



Eastleigh BID

February 2017

30/01/2017 to 26/02/2017



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) 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 | | Month on Month % Change | |
|---------------|-----------------------|----------|-----------------------|----------|-------------------------|---------|
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 |
| Eastleigh BID | ▲ 0.2 % | ▼ -7.3 % | ▲ 3.1 % | ▼ -5.8 % | ▲ 6.0 % | ▲ 0.2 % |
| South East | ▼ -0.9 % | ▼ -3.5 % | ▼ -0.1 % | ▼ -4.0 % | ▲ 5.6 % | ▲ 4.6 % |
| UK | ▼ -1.2 % | ▼ -1.2 % | ▼ 0.0 % | ▼ -2.8 % | ▲ 6.3 % | ▲ 6.3 % |

Headlines

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

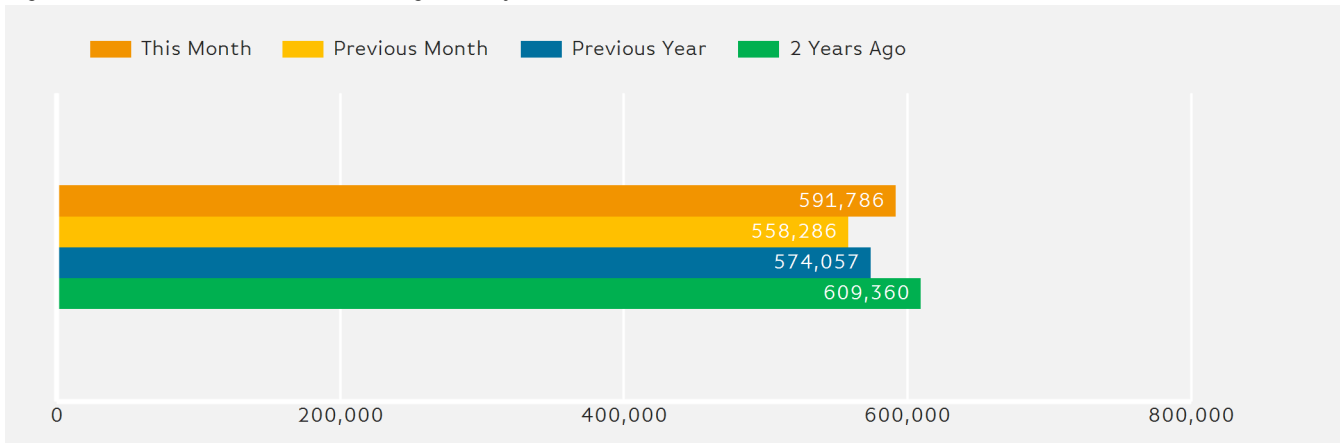
The number of visitors counted for month commencing 30 January 2017 was 591,786.

The busiest day in month commencing 30 January 2017 was Saturday 4 February with 28,337 visitors.

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

Footfall Totals by Month

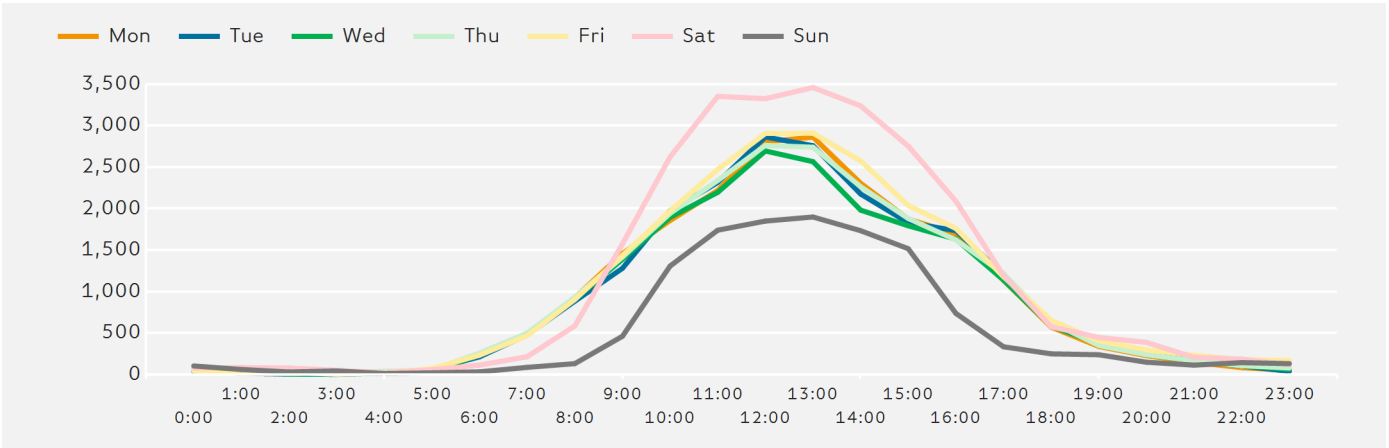
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



