



### Eastleigh BID

Week 17, 2017

24/04/2017 to 30/04/2017



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	▲ 1.9 %	▼ -3.8 %	▼ -1.9 %	▲ 4.0 %	▲ 5.3 %	▲ 6.5 %
South East	▲ 0.7 %	▼ -4.4 %	▼ -1.9 %	▼ -4.0 %	▲ 3.0 %	▲ 3.6 %
UK	▲ 0.3 %	▼ -2.8 %	▼ -0.7 %	▼ -1.3 %	▲ 2.4 %	▲ 1.2 %

#### Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 2.1% up on the previous year.

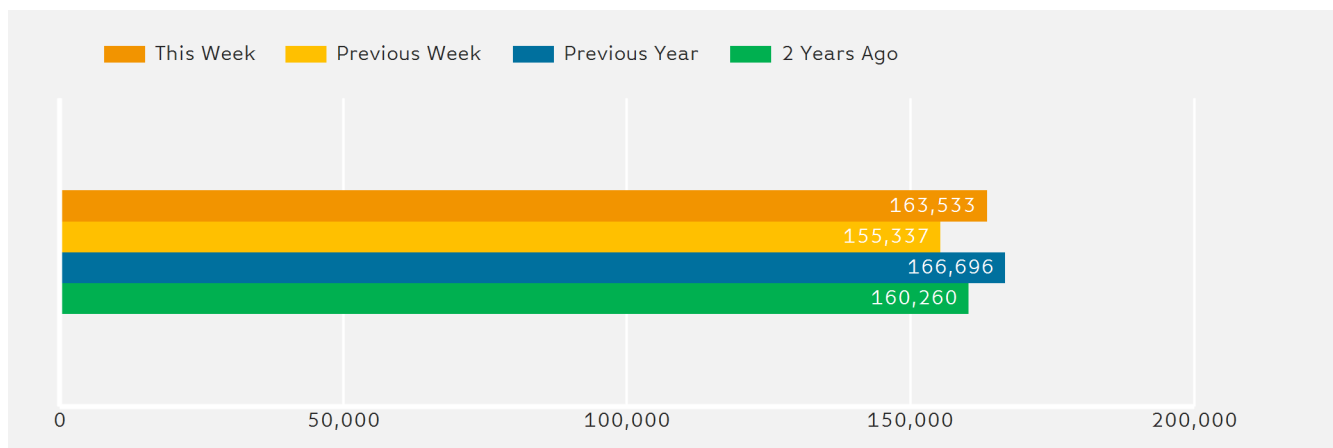
Footfall for the year to date is 1.9% up on the previous year.

The number of visitors counted for week commencing 24 April 2017 was 163,533.

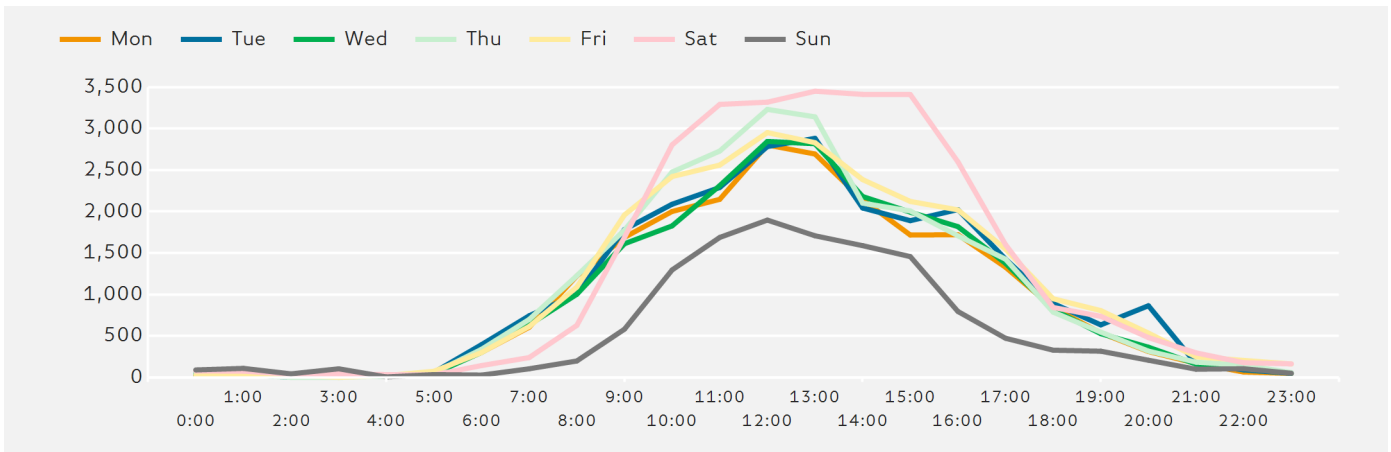
The busiest day in week commencing 24 April 2017 was Saturday with 29,591 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,450

