



**Eastleigh BID**

Week 7, 2017

13/02/2017 to 19/02/2017



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	▼ -0.9 %	▼ -7.3 %	▲ 2.8 %	▼ -5.8 %	▲ 7.4 %	▲ 3.5 %
South East	▼ -1.3 %	▼ -3.7 %	▲ 0.1 %	▼ -3.2 %	▲ 9.9 %	▲ 5.3 %
UK	▼ -1.1 %	▼ -1.2 %	▲ 2.9 %	▼ -3.9 %	▲ 14.8 %	▲ 4.4 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 1.1% up on the previous year.

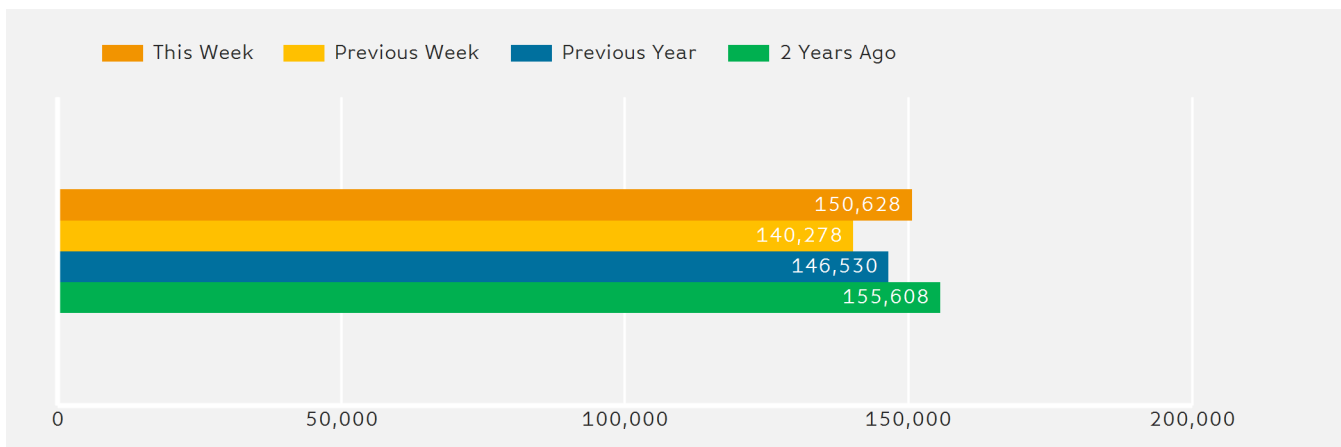
Footfall for the year to date is 0.9% down on the previous year.

The number of visitors counted for week commencing 13 February 2017 was 150,628.

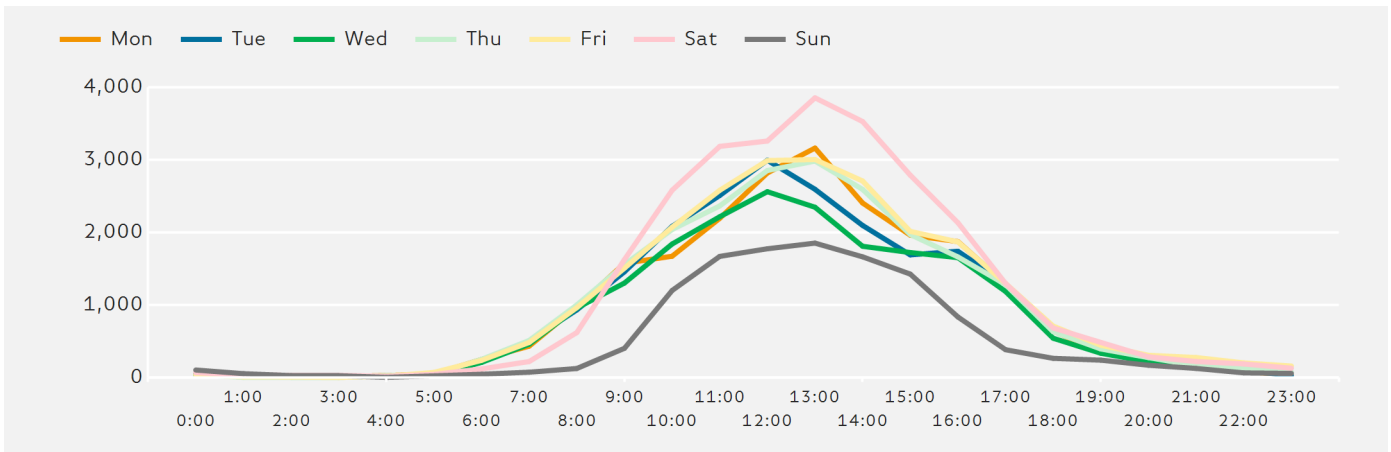
The busiest day in week commencing 13 February 2017 was Saturday with 27,397 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,852