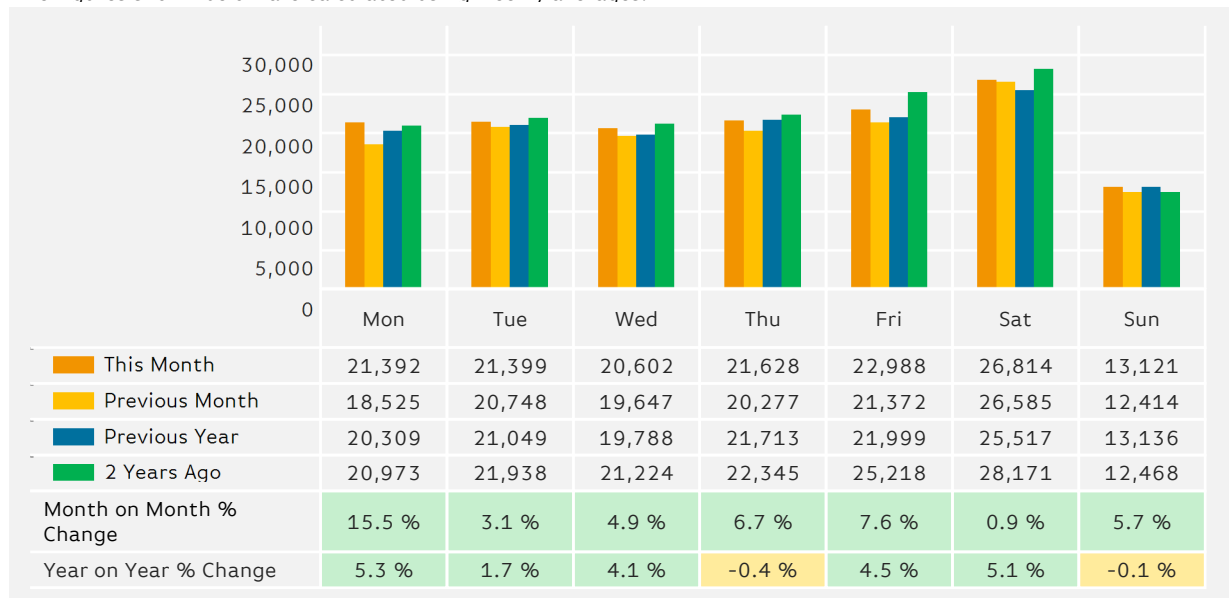
| | | | | |
|-------------------------------------|----|----|---|---|
| Number of days this month | 7 | 13 | 7 | 1 |
| Number of days same month last year | 16 | 11 | 1 | |

Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2017 | 9.0 | 3.9 |
| 2016 | 8.5 | 2.7 |

