



Eastleigh BID

Week 12, 2018

19/03/2018 to 25/03/2018



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 | ▼ -6.0 % | ▲ 2.1 % | ▼ -8.3 % | ▲ 10.9 % | ▲ 4.6 % | ▲ 3.7 % |
| South East | ▼ -6.0 % | ▲ 0.5 % | ▼ -4.6 % | ▲ 6.0 % | ▲ 6.9 % | ▼ -0.1 % |
| UK | ▼ -4.8 % | ▼ -0.3 % | ▼ -4.3 % | ▲ 3.7 % | ▲ 7.5 % | ▲ 1.3 % |

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 2.2% down on the previous year.

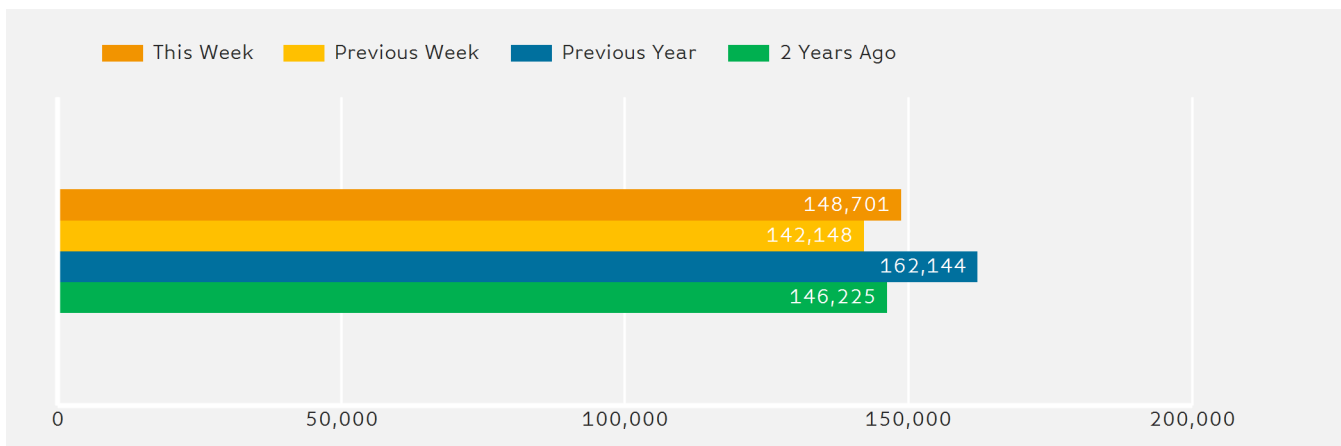
Footfall for the year to date is 6% down on the previous year.

The number of visitors counted for week commencing 19 March 2018 was 148,701.

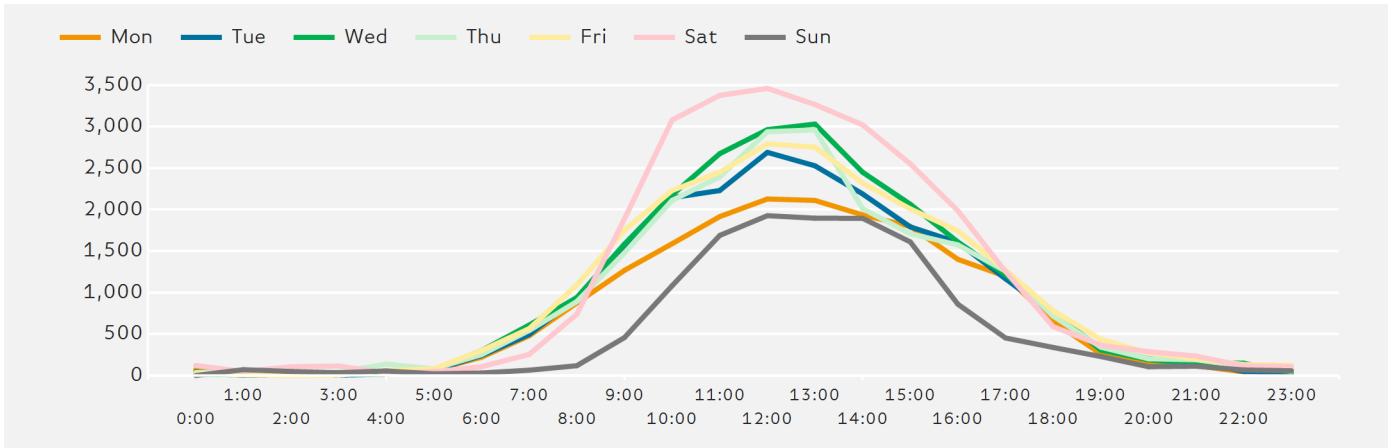
The busiest day in week commencing 19 March 2018 was Saturday with 27,140 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,461