**Footfall Totals by Week**



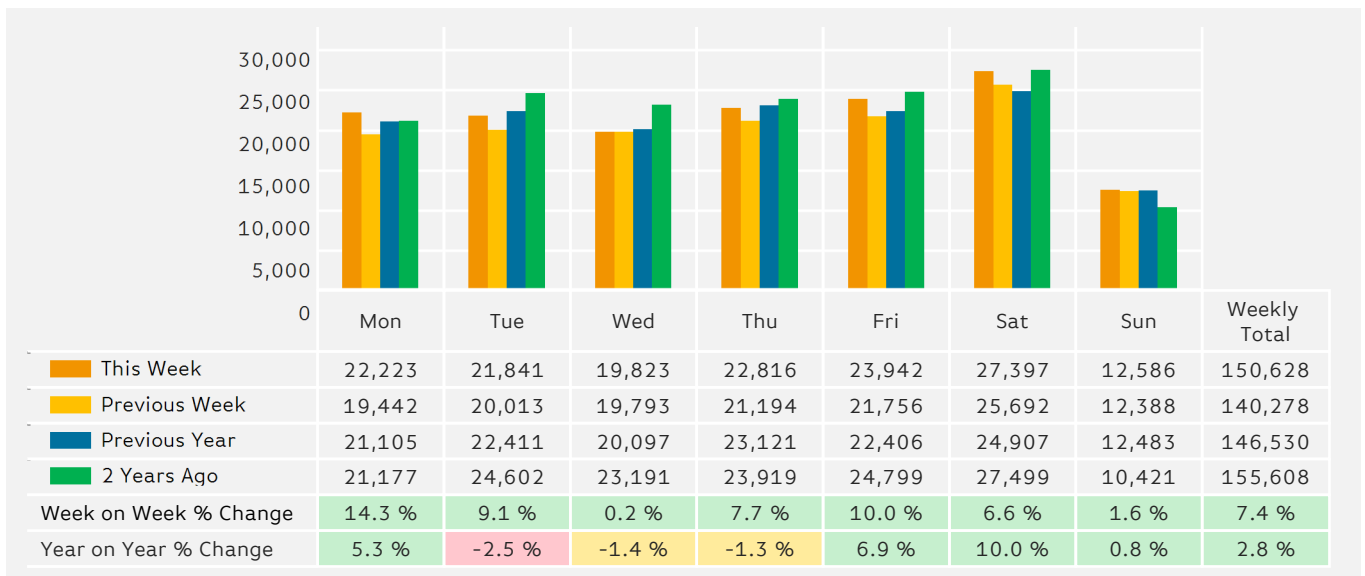
### Footfall by Hour



### Weather

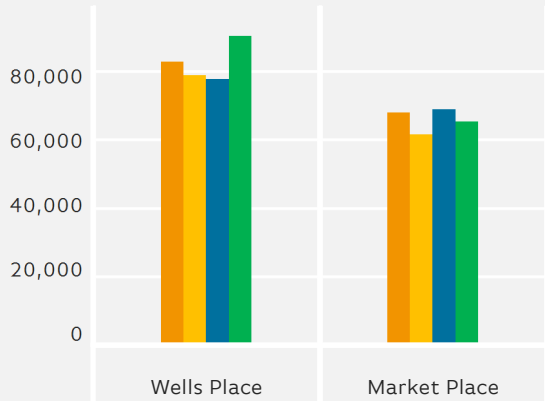
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	11	11	11	10	11	11
Previous Week	8	9	6	4	3	3	4
Previous Year	6	7	6	7	9	12	13

### Footfall by Day



### Footfall Totals

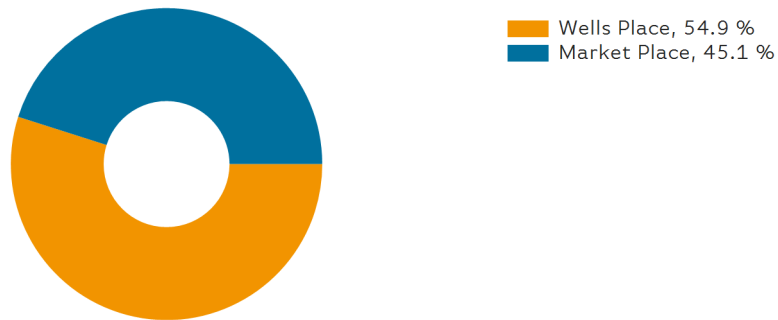
This Week Previous Week Previous Year ...



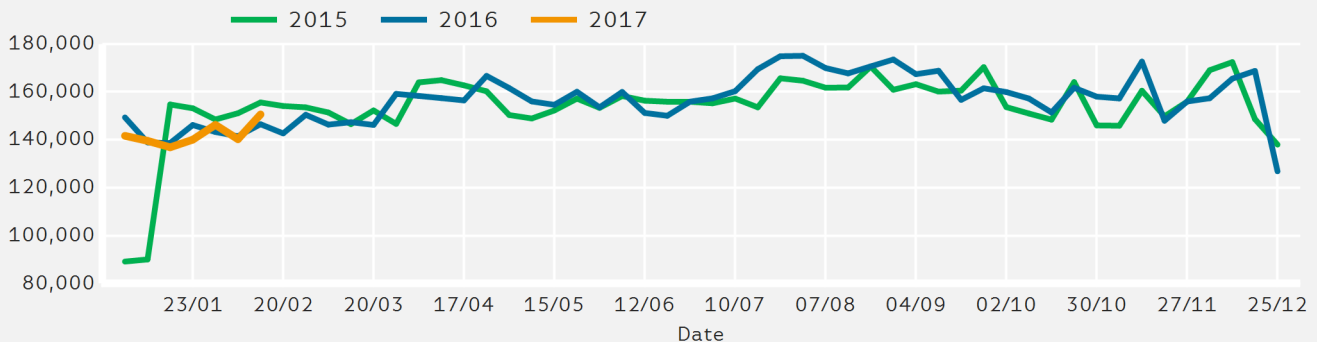
	Wells Place	Market Place
This Week	82,697	67,931
Previous Week	78,825	61,453
Previous Year	77,648	68,882
2 Years Ago	90,256	65,352
Week on Week % Change	4.9 %	10.5 %
Year on Year % Change	6.5 %	-1.4 %

### 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.