



Eastleigh BID

Week 52, 2016

26/12/2016 to 01/01/2017



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	
	2016	2015	2016	2015	2016	2015
Eastleigh BID	▲ 0.3 %	▼ -1.6 %	▼ -8.1 %	▼ -7.4 %	▼ -24.8 %	▼ -7.2 %
South East	▼ -3.0 %	▼ -2.2 %	▲ 3.8 %	▼ -4.0 %	▼ -12.0 %	▼ -12.2 %
UK	▼ -1.1 %	▼ -2.0 %	▲ 4.9 %	▼ -2.9 %	▼ -5.6 %	▼ -6.5 %

Headlines

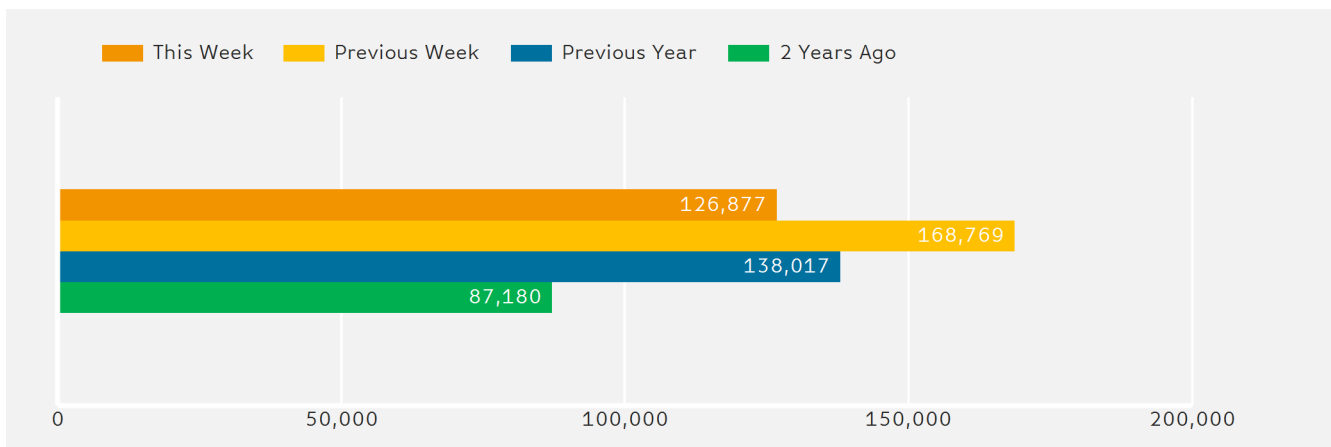
Footfall for the year to date is 0.3% up on the previous year.

The number of visitors counted for week commencing 26 December 2016 was 126,877.

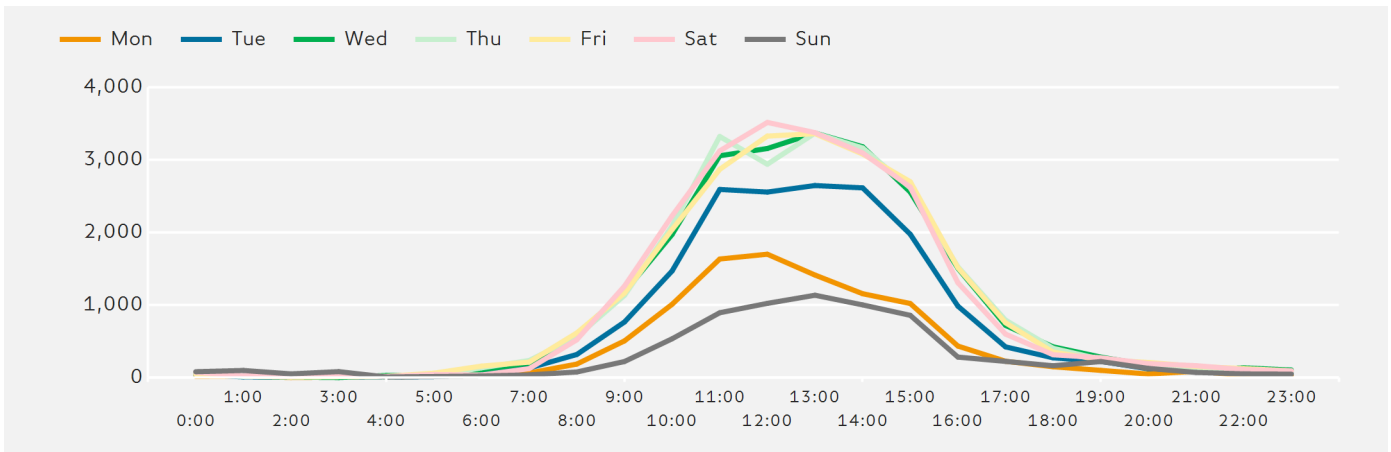
The busiest day in week commencing 26 December 2016 was Saturday with 23,123 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,513

