



Eastleigh BID

Week 1, 2017

02/01/2017 to 08/01/2017



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	
	2017	2016	2017	2016	2017	2016
Eastleigh BID	▼ -5.1 %	▼ -5.9 %	▼ -5.1 %	▼ -5.9 %	▲ 11.7 %	▲ 8.2 %
South East	▼ -2.7 %	▼ -2.3 %	▼ -2.7 %	▼ -2.3 %	▼ -1.6 %	▼ -5.2 %
UK	▲ 0.1 %	▲ 0.2 %	▲ 0.1 %	▲ 0.2 %	▼ -8.9 %	▼ -6.6 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.3% up on the previous year.

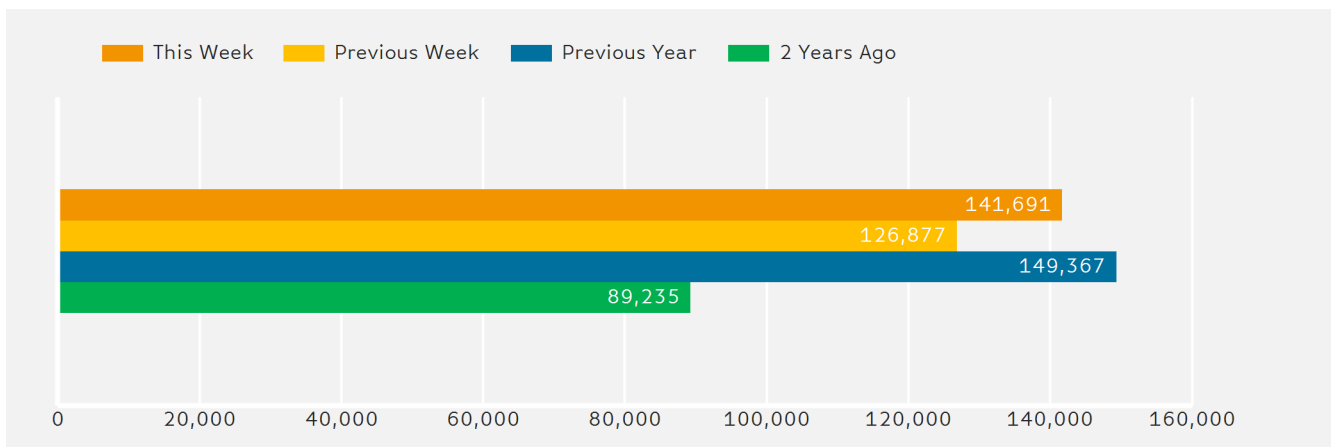
Footfall for the year to date is 5.1% down on the previous year.

The number of visitors counted for week commencing 2 January 2017 was 141,691.

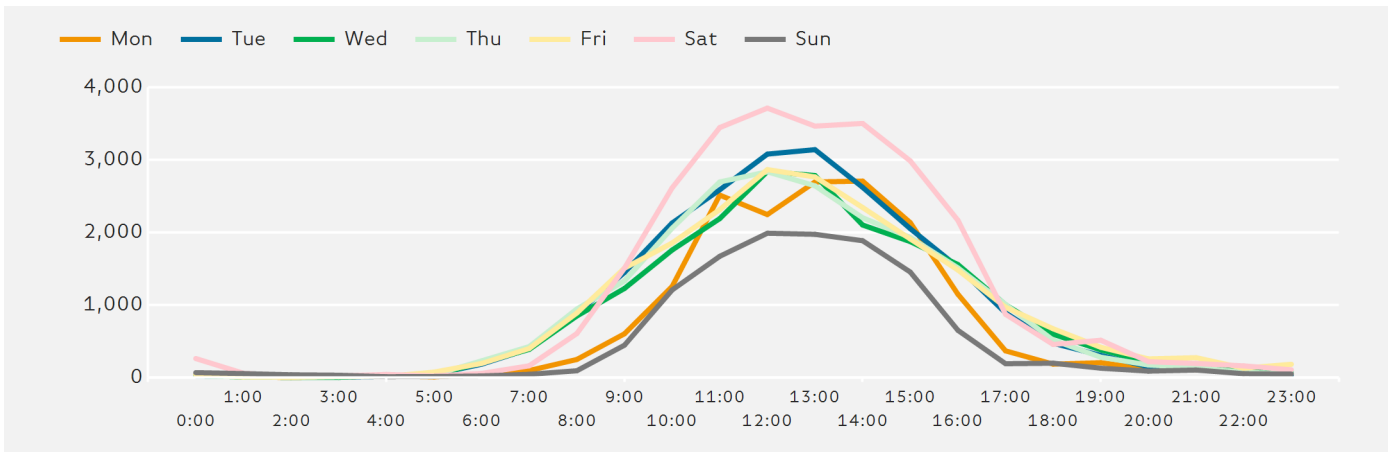
The busiest day in week commencing 2 January 2017 was Saturday with 27,140 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,710

