



Eastleigh BID

Week 5, 2017

30/01/2017 to 05/02/2017



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 | ▼ -1.7 % | ▼ -7.9 % | ▲ 2.1 % | ▼ -3.5 % | ▲ 4.4 % | ▼ -2.0 % |
| South East | ▼ -1.5 % | ▼ -3.2 % | ▲ 2.0 % | ▼ -3.9 % | ▲ 5.6 % | ▲ 0.4 % |
| UK | ▼ -0.8 % | ▼ -0.4 % | ▲ 1.1 % | ▼ -3.2 % | ▲ 1.8 % | ▼ -1.1 % |

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.8% up on the previous year.

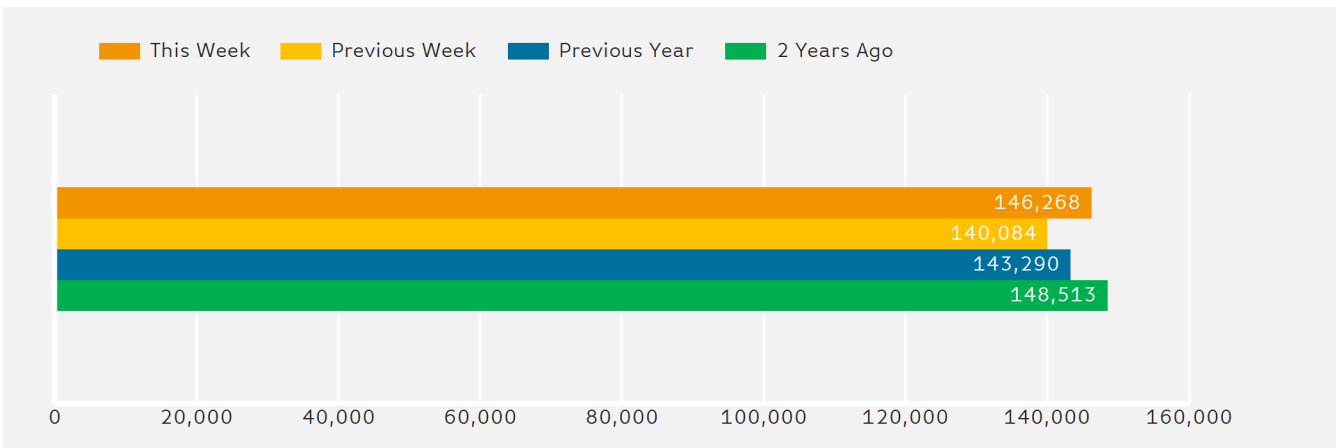
Footfall for the year to date is 1.7% down on the previous year.

The number of visitors counted for week commencing 30 January 2017 was 146,268.

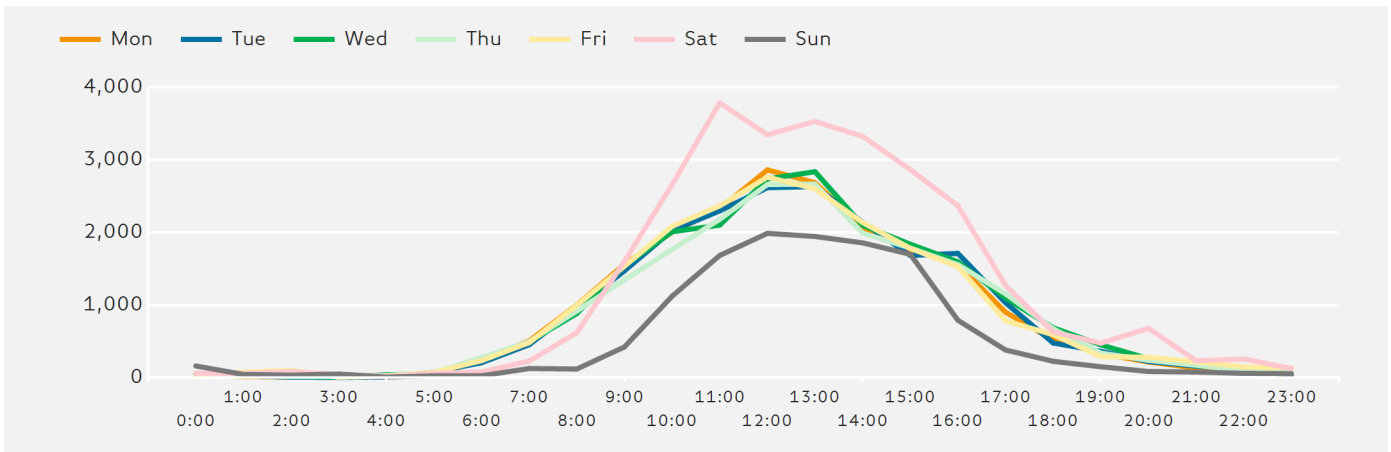
The busiest day in week commencing 30 January 2017 was Saturday with 28,337 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,783