Footfall Totals by Week



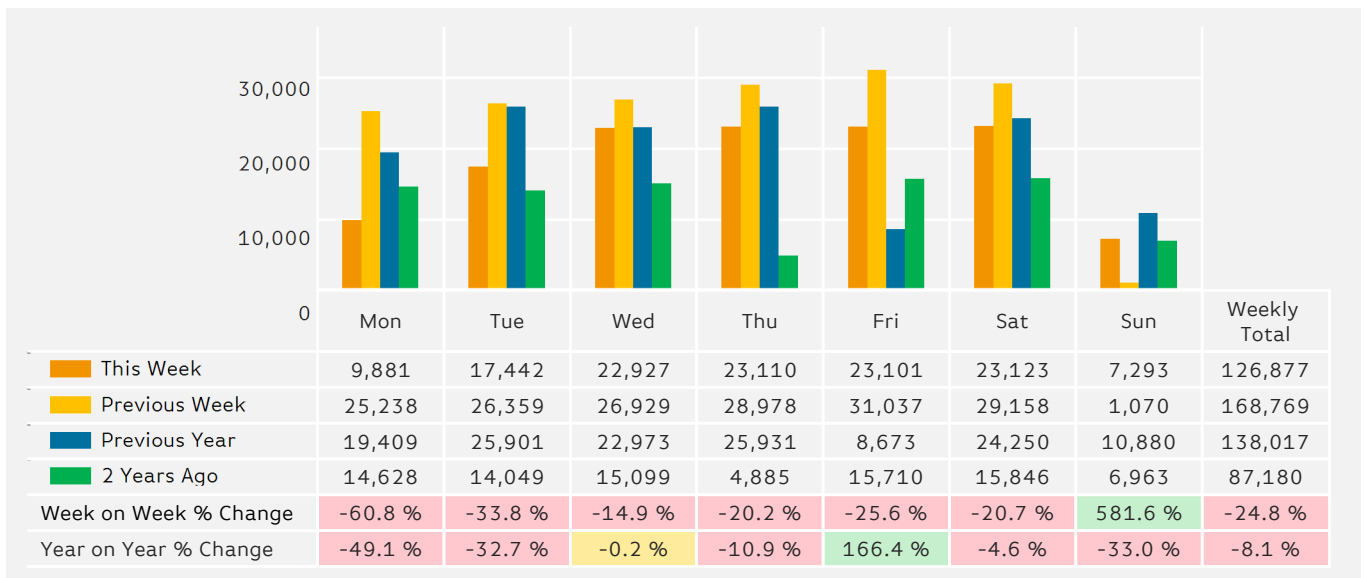
Footfall by Hour



Weather

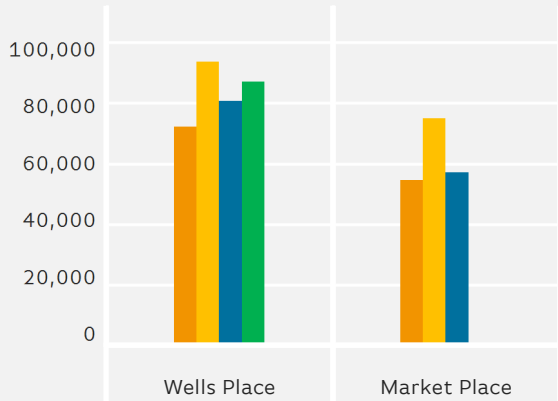
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	8	5	8	10	FOG 2		
Previous Week	6	6	11	9	10	10	10
Previous Year	12	11	12	11	9	11	9

Footfall by Day



Footfall Totals

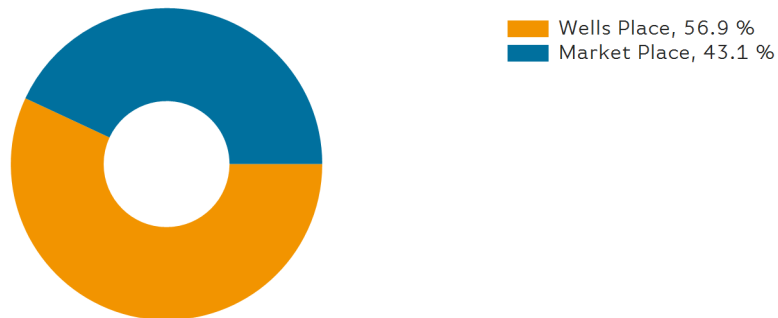
■ This Week
 ■ Previous Week
 ■ Previous Year



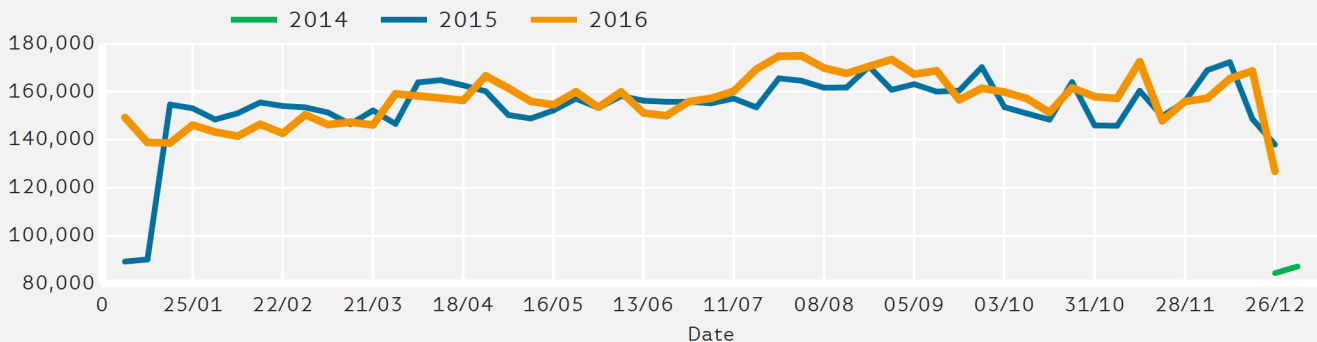
This Week	72,239	54,638
Previous Week	93,667	75,102
Previous Year	80,761	57,256
2 Years Ago	87,180	
Week on Week % Change	-22.9 %	-27.2 %
Year on Year % Change	-10.6 %	-4.6 %

Footfall Totals

Counting By Location - Main Locations Only



Footfall by Week



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.