



**Eastleigh BID**

Week 15, 2017

10/04/2017 to 16/04/2017



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	▲ 2.3 %	▼ -4.3 %	▲ 0.6 %	▼ -4.5 %	▼ -6.3 %	▼ -0.6 %
South East	▲ 0.9 %	▼ -4.4 %	▼ -0.8 %	▼ -10.2 %	▼ -8.0 %	▼ -1.6 %
UK	▲ 0.5 %	▼ -2.8 %	▲ 2.8 %	▼ -6.7 %	▼ -4.4 %	▼ -1.9 %

**Headlines**

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

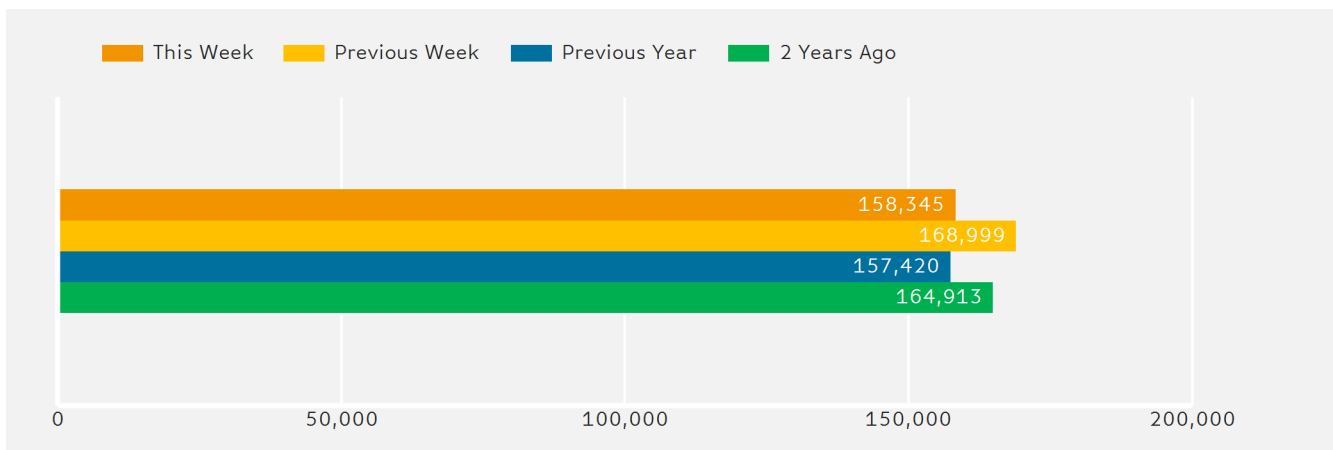
Footfall for the year to date is 2.3% up on the previous year.

The number of visitors counted for week commencing 10 April 2017 was 158,345.

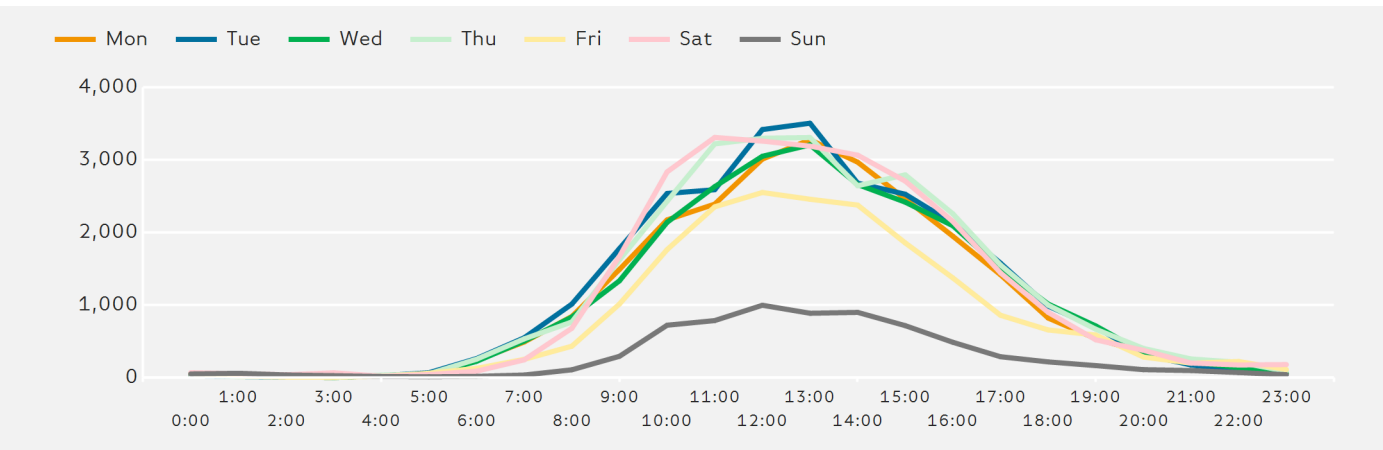
The busiest day in week commencing 10 April 2017 was Thursday with 27,402 visitors.

