



Eastleigh BID

Week 14, 2017

03/04/2017 to 09/04/2017



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	▲ 2.5 %	▼ -4.3 %	▲ 6.7 %	▼ -3.4 %	▲ 3.7 %	▼ -0.5 %
South East	▲ 1.1 %	▼ -4.0 %	▲ 6.2 %	▼ -7.1 %	▲ 3.6 %	▼ -0.1 %
UK	▲ 0.3 %	▼ -2.6 %	▲ 5.5 %	▼ -7.3 %	▲ 5.1 %	▲ 1.2 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 2% up on the previous year.

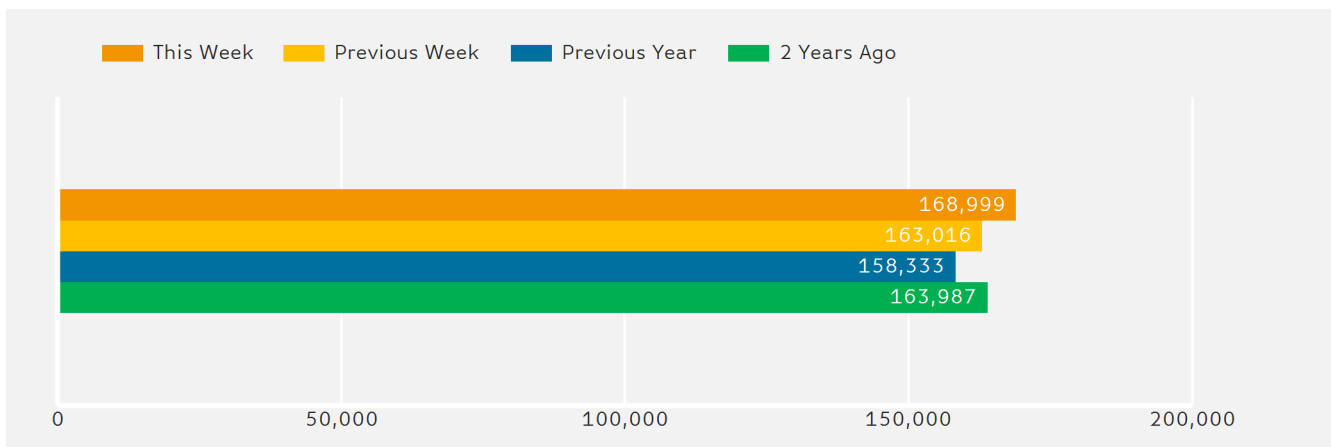
Footfall for the year to date is 2.5% up on the previous year.

The number of visitors counted for week commencing 3 April 2017 was 168,999.

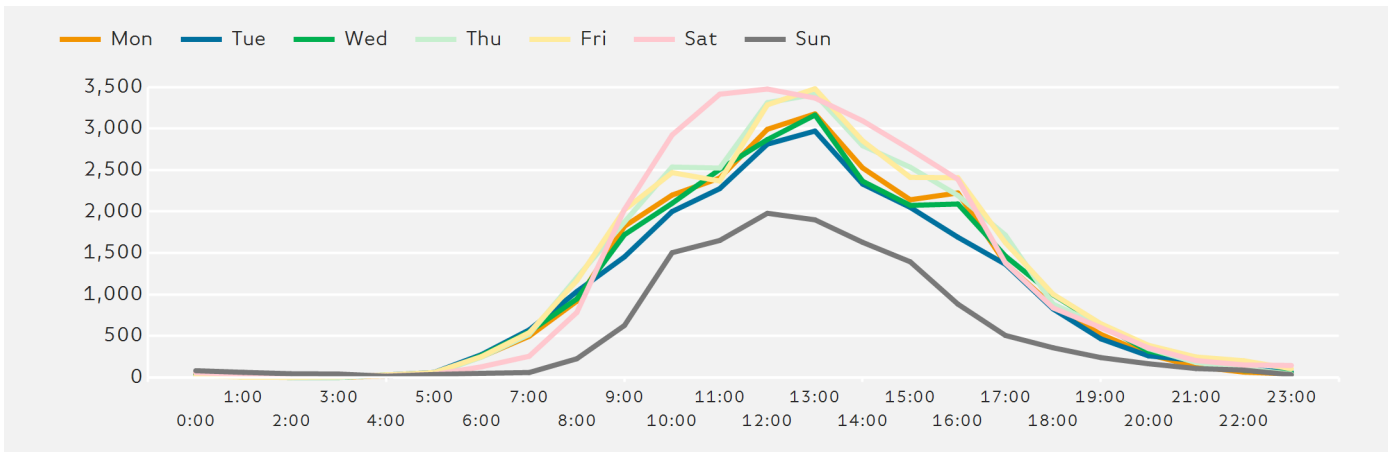
The busiest day in week commencing 3 April 2017 was Saturday with 28,491 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 3,480

