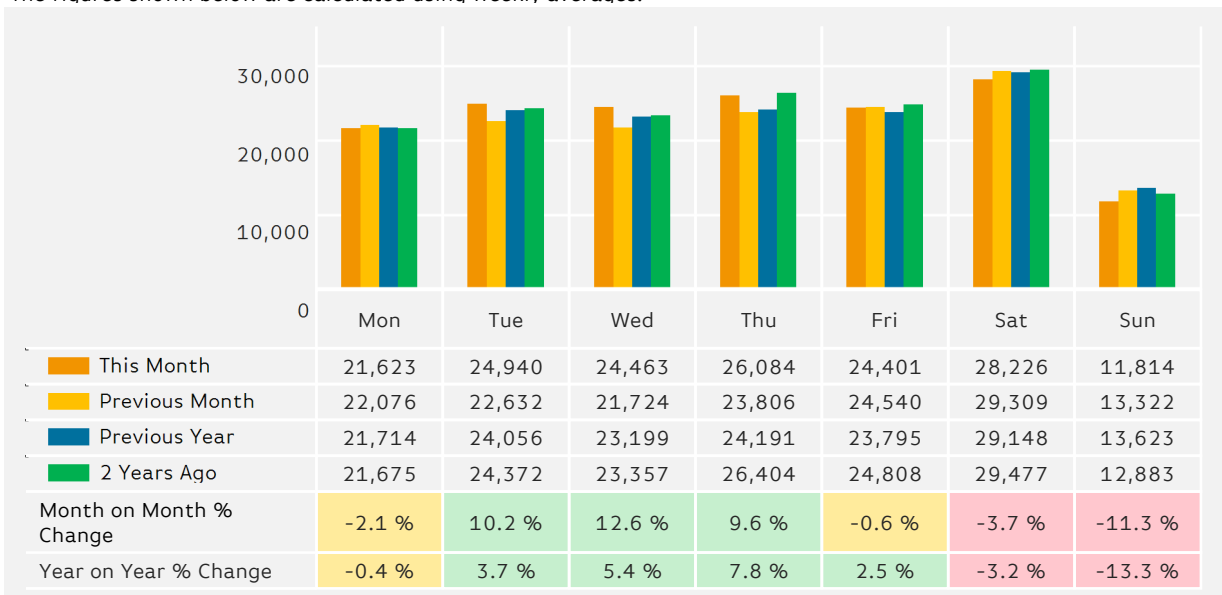
Number of days this month	26	2	
Number of days same month last year	22	2	4

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	13.7	3.1
2016	11.9	3.8

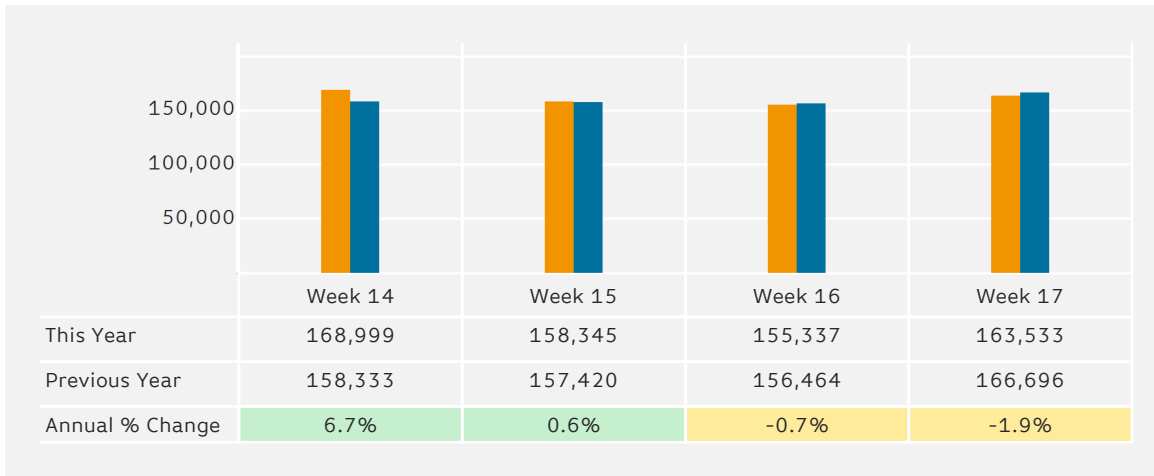
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall Totals

The figures shown below are calculated using weekly averages.

