



Eastleigh BID

Week 11, 2018

12/03/2018 to 18/03/2018



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	▼ -5.7 %	▲ 1.3 %	▼ -9.1 %	▲ 6.1 %	▼ -8.8 %	▲ 1.8 %
South East	▼ -6.1 %	▲ 0.0 %	▼ -10.6 %	▲ 6.3 %	▼ -8.6 %	▲ 0.5 %
UK	▼ -4.8 %	▼ -0.6 %	▼ -9.8 %	▲ 1.7 %	▼ -6.7 %	▲ 0.5 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.9% down on the previous year.

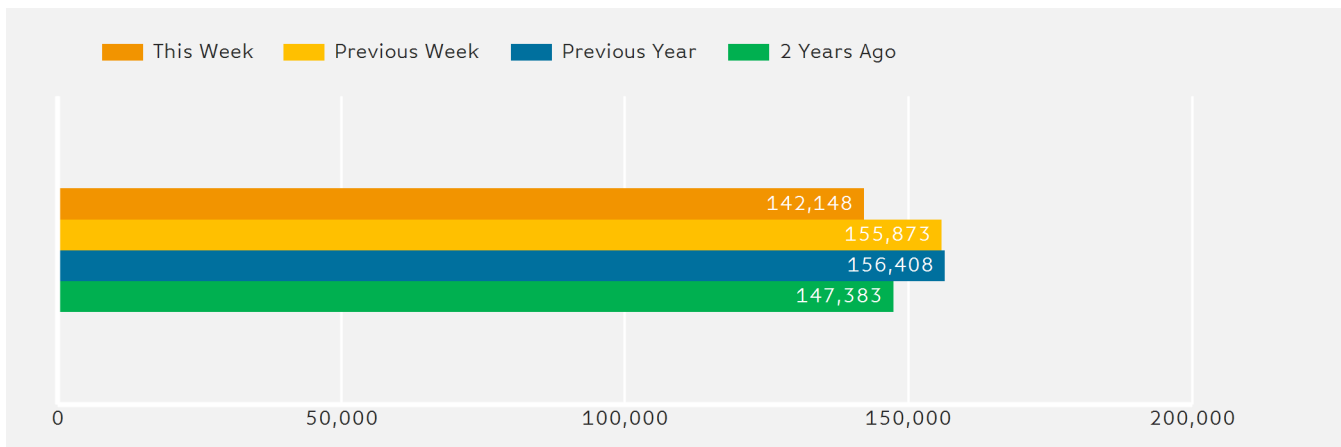
Footfall for the year to date is 5.7% down on the previous year.

The number of visitors counted for week commencing 12 March 2018 was 142,148.

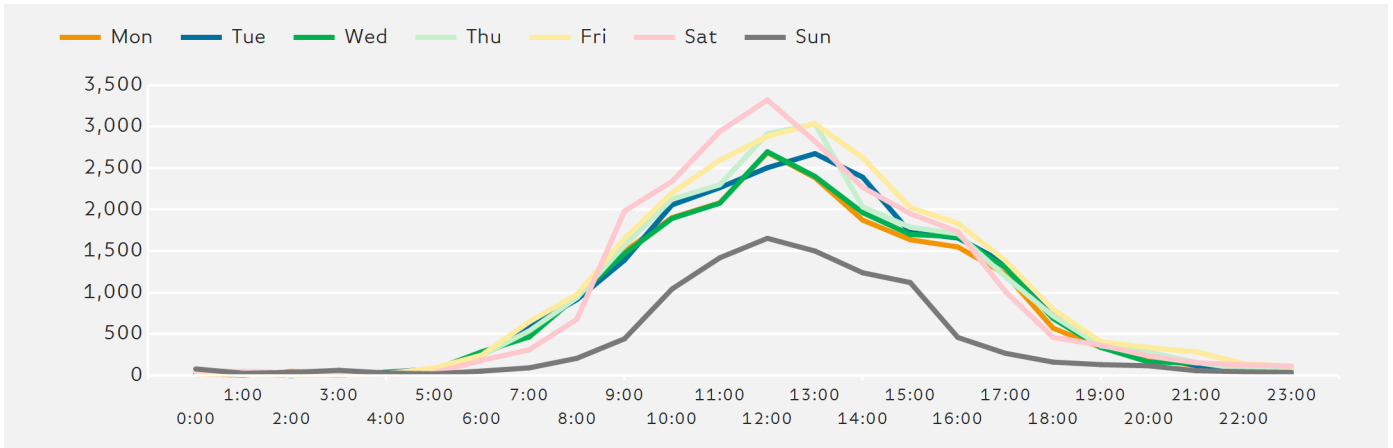
The busiest day in week commencing 12 March 2018 was Friday with 24,367 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,321

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	12	12	12	12	3	2
Previous Week	8	10	9	13	8	12	12
Previous Year	14	14	15	11	10	14	13

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	20,047	21,445	20,575	22,212	24,367	23,209	10,293	142,148
Previous Week	21,728	22,709	22,697	23,417	21,945	30,922	12,455	155,873
Previous Year	23,807	21,360	23,948	22,414	24,017	28,210	12,652	156,408
2 Years Ago	22,867	21,266	19,670	25,640	21,330	24,974	11,636	147,383
Week on Week % Change	-7.7 %	-5.6 %	-9.3 %	-5.1 %	11.0 %	-24.9 %	-17.4 %	-8.8 %
Year on Year % Change	-15.8 %	0.4 %	-14.1 %	-0.9 %	1.5 %	-17.7 %	-18.6 %	-9.1 %

Footfall by Location

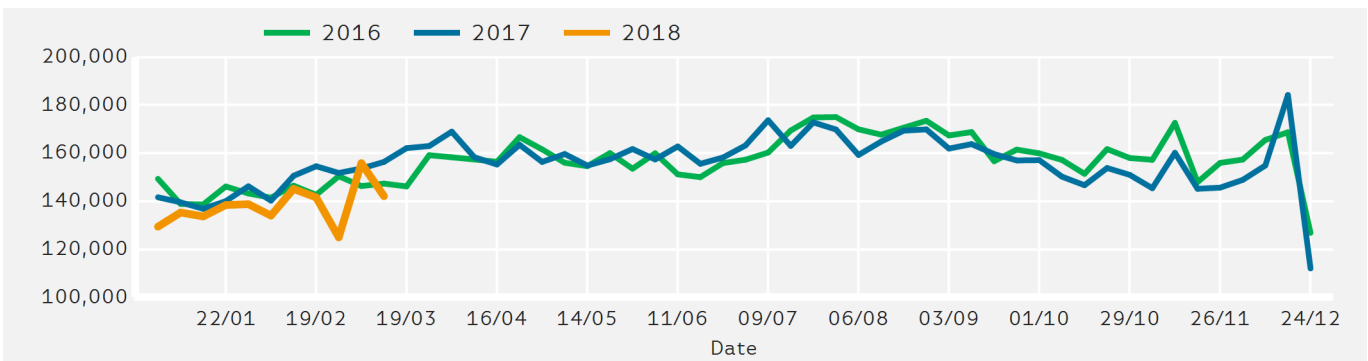


Footfall by location

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 11, 2018 Vs Week 1, 2017 to Week 11, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 11, 2018 Vs Week 11, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2018 Vs Week 10 2018