



**Eastleigh BID**

Week 14, 2018

02/04/2018 to 08/04/2018



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	▼ -6.4 %	▲ 2.5 %	▼ -8.2 %	▲ 6.7 %	▲ 5.3 %	▲ 3.7 %
South East	▼ -7.2 %	▲ 1.1 %	▼ -13.9 %	▲ 6.2 %	▲ 7.3 %	▲ 3.6 %
UK	▼ -5.5 %	▲ 0.3 %	▼ -10.0 %	▲ 5.5 %	▲ 4.4 %	▲ 5.1 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 2.8% down on the previous year.

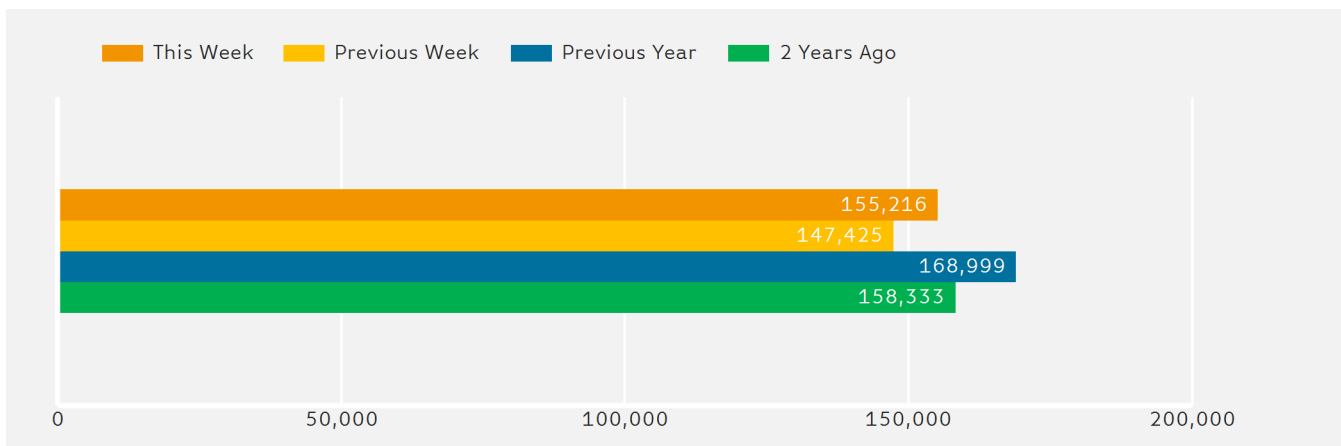
Footfall for the year to date is 6.4% down on the previous year.

The number of visitors counted for week commencing 2 April 2018 was 155,216.

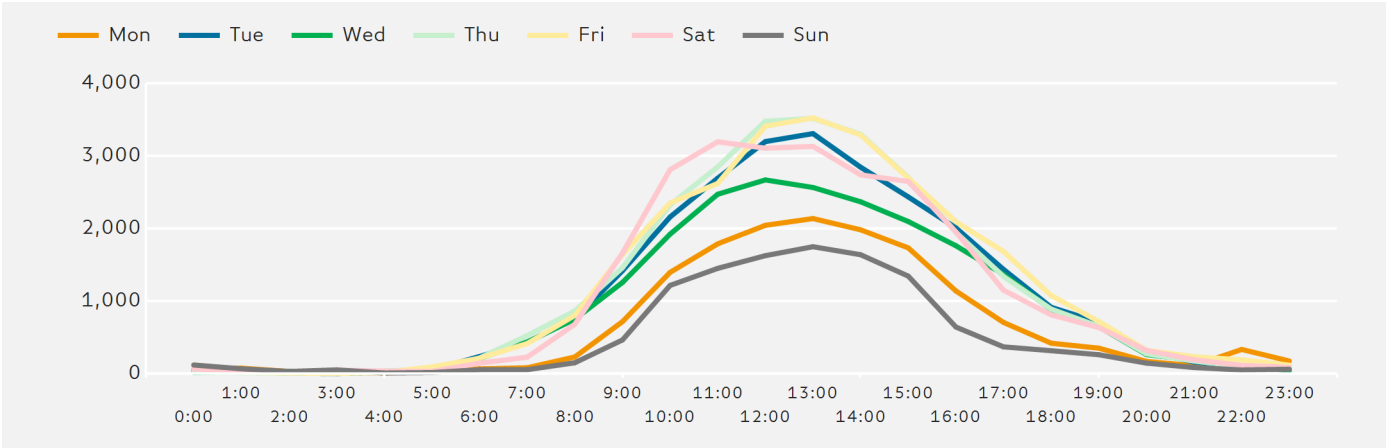
The busiest day in week commencing 2 April 2018 was Friday with 27,602 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 3,520