■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ ...



	Wells Place	Market Place
This Month	93,968	67,586
Previous Month	89,593	67,818
Previous Year	93,300	66,428
2 Years Ago	96,541	66,437
Year on Year % Change	0.7 %	1.7 %

Footfall Totals

Counting By Location - Main Locations Only

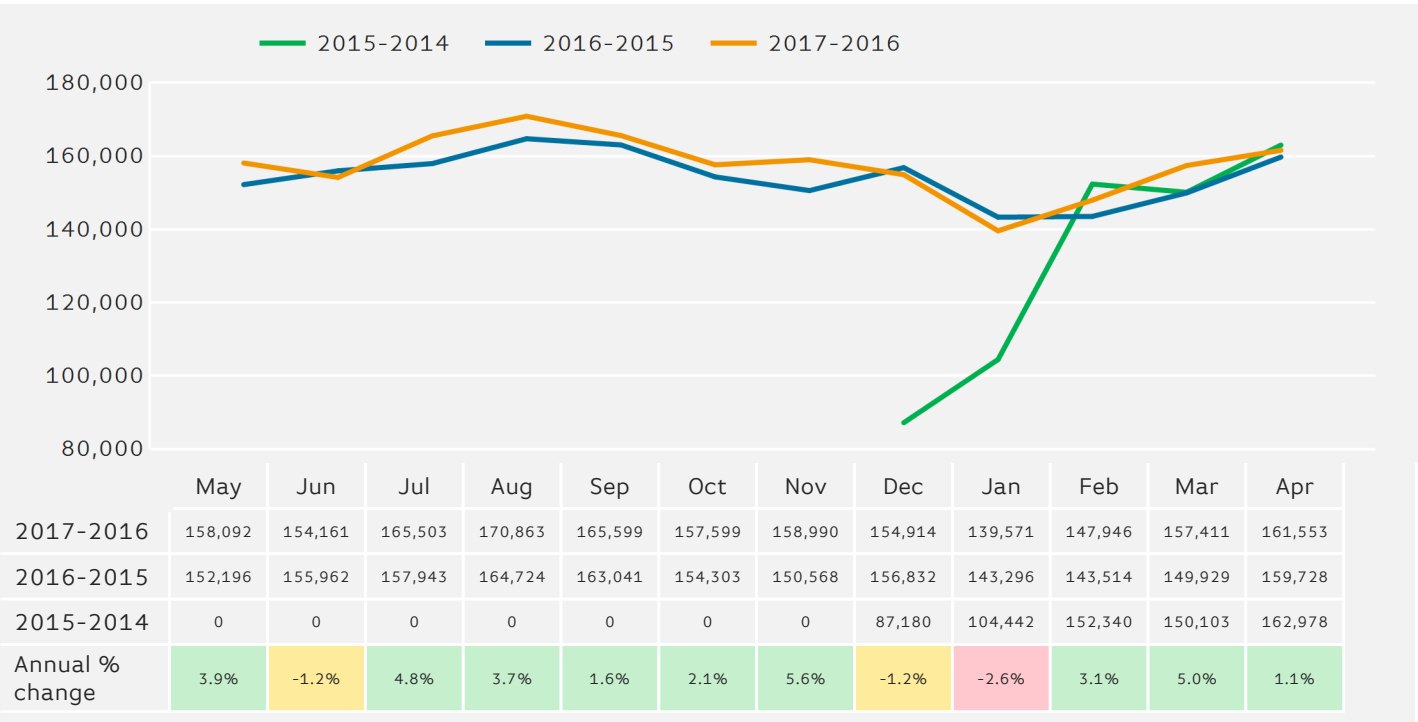
The figures shown below are based on weekly averages



■ Wells Place, 58.2 %
■ Market Place, 41.8 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.