



**Eastleigh BID**

Week 12, 2017

20/03/2017 to 26/03/2017



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	▲ 2.1 %	▼ -5.5 %	▲ 10.9 %	▼ -4.0 %	▲ 3.7 %	▼ -0.8 %
South East	▲ 0.5 %	▼ -4.0 %	▲ 6.0 %	▼ -3.6 %	▼ -0.1 %	▼ -0.9 %
UK	▼ -0.3 %	▼ -2.1 %	▲ 3.7 %	▼ -3.2 %	▲ 1.3 %	▼ -0.4 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 1.9% up on the previous year.

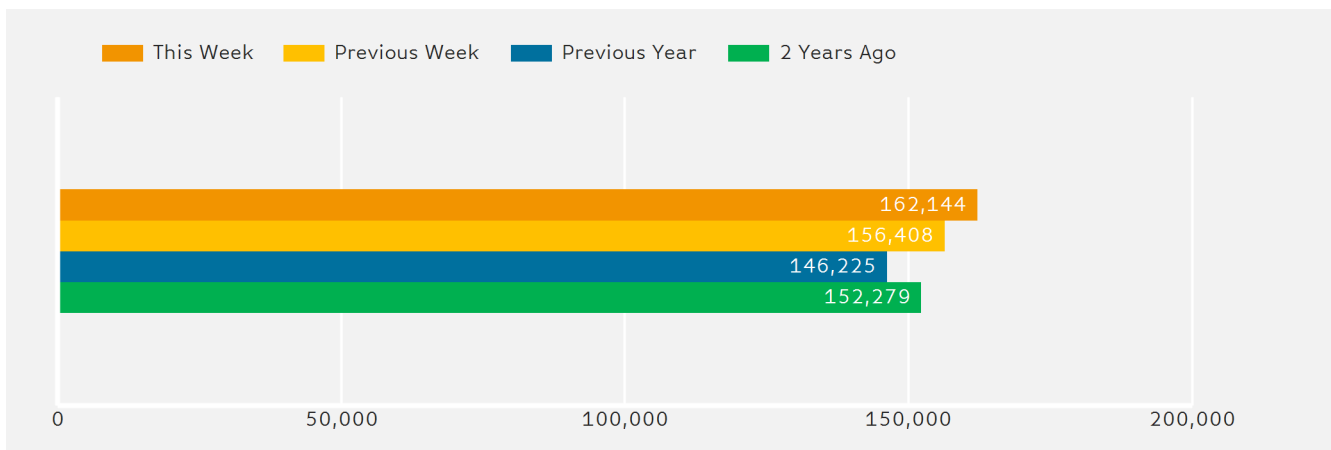
Footfall for the year to date is 2.1% up on the previous year.

The number of visitors counted for week commencing 20 March 2017 was 162,144.

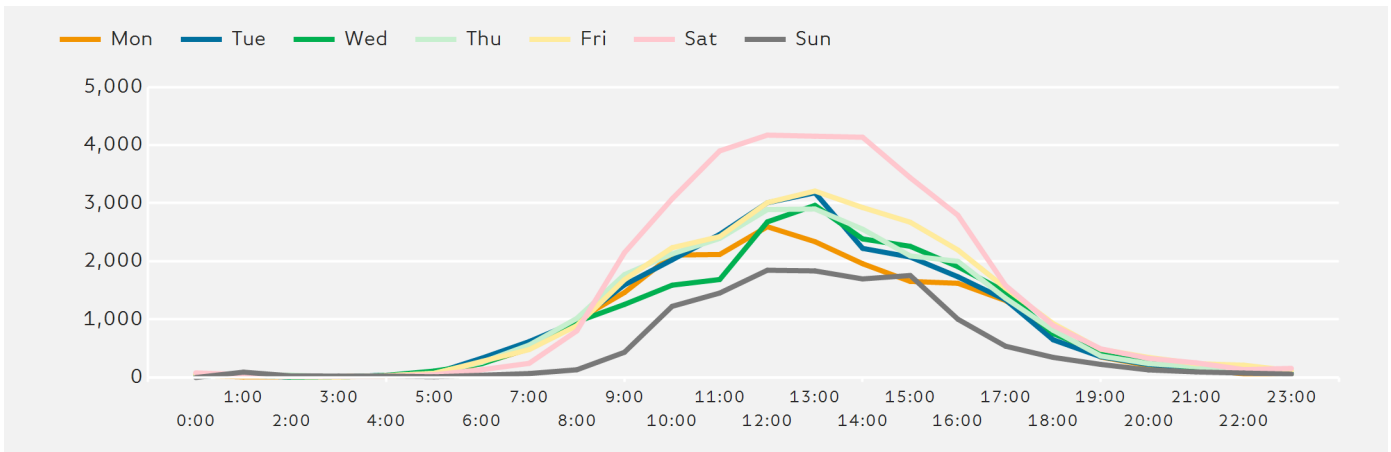
The busiest day in week commencing 20 March 2017 was Saturday with 33,079 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 4,173