Footfall by Week



Footfall by Hour



Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week | 2 | 8 | 9 | 9 | 11 | 11 | 12 |
| Previous Week | 11 | 12 | 12 | 12 | 12 | 3 | 2 |
| Previous Year | 11 | 10 | 9 | 11 | 11 | 15 | 16 |

Footfall by Day

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Weekly Total |
|-----------------------|---------|--------|--------|--------|---------|---------|--------|--------------|
| This Week | 18,371 | 21,167 | 23,346 | 22,075 | 23,391 | 27,140 | 13,211 | 148,701 |
| Previous Week | 20,047 | 21,445 | 20,575 | 22,212 | 24,367 | 23,209 | 10,293 | 142,148 |
| Previous Year | 20,670 | 23,315 | 21,943 | 23,909 | 26,085 | 33,079 | 13,143 | 162,144 |
| 2 Years Ago | 22,152 | 23,737 | 22,032 | 24,309 | 20,580 | 26,390 | 7,025 | 146,225 |
| Week on Week % Change | -8.4 % | -1.3 % | 13.5 % | -0.6 % | -4.0 % | 16.9 % | 28.3 % | 4.6 % |
| Year on Year % Change | -11.1 % | -9.2 % | 6.4 % | -7.7 % | -10.3 % | -18.0 % | 0.5 % | -8.3 % |

Footfall by Location

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



| | Wells Place | Market Place |
|-----------------------|-------------|--------------|
| This Week | 86,846 | 61,855 |
| Previous Week | 82,021 | 60,127 |
| Previous Year | 93,777 | 68,367 |
| 2 Years Ago | 84,935 | 61,290 |
| Week on Week % Change | 5.9 % | 2.9 % |
| Year on Year % Change | -7.4 % | -9.5 % |

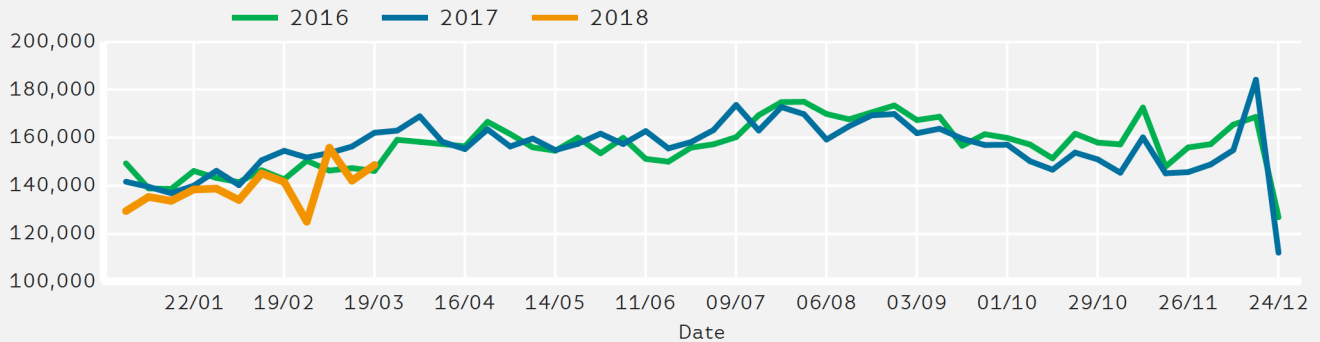
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 58.4 %
■ Market Place, 41.6 %

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 12, 2018 Vs Week 1, 2017 to Week 12, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 12, 2018 Vs Week 12, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2018 Vs Week 11 2018