Footfall Totals by Week



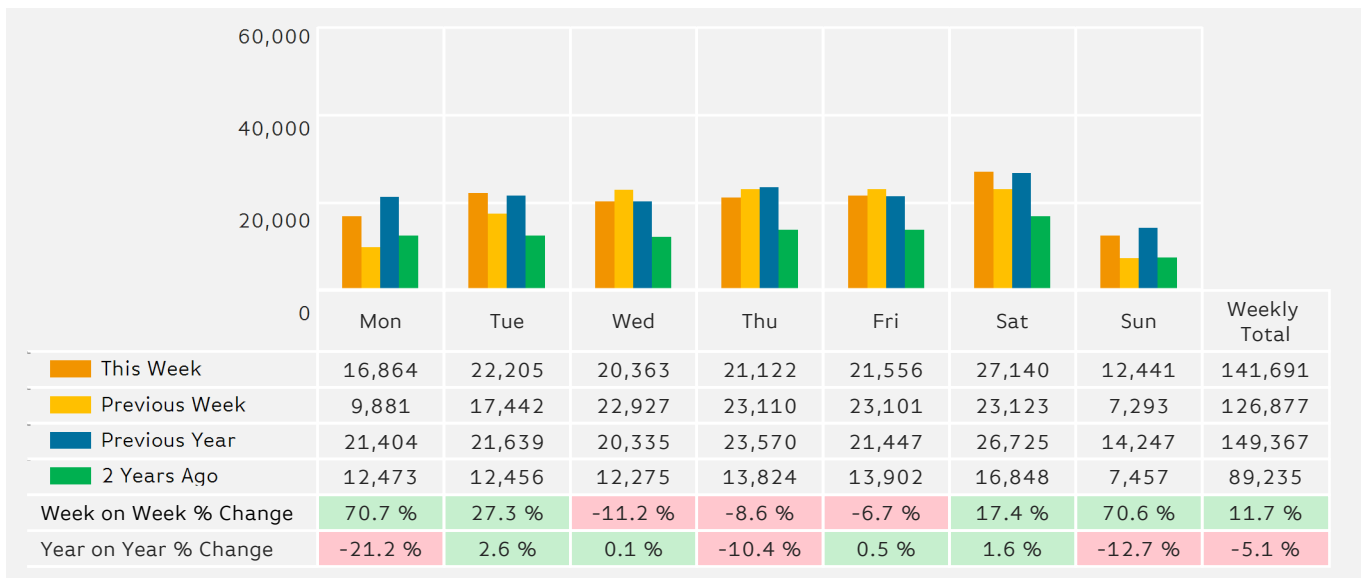
Footfall by Hour



Weather

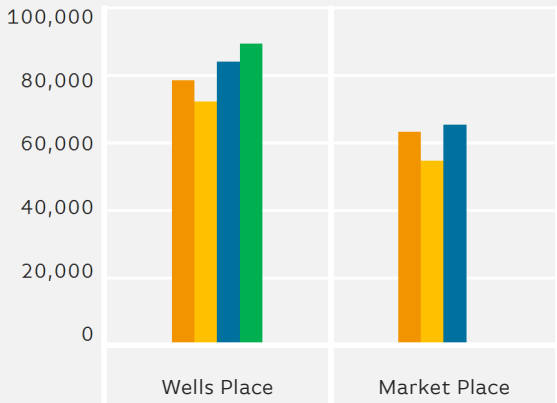
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	4	6	8	5	6	10	9
Previous Week	8	5	8	10	FOG 2	FOG 8	9
Previous Year	9	9	7	10	9	10	8

Footfall by Day



Footfall Totals

■ This Week
 ■ Previous Week
 ■ Previous Year



This Week	78,448	63,243
Previous Week	72,239	54,638
Previous Year	83,961	65,406
2 Years Ago	89,235	
Week on Week % Change	8.6 %	15.7 %
Year on Year % Change	-6.6 %	-3.3 %

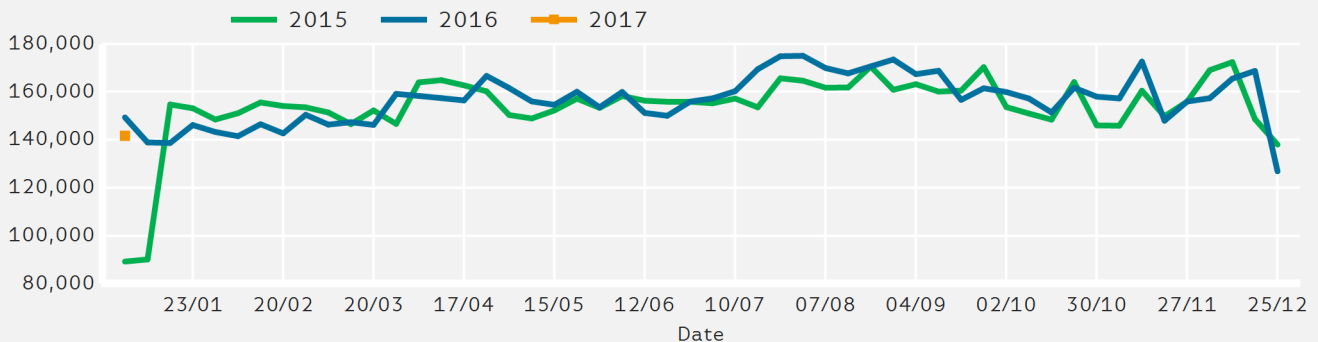
Footfall Totals

Counting By Location - Main Locations Only



■ Wells Place, 55.4 %
■ Market Place, 44.6 %

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.