



Eastleigh BID

Week 8, 2017

20/02/2017 to 26/02/2017



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	▲ 0.2 %	▼ -7.3 %	▲ 8.3 %	▼ -7.4 %	▲ 2.6 %	▼ -2.6 %
South East	▼ -0.9 %	▼ -3.5 %	▲ 1.9 %	▼ -2.2 %	▼ -4.9 %	▲ 0.9 %
UK	▼ -1.2 %	▼ -1.2 %	▼ -2.2 %	▼ -1.3 %	▼ -5.5 %	▼ -0.1 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.3% up on the previous year.

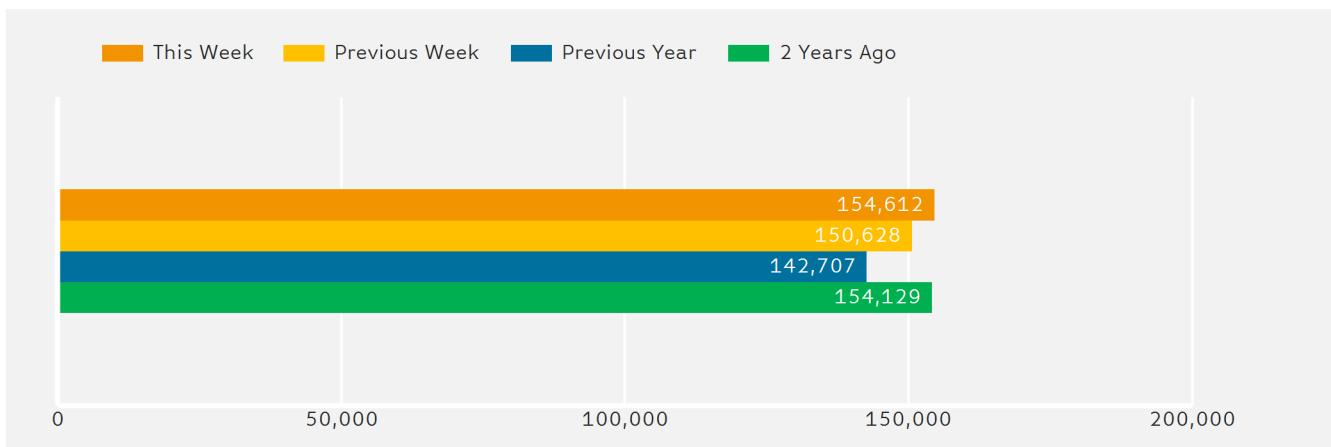
Footfall for the year to date is 0.2% up on the previous year.

The number of visitors counted for week commencing 20 February 2017 was 154,612.

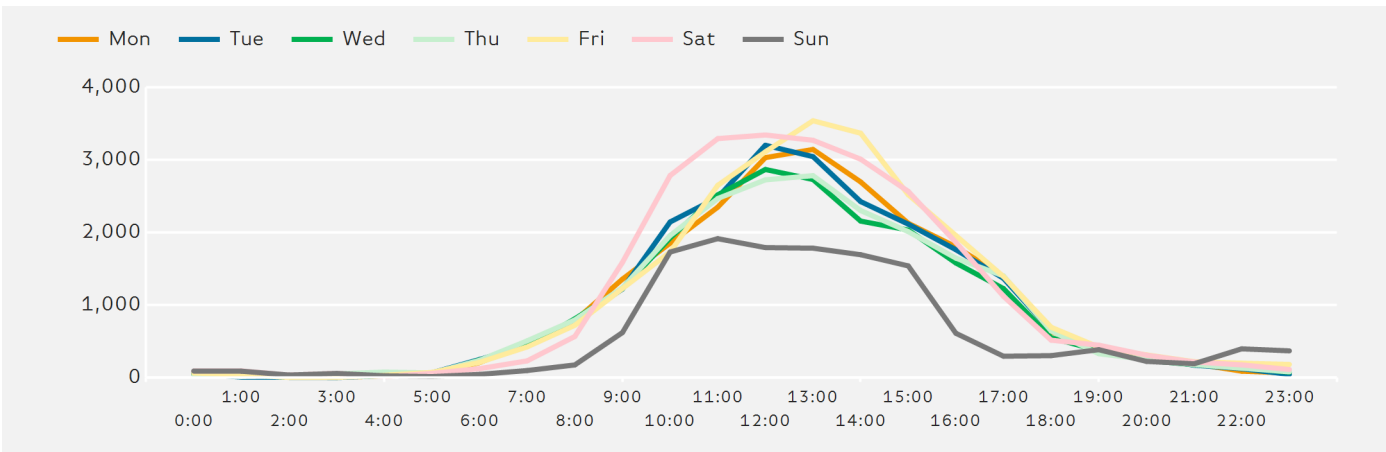
The busiest day in week commencing 20 February 2017 was Saturday with 25,831 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 3,536

