



Eastleigh BID

Week 10, 2018

05/03/2018 to 11/03/2018



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	
	2018	2017	2018	2017	2018	2017
Eastleigh BID	▼ -5.4 %	▲ 0.8 %	▲ 1.4 %	▲ 5.0 %	▲ 24.7 %	▲ 1.2 %
South East	▼ -5.6 %	▼ -0.6 %	▼ -6.7 %	▲ 3.6 %	▲ 26.3 %	▲ 4.8 %
UK	▼ -4.3 %	▼ -0.9 %	▼ -4.6 %	▲ 2.2 %	▲ 29.7 %	▲ 4.2 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.6% down on the previous year.

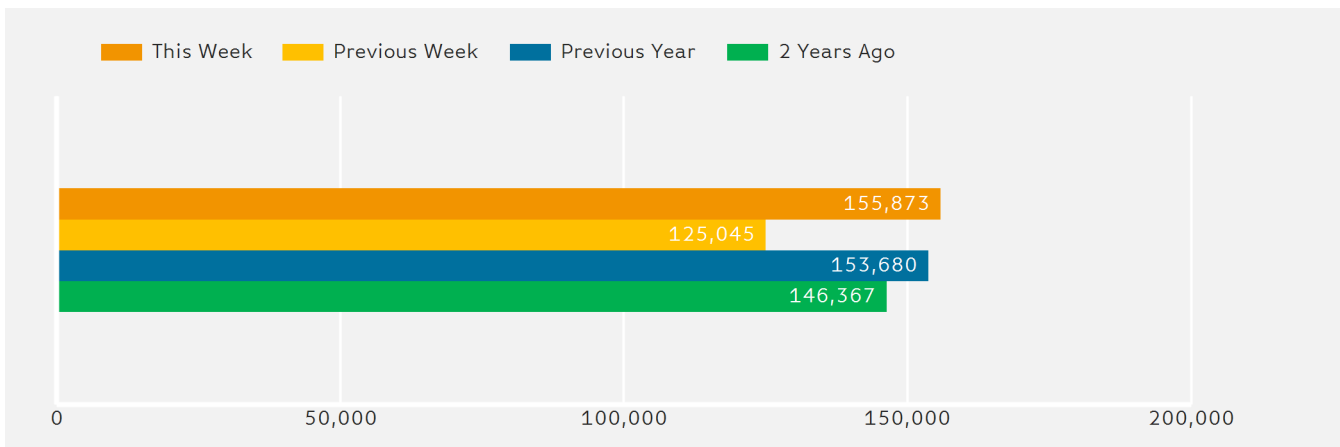
Footfall for the year to date is 5.4% down on the previous year.

The number of visitors counted for week commencing 5 March 2018 was 155,873.

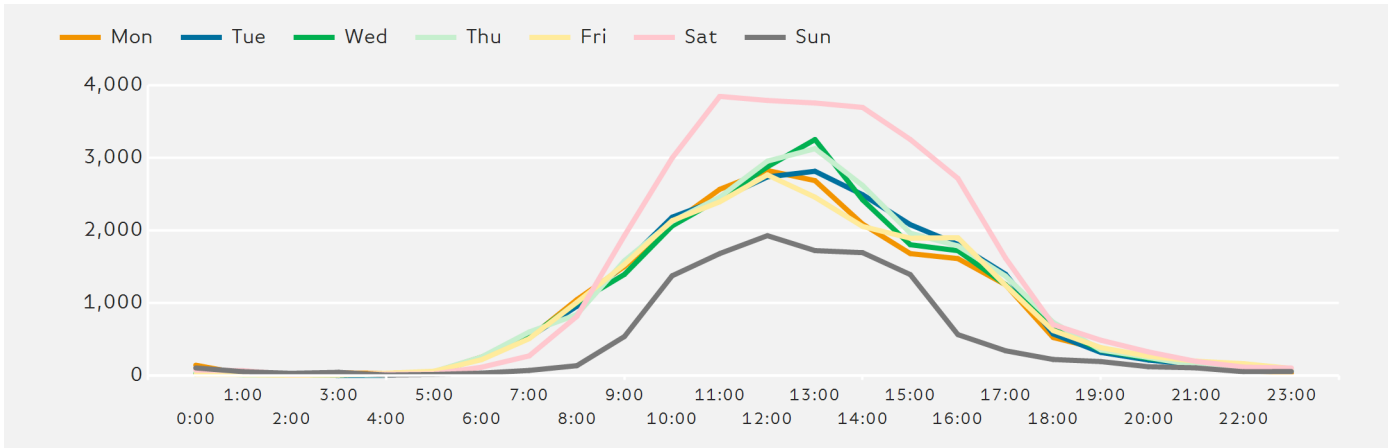
The busiest day in week commencing 5 March 2018 was Saturday with 30,922 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,844

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	8	10	9	13	8	12	12
Previous Week	2	2	1	-2	0	6	8
Previous Year	9	10	12	15	11	11	12

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	21,728	22,709	22,697	23,417	21,945	30,922	12,455	155,873
Previous Week	19,564	19,378	19,947	14,735	12,674	23,498	15,249	125,045
Previous Year	21,585	23,018	20,691	24,936	23,244	27,510	12,696	153,680
2 Years Ago	20,836	19,308	18,196	21,535	24,459	28,819	13,214	146,367
Week on Week % Change	11.1 %	17.2 %	13.8 %	58.9 %	73.1 %	31.6 %	-18.3 %	24.7 %
Year on Year % Change	0.7 %	-1.3 %	9.7 %	-6.1 %	-5.6 %	12.4 %	-1.9 %	1.4 %

Footfall by Location

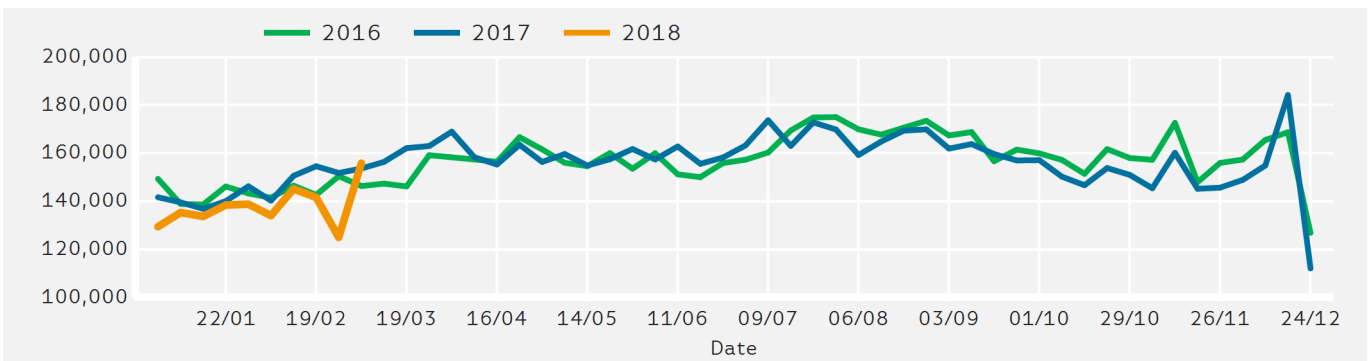


Footfall by location

Counting By Location - Main Locations Only



Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 10, 2018 Vs Week 1, 2017 to Week 10, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 10, 2018 Vs Week 10, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 10 2018 Vs Week 9 2018