**Footfall Totals by Week**



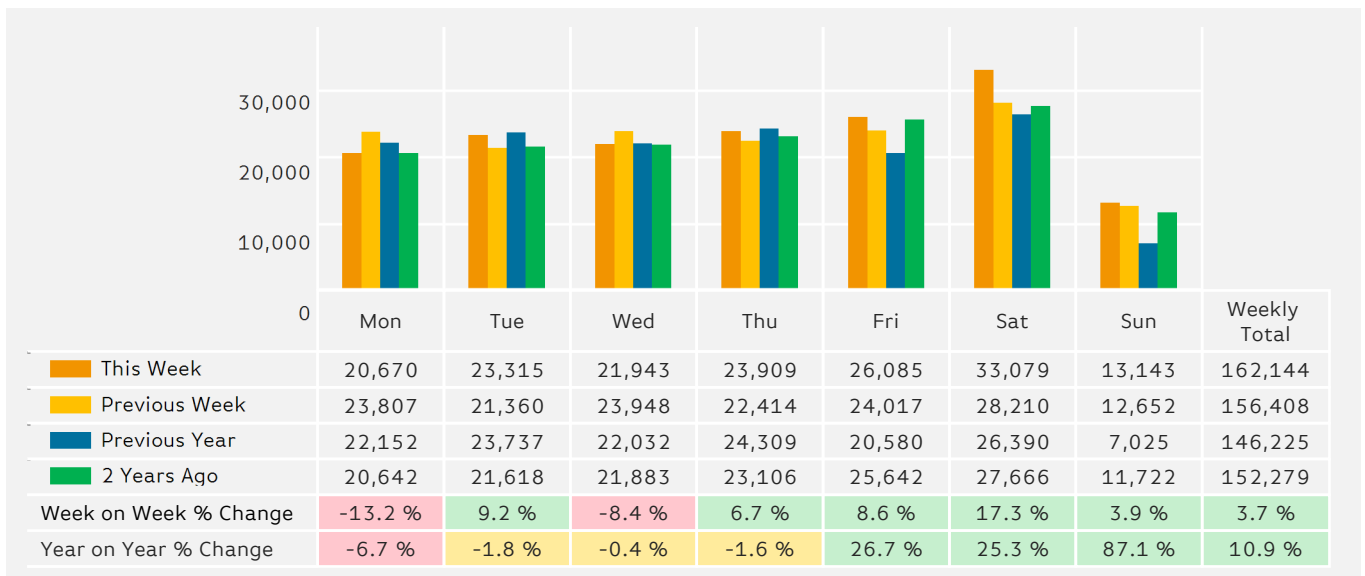
### Footfall by Hour



### Weather

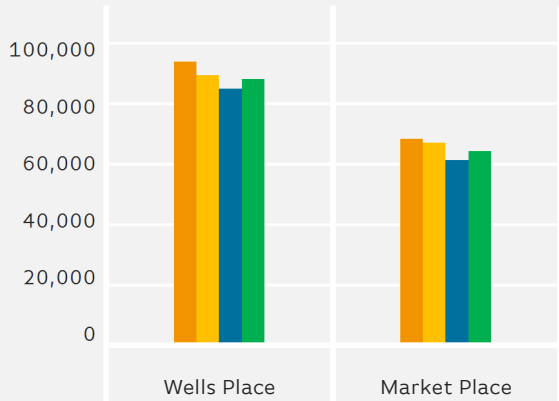
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	9	8	12	13	14	16
Previous Week	14	14	15	11	10	14	13
Previous Year	12	12	13	10	14	13	10

### Footfall by Day



### Footfall Totals

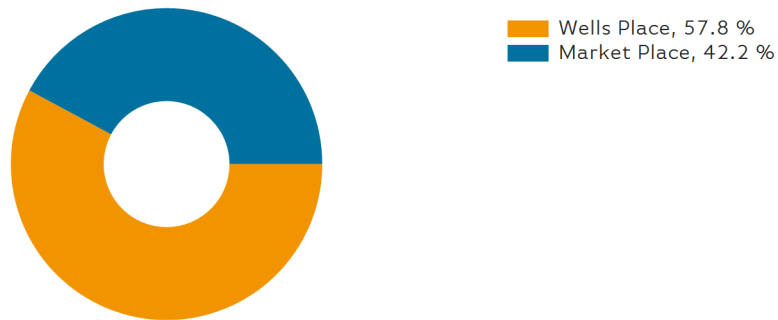
This Week Previous Week Previous Year ...



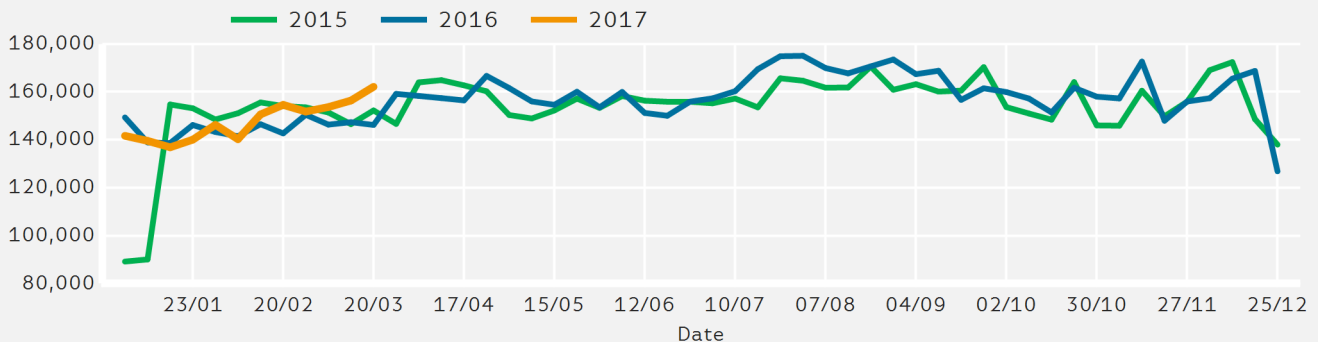
This Week	93,777	68,367
Previous Week	89,369	67,039
Previous Year	84,935	61,290
2 Years Ago	88,003	64,276
Week on Week % Change	4.9 %	2.0 %
Year on Year % Change	10.4 %	11.5 %

### 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.