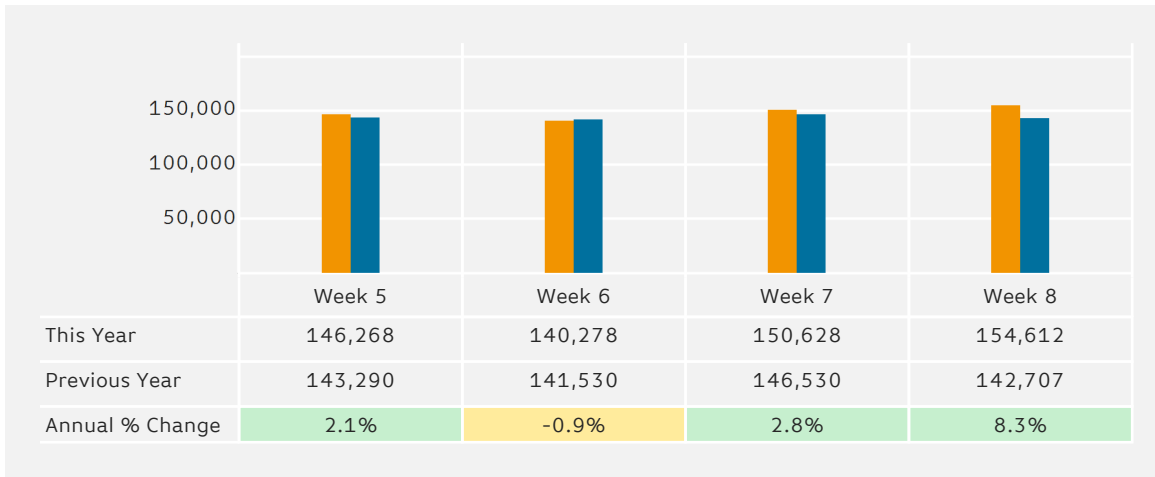
Footfall by Day

The figures shown below are calculated using weekly averages.



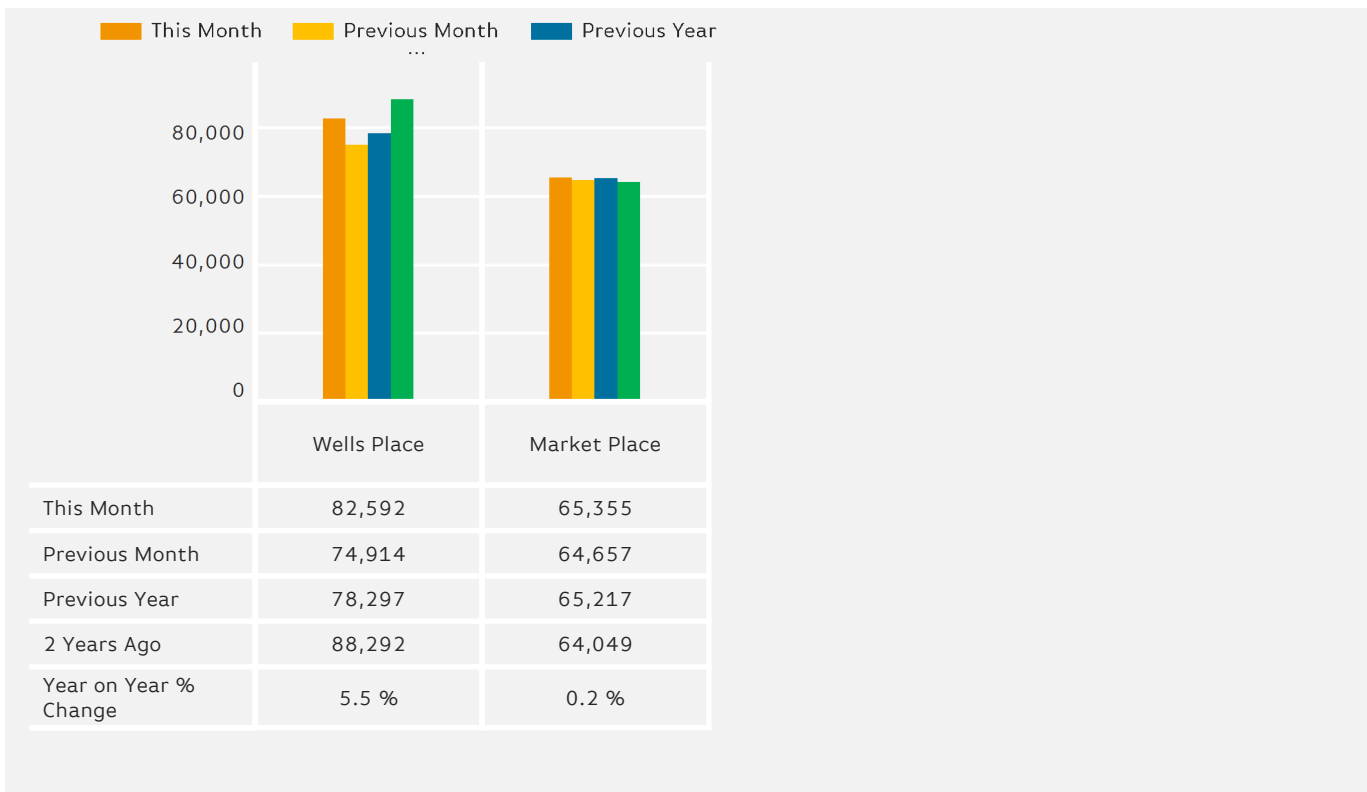
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall Totals