The peak hour of the week was 13:00 on Tuesday with footfall of 3,502

**Footfall Totals by Week**



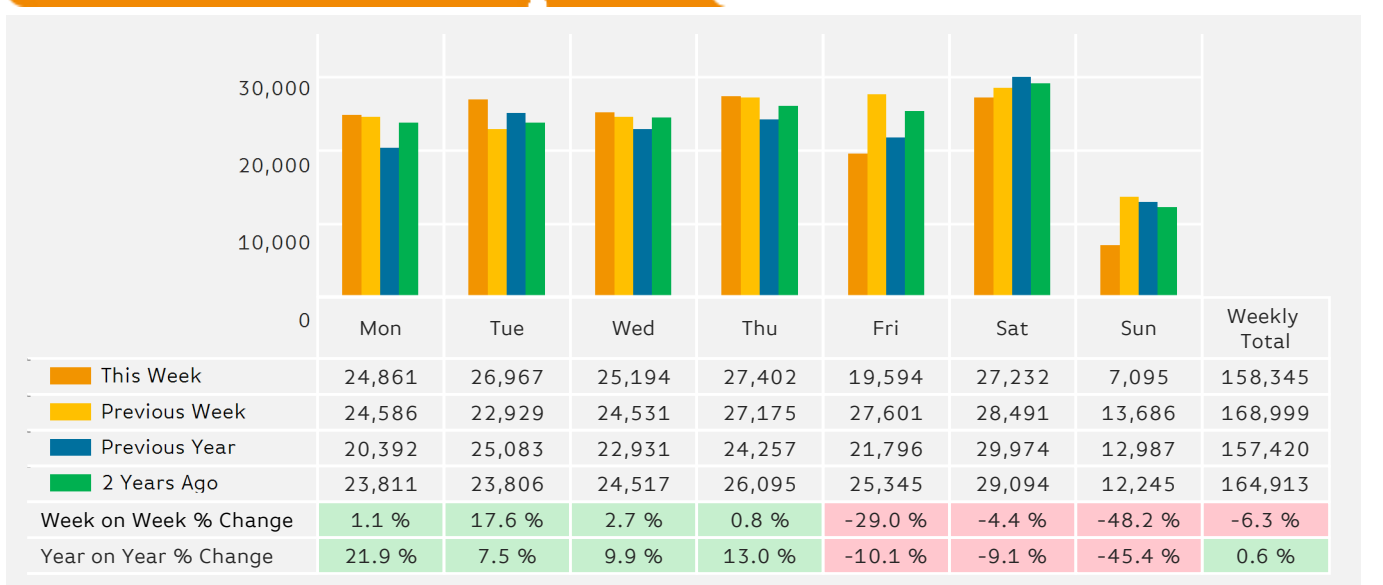
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	15	14	14	15	13	14
Previous Week	15	15	14	16	16	17	20
Previous Year	12	15	16	15	11	8	11

### Footfall by Day



### Footfall Totals

This Week Previous Week Previous Year ...



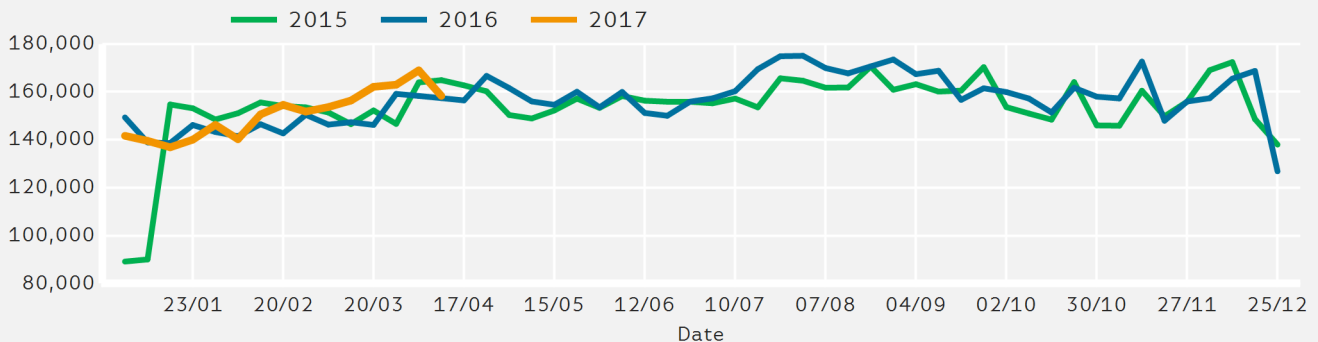
	Wells Place	Market Place
This Week	91,808	66,537
Previous Week	97,398	71,601
Previous Year	91,568	65,852
2 Years Ago	97,093	67,820
Week on Week % Change	-5.7 %	-7.1 %
Year on Year % Change	0.3 %	1.0 %

### 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.