#### Footfall Totals by Week



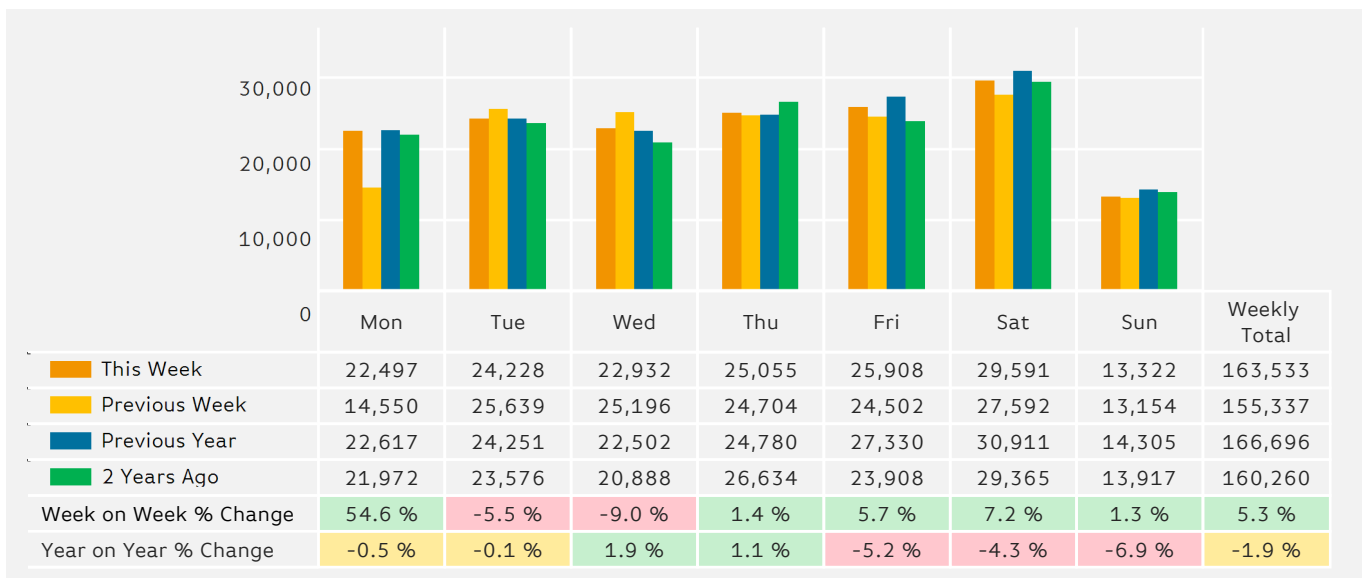
### Footfall by Hour



### Weather

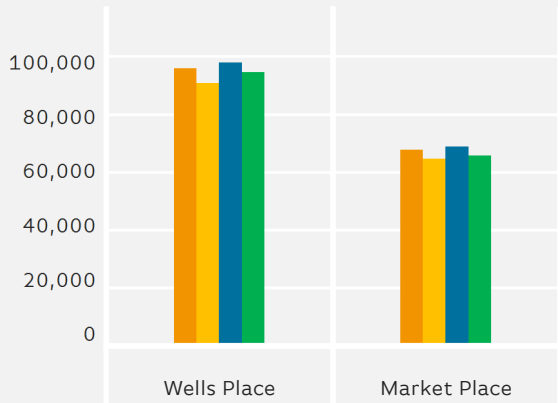
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	10	9	12	14	14	14
Previous Week	13	11	12	14	15	15	14
Previous Year	12	9	10	10	11	12	13

### Footfall by Day



### Footfall Totals

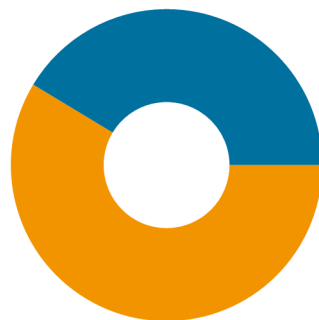
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ ...



	Wells Place	Market Place
This Week	95,890	67,643
Previous Week	90,775	64,562
Previous Year	97,842	68,854
2 Years Ago	94,557	65,703
Week on Week % Change	5.6 %	4.8 %
Year on Year % Change	-2.0 %	-1.8 %

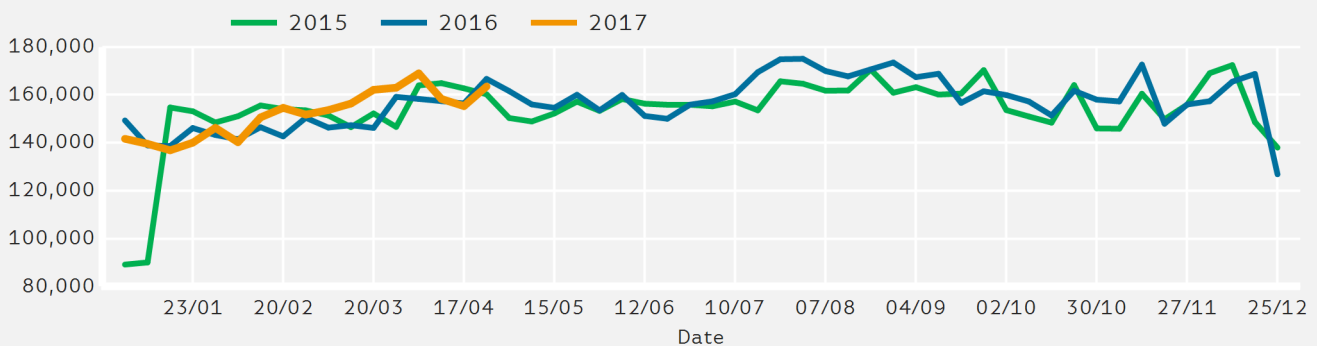
### Footfall Totals

Counting By Location - Main Locations Only



■ Wells Place, 58.6 %  
■ Market Place, 41.4 %

### 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.