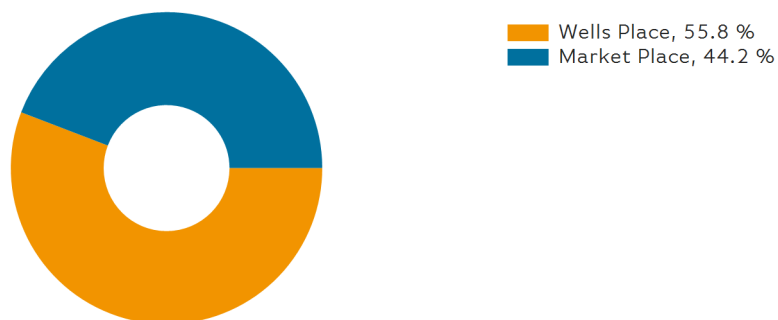
The figures shown below are calculated using weekly averages.



Footfall Totals

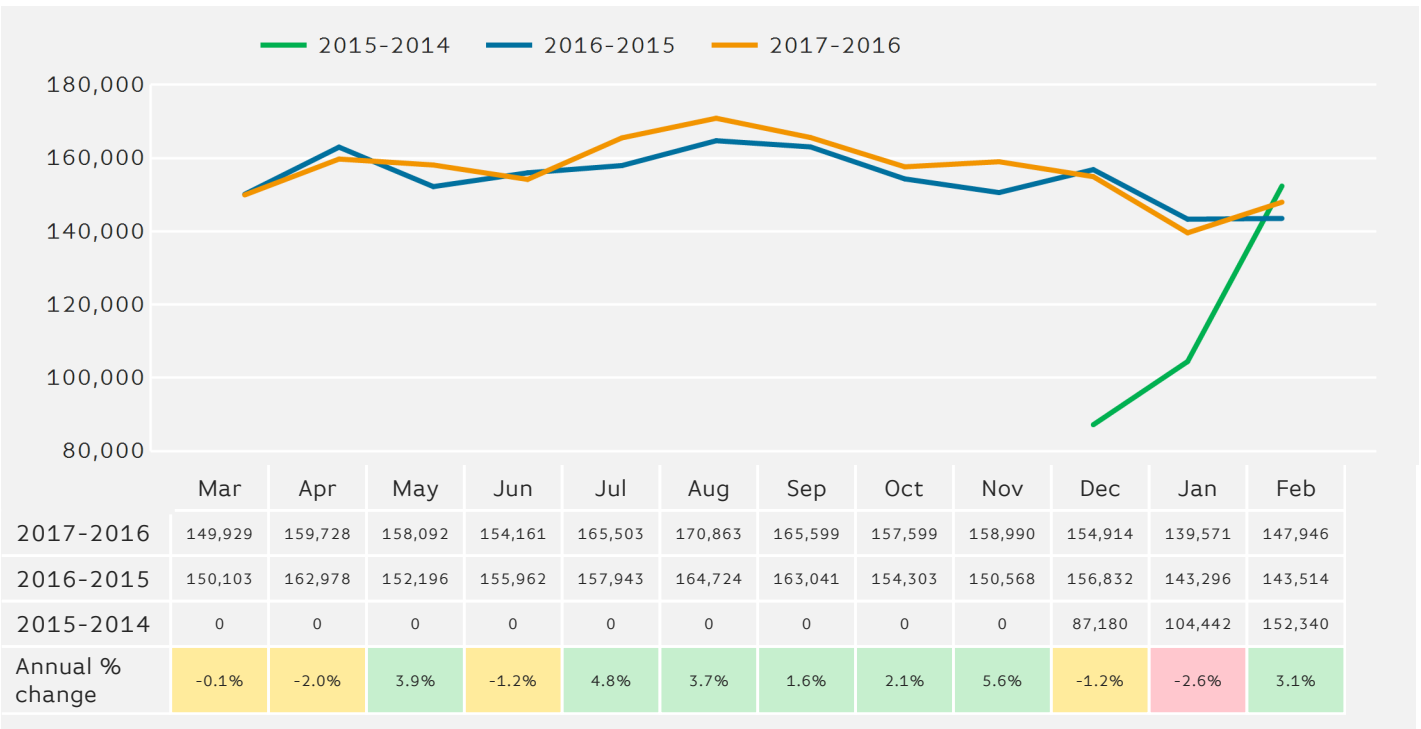
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



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.