



Eastleigh BID

Week 10, 2017

06/03/2017 to 12/03/2017



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	▲ 0.8 %	▼ -6.3 %	▲ 5.0 %	▼ -3.3 %	▲ 1.2 %	▼ -2.7 %
South East	▼ -0.6 %	▼ -4.2 %	▲ 3.6 %	▼ -6.9 %	▲ 4.8 %	▼ -0.5 %
UK	▼ -0.9 %	▼ -2.1 %	▲ 2.2 %	▼ -5.2 %	▲ 4.2 %	▲ 0.3 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.6% up on the previous year.

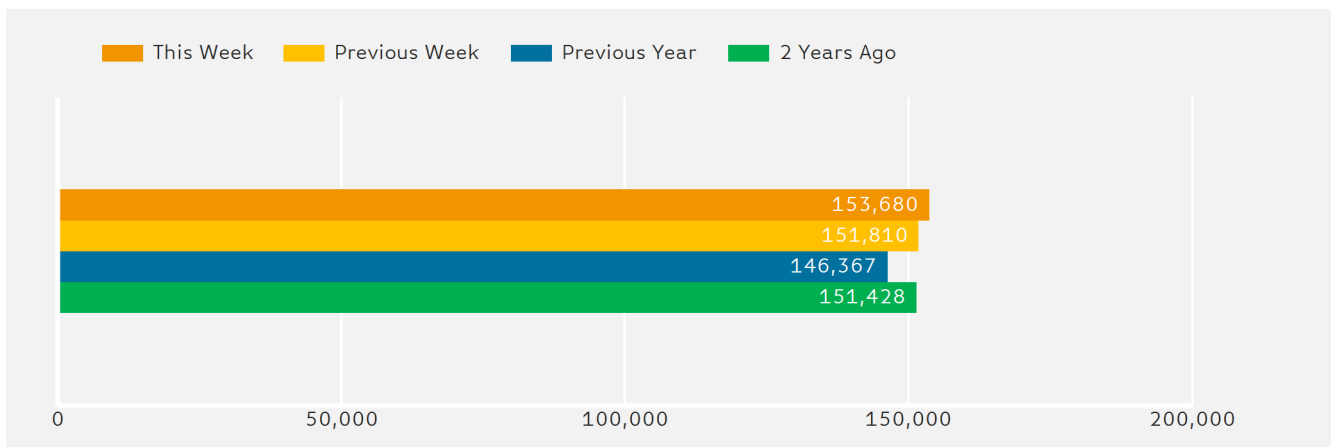
Footfall for the year to date is 0.8% up on the previous year.

The number of visitors counted for week commencing 6 March 2017 was 153,680.

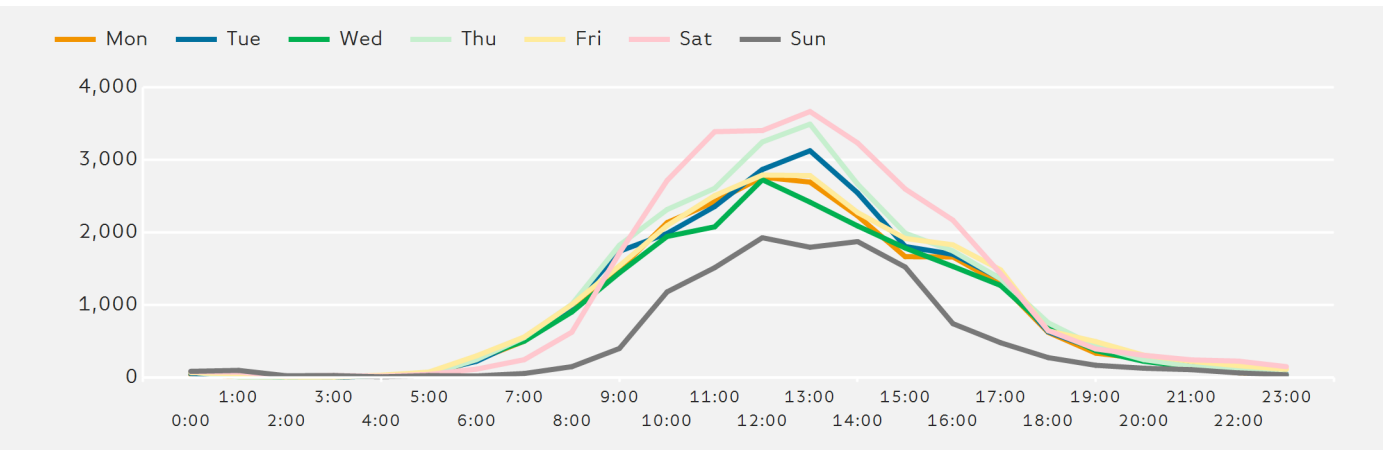
The busiest day in week commencing 6 March 2017 was Saturday with 27,510 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,663