Footfall Totals by Week



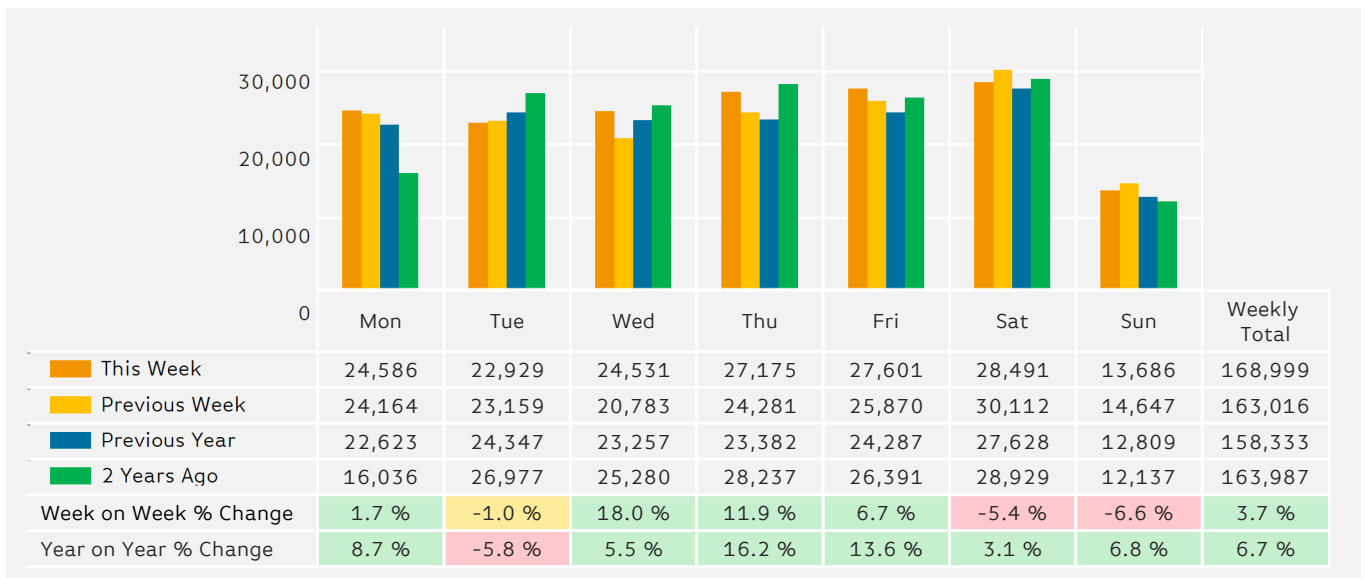
Footfall by Hour



Weather

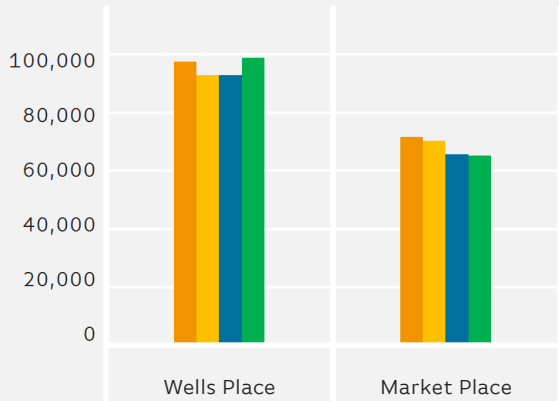
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	15	15	14	16	16	17	20
Previous Week	17	15	14	18	14	14	16
Previous Year	12	12	11	10	12	10	11

Footfall by Day



Footfall Totals

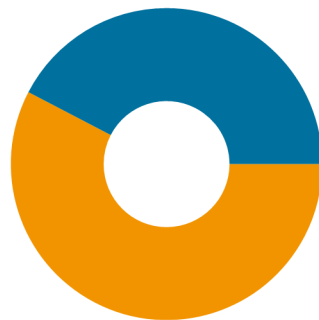
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ ...



This Week	97,398	71,601
Previous Week	92,760	70,256
Previous Year	92,772	65,561
2 Years Ago	98,709	65,278
Week on Week % Change	5.0 %	1.9 %
Year on Year % Change	5.0 %	9.2 %

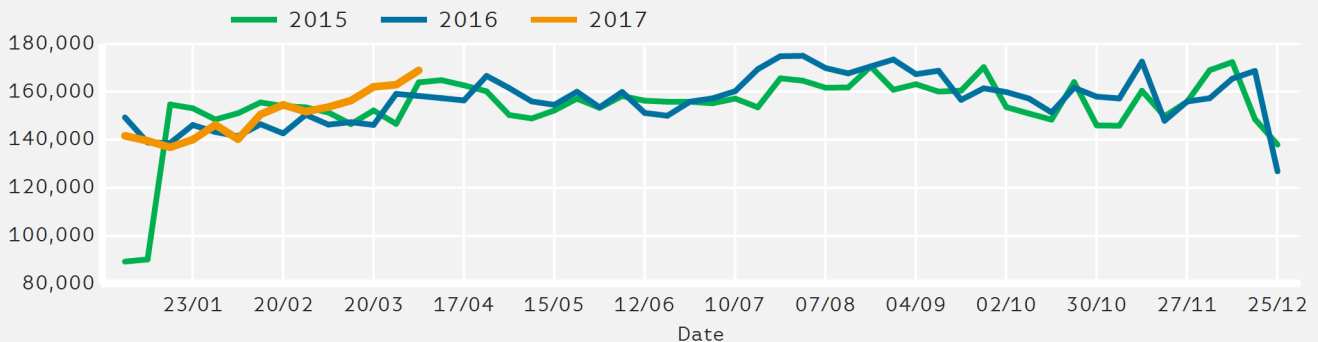
Footfall Totals

Counting By Location - Main Locations Only



■ Wells Place, 57.6 %
■ Market Place, 42.4 %

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.