



Eastleigh BID

Week 13, 2018

26/03/2018 to 01/04/2018



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	▼ -6.3 %	▲ 2.1 %	▼ -9.6 %	▲ 2.4 %	▼ -0.9 %	▲ 0.5 %
South East	▼ -6.7 %	▲ 0.7 %	▼ -15.4 %	▲ 2.2 %	▼ -4.0 %	▲ 1.6 %
UK	▼ -5.1 %	▼ -0.1 %	▼ -9.5 %	▲ 2.3 %	▼ -1.5 %	▲ 4.1 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 2.5% down on the previous year.

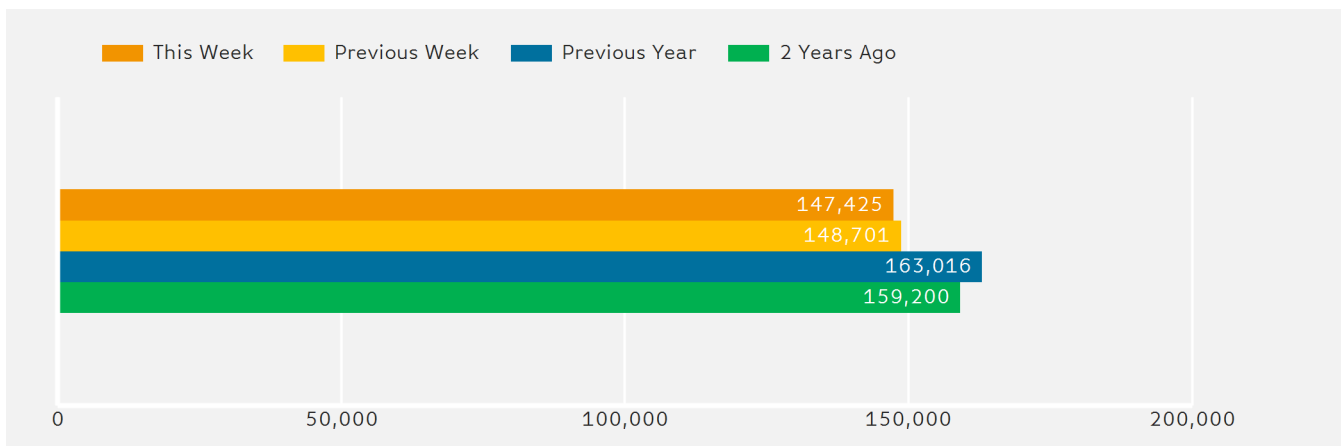
Footfall for the year to date is 6.3% down on the previous year.

The number of visitors counted for week commencing 26 March 2018 was 147,425.

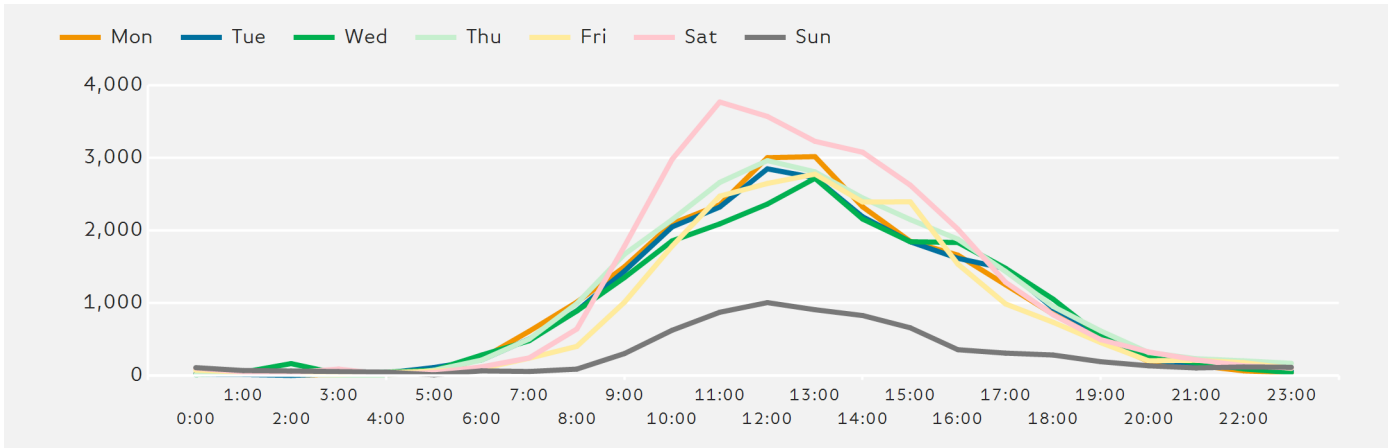
The busiest day in week commencing 26 March 2018 was Saturday with 27,757 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,767

