



Eastleigh BID

Week 3, 2017

16/01/2017 to 22/01/2017



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	▼ -2.1 %	▼ -11.4 %	▼ -1.3 %	▼ -10.4 %	▼ -1.9 %	▼ -0.2 %
South East	▼ -1.0 %	▼ -2.9 %	▲ 0.5 %	▼ -4.9 %	▲ 2.4 %	▲ 1.4 %
UK	▼ -0.9 %	▲ 0.1 %	▲ 1.0 %	▼ -2.3 %	▲ 6.0 %	▲ 1.1 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.7% up on the previous year.

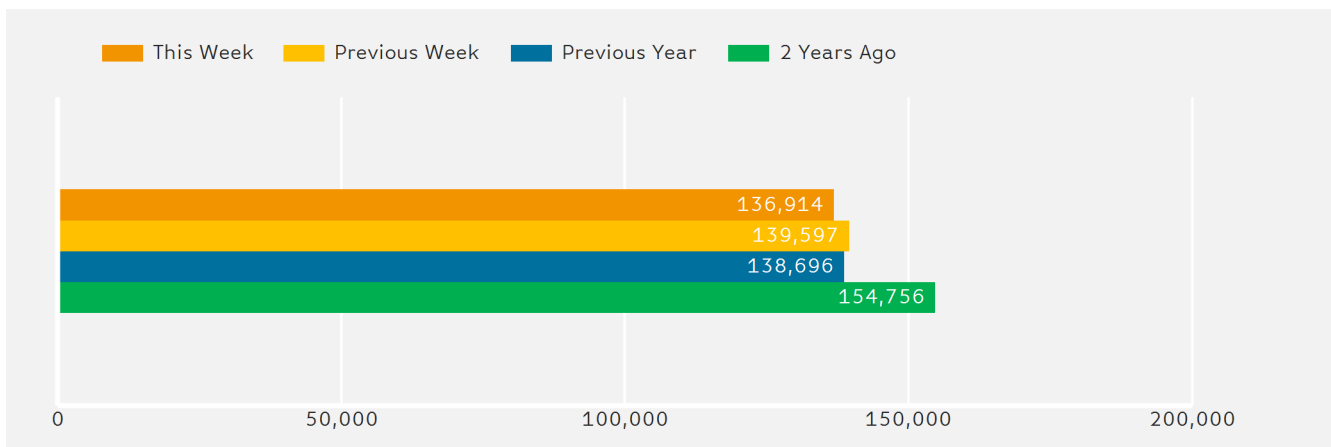
Footfall for the year to date is 2.1% down on the previous year.

The number of visitors counted for week commencing 16 January 2017 was 136,914.

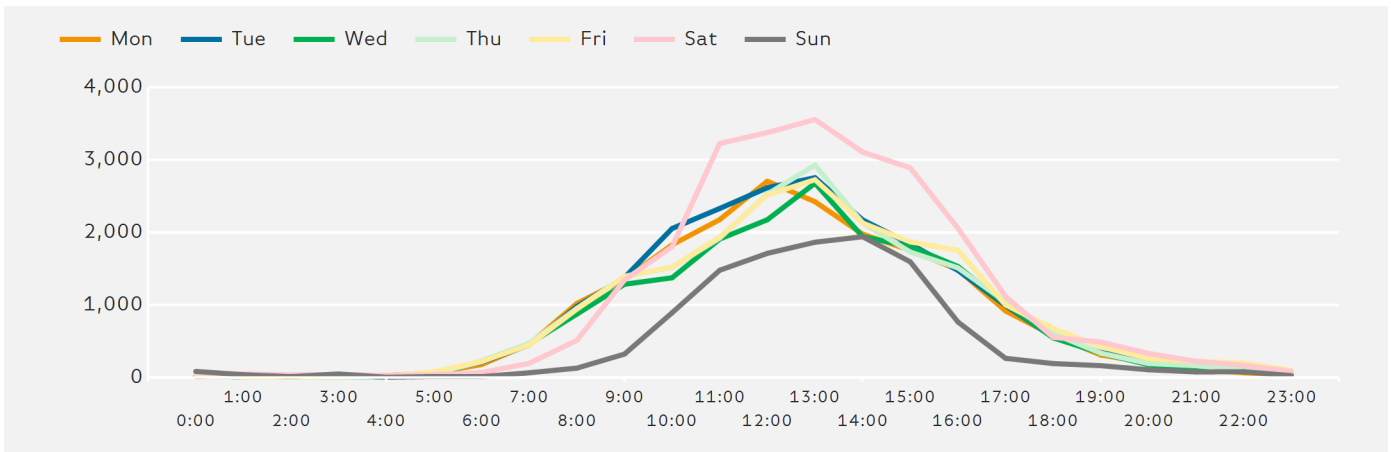
The busiest day in week commencing 16 January 2017 was Saturday with 25,332 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,553