Footfall Totals by Week



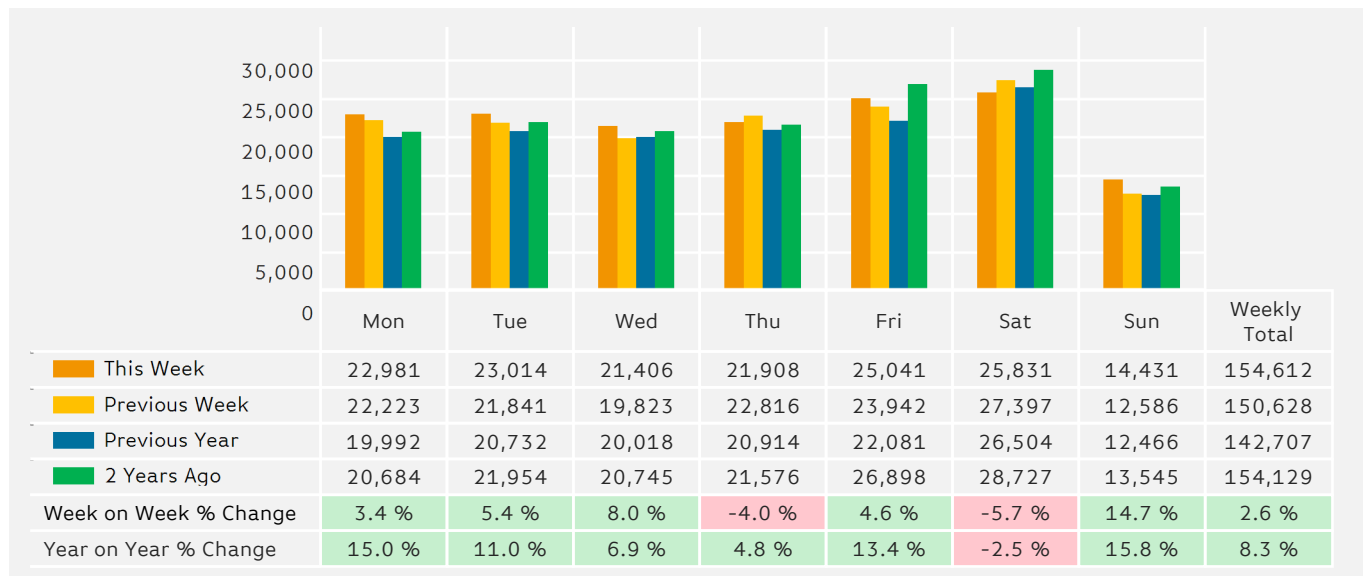
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	12	12	9	8	10	10
Previous Week	11	11	11	11	10	11	11
Previous Year	10	9	7	6	6	6	7

Footfall by Day



Footfall Totals

This Week Previous Week Previous Year ...



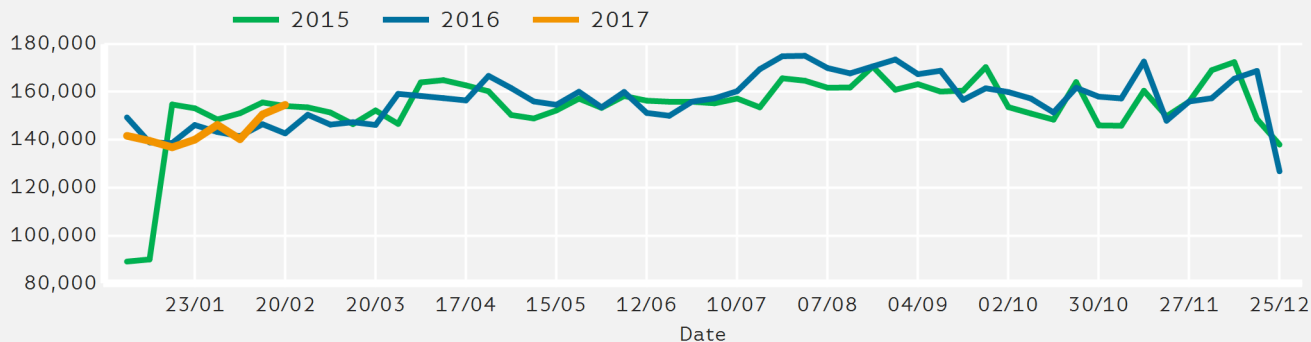
This Week	85,767	68,845
Previous Week	82,697	67,931
Previous Year	78,866	63,841
2 Years Ago	89,393	64,736
Week on Week % Change	3.7 %	1.3 %
Year on Year % Change	8.8 %	7.8 %

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.