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	13	9	9	7	9	8
Previous Week	2	8	9	9	11	11	12
Previous Year	16	14	13	17	13	13	15

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	22,809	22,322	21,852	24,479	20,859	27,757	7,347	147,425
Previous Week	18,371	21,167	23,346	22,075	23,391	27,140	13,211	148,701
Previous Year	24,164	23,159	20,783	24,281	25,870	30,112	14,647	163,016
2 Years Ago	16,115	24,970	23,805	26,751	27,192	28,003	12,364	159,200
Week on Week % Change	24.2 %	5.5 %	-6.4 %	10.9 %	-10.8 %	2.3 %	-44.4 %	-0.9 %
Year on Year % Change	-5.6 %	-3.6 %	5.1 %	0.8 %	-19.4 %	-7.8 %	-49.8 %	-9.6 %

Footfall by Location

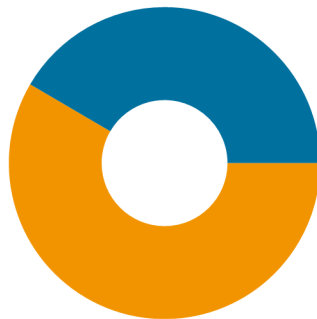
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	86,134	61,291
Previous Week	86,846	61,855
Previous Year	92,760	70,256
2 Years Ago	94,705	64,495
Week on Week % Change	-0.8 %	-0.9 %
Year on Year % Change	-7.1 %	-12.8 %

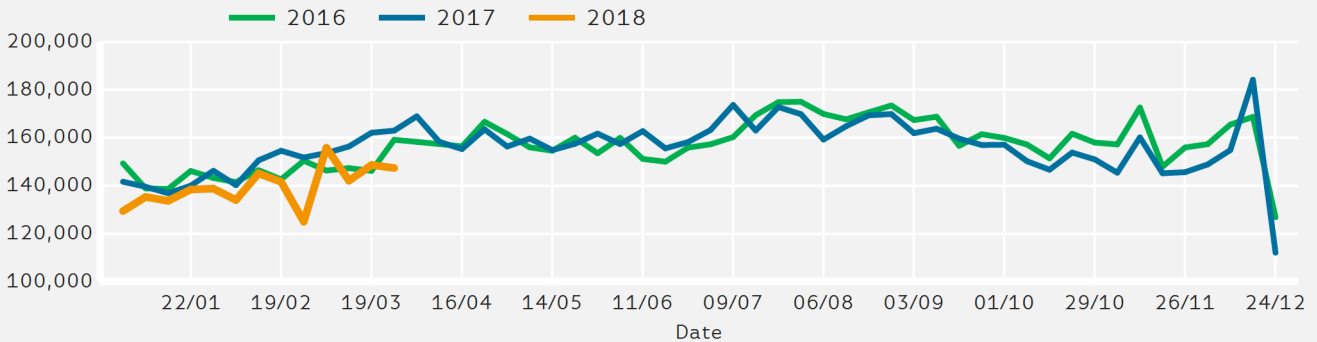
Footfall by location

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 13, 2018 Vs Week 1, 2017 to Week 13, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2018 Vs Week 13, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2018 Vs Week 12 2018