Footfall Totals by Week



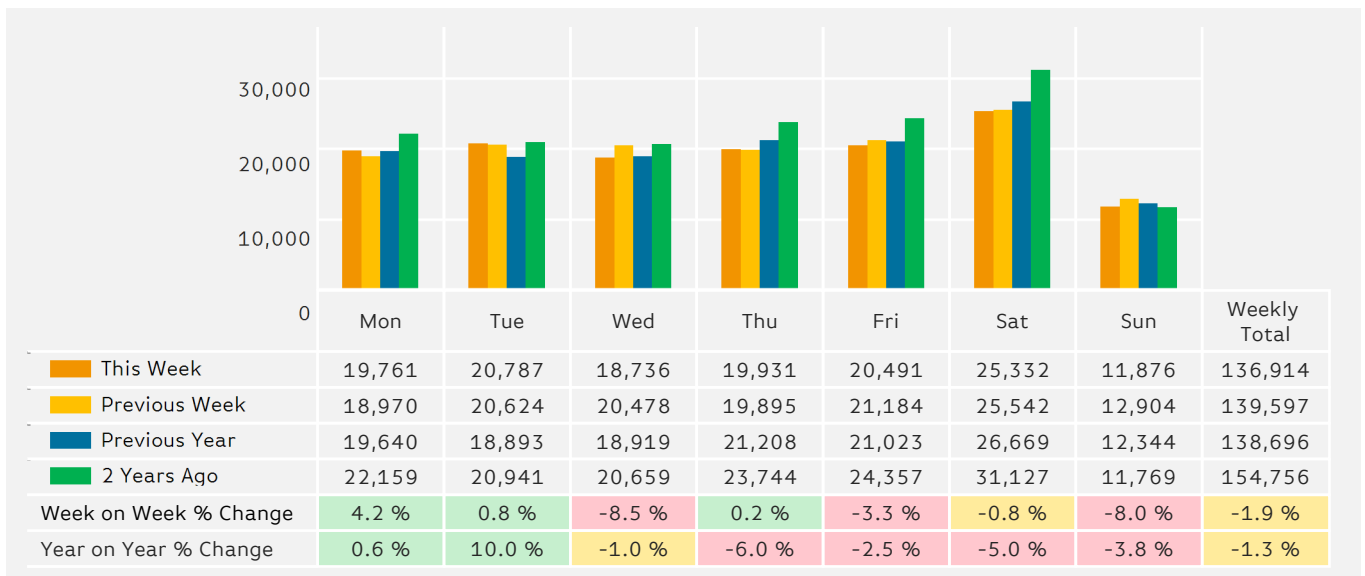
Footfall by Hour



Weather

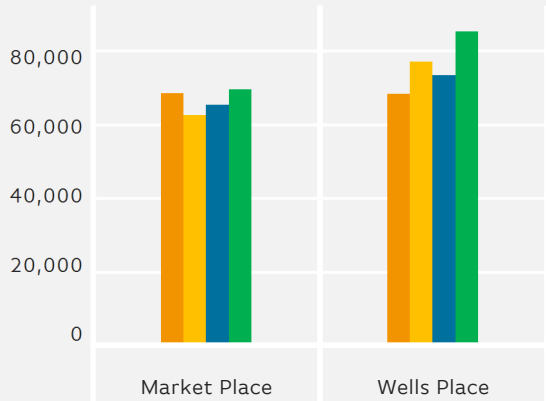
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	8	6	4	7	7	5	6
Previous Week	9	8	10	6	6	7	9
Previous Year	5	5	6	8	12	10	12

Footfall by Day



Footfall Totals

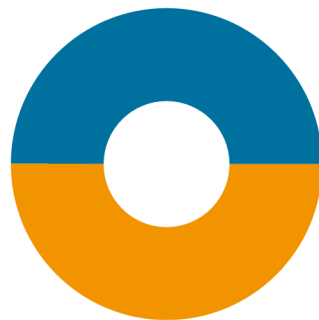
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ ...



	Market Place	Wells Place
This Week	68,549	68,365
Previous Week	62,580	77,017
Previous Year	65,385	73,311
2 Years Ago	69,532	85,224
Week on Week % Change	9.5 %	-11.2 %
Year on Year % Change	4.8 %	-6.7 %

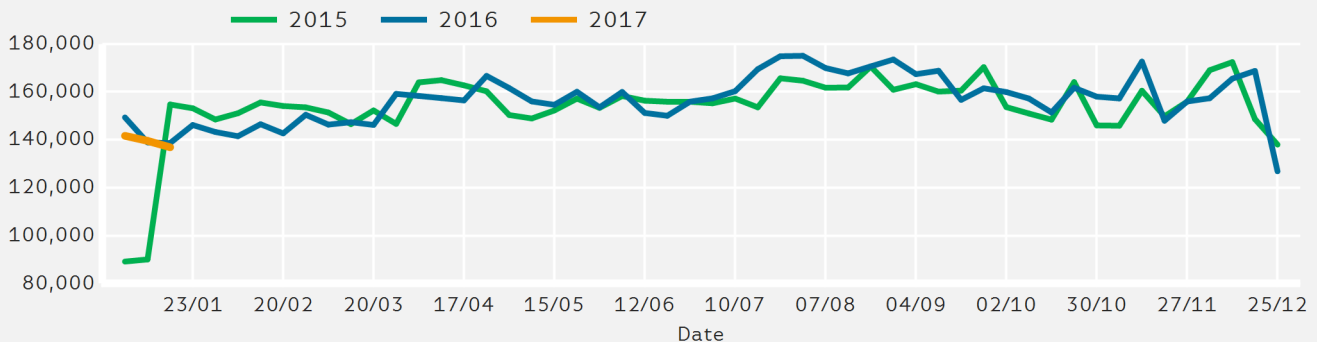
Footfall Totals

Counting By Location - Main Locations Only



■ Market Place, 50.1 %
■ Wells Place, 49.9 %

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.