Footfall Totals by Week



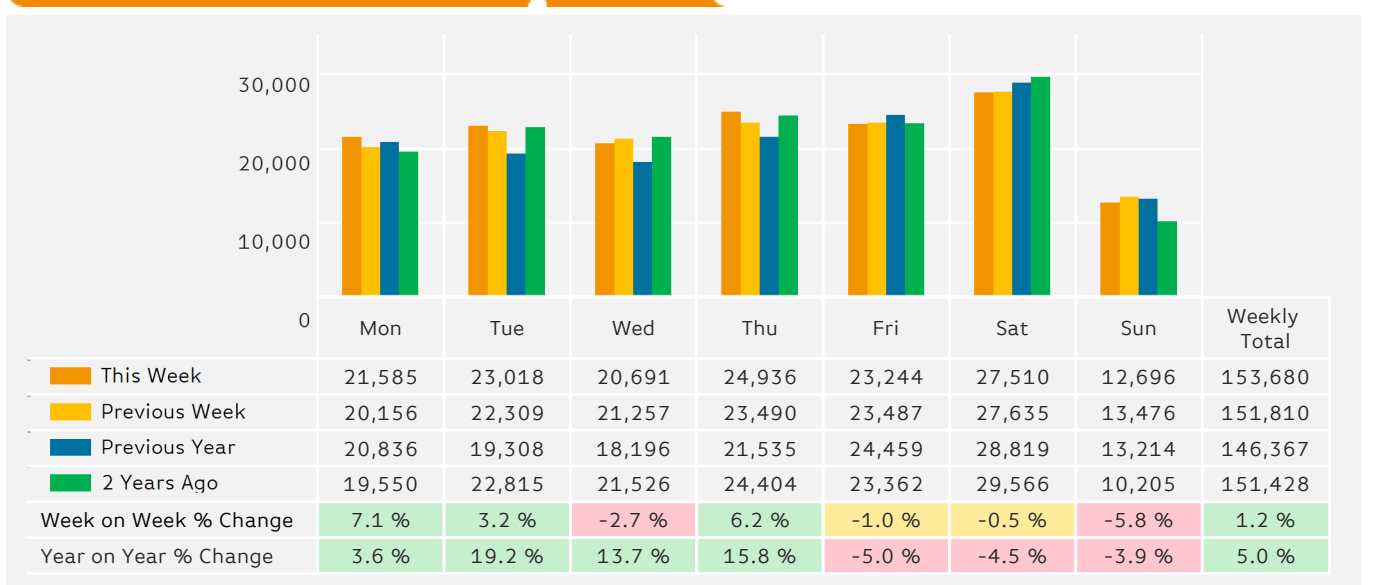
Footfall by Hour



Weather

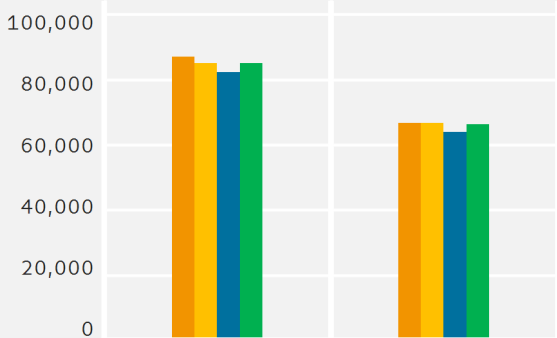
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	9	10	12	14	FOG 13	14	11
Previous Week	7	8	8	10	11	10	9
Previous Year	7	8	7	7	10	12	10

Footfall by Day



Footfall Totals

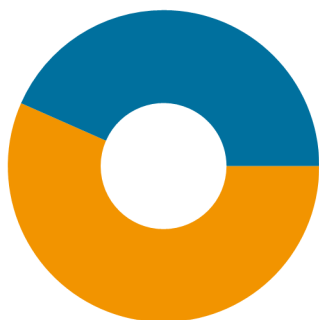
This Week Previous Week Previous Year ...



	Wells Place	Market Place
This Week	86,998	66,682
Previous Week	85,063	66,747
Previous Year	82,335	64,032
2 Years Ago	85,134	66,294
Week on Week % Change	2.3 %	-0.1 %
Year on Year % Change	5.7 %	4.1 %

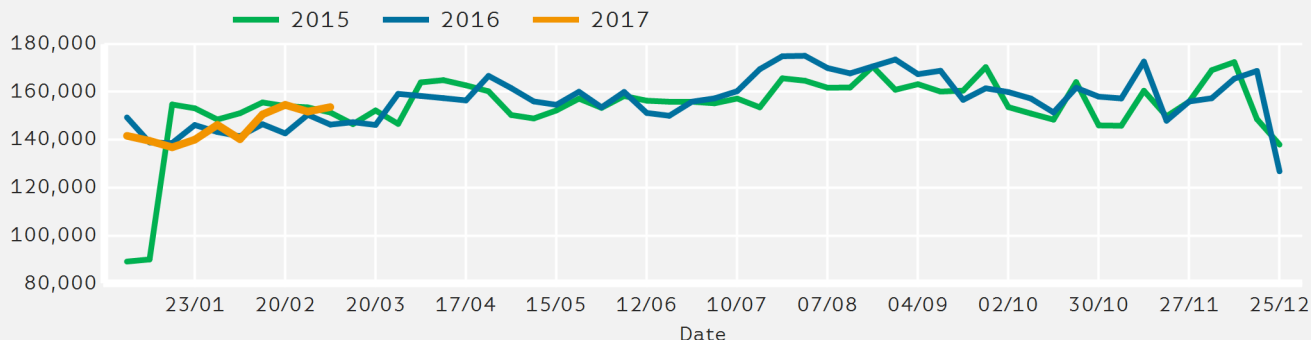
Footfall Totals

Counting By Location - Main Locations Only



Wells Place, 56.6 %
Market Place, 43.4 %

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.