Footfall Totals by Week



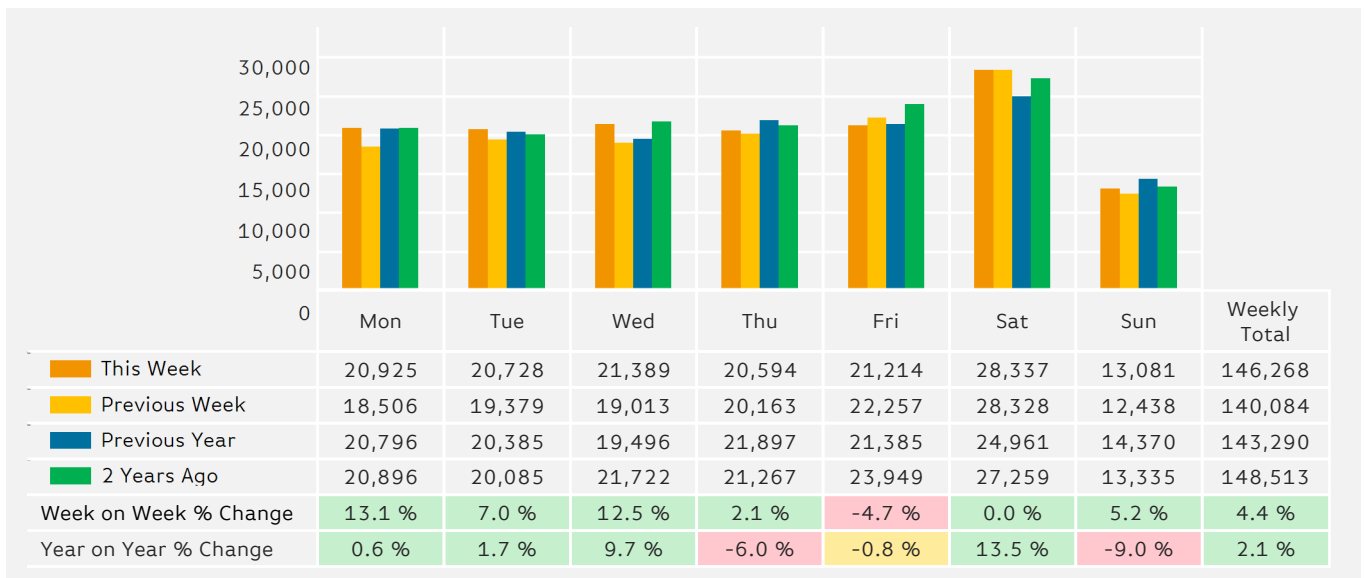
Footfall by Hour



Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-------|-----|-----|-----|-----|-----|-----|
| This Week | 10 | 11 | 10 | 11 | 8 | 8 | 7 |
| Previous Week | FOG 3 | 6 | 6 | 2 | 7 | 9 | 10 |
| Previous Year | 12 | 9 | 9 | 13 | 10 | 11 | 10 |

Footfall by Day



Footfall Totals

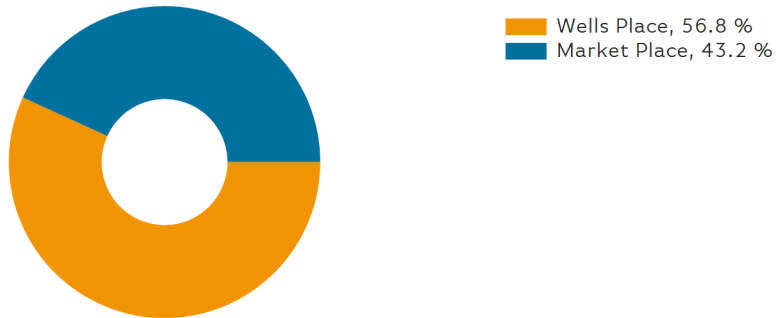
This Week Previous Week Previous Year ...



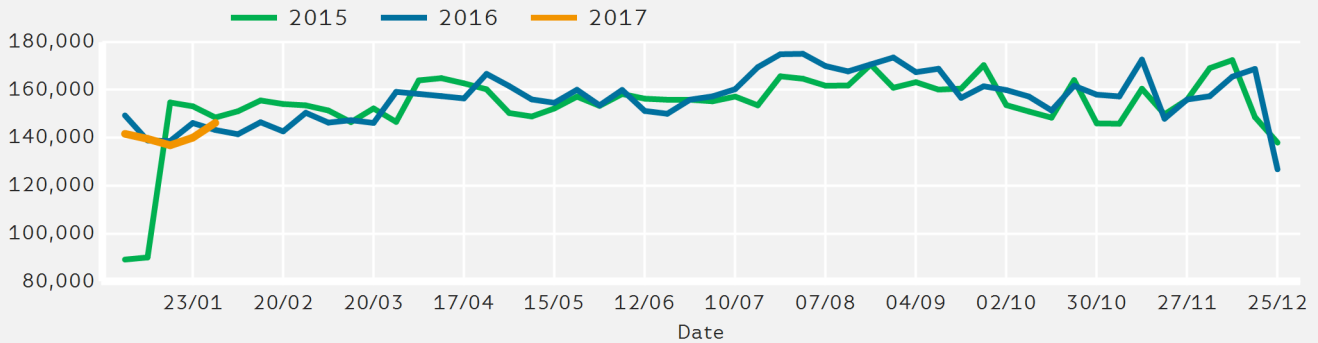
| | Wells Place | Market Place |
|-----------------------|-------------|--------------|
| This Week | 83,079 | 63,189 |
| Previous Week | 75,827 | 64,257 |
| Previous Year | 78,914 | 64,376 |
| 2 Years Ago | 84,733 | 63,780 |
| Week on Week % Change | 9.6 % | -1.7 % |
| Year on Year % Change | 5.3 % | -1.8 % |

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.