**Footfall by Week**



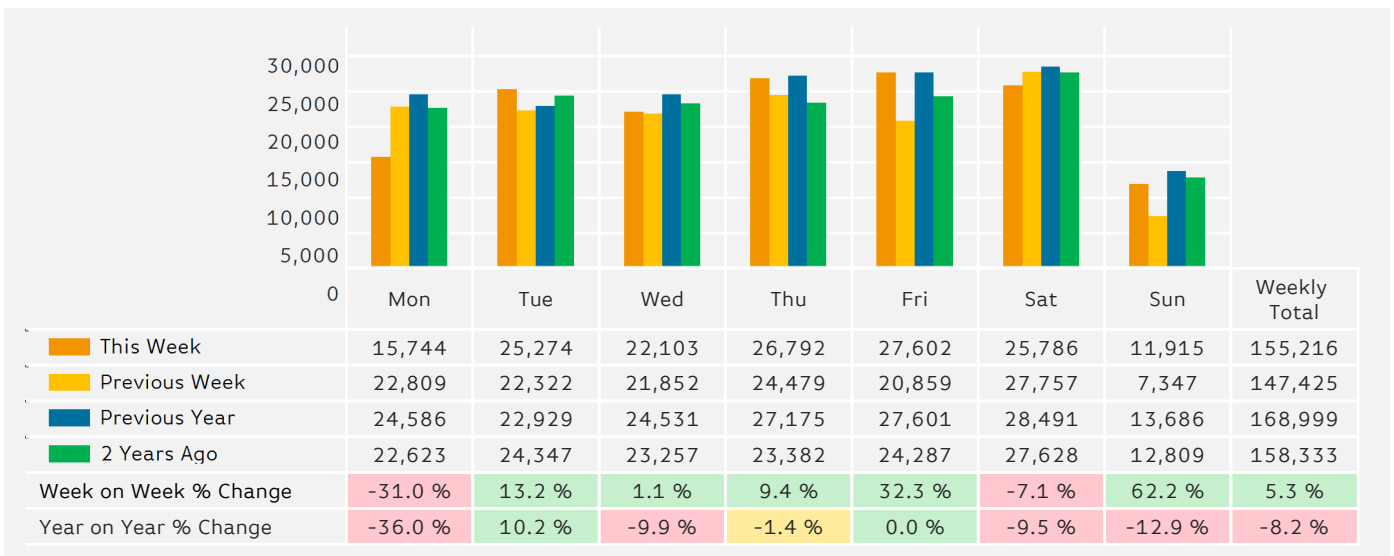
### Footfall by Hour



### Weather

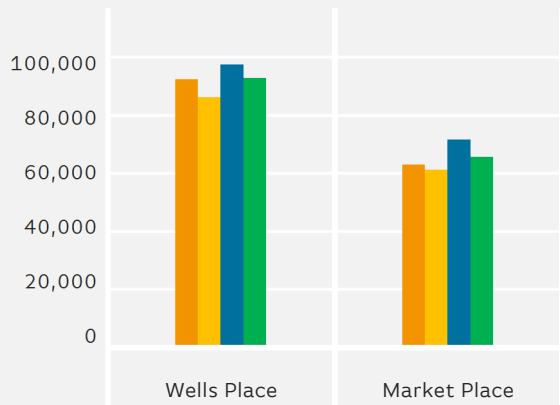
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	12	11	11	16	13	13
Previous Week	12	13	9	9	7	9	8
Previous Year	14	14	13	16	17	17	19

### Footfall by Day



### Footfall by Location

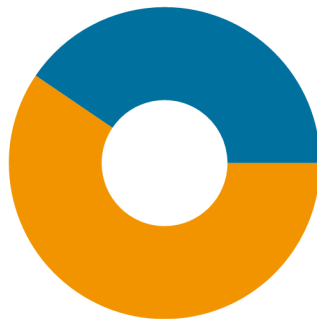
■ This Week   
 ■ Previous Week   
 ■ Previous Year   
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	92,328	62,888
Previous Week	86,134	61,291
Previous Year	97,398	71,601
2 Years Ago	92,772	65,561
Week on Week % Change	7.2 %	2.6 %
Year on Year % Change	-5.2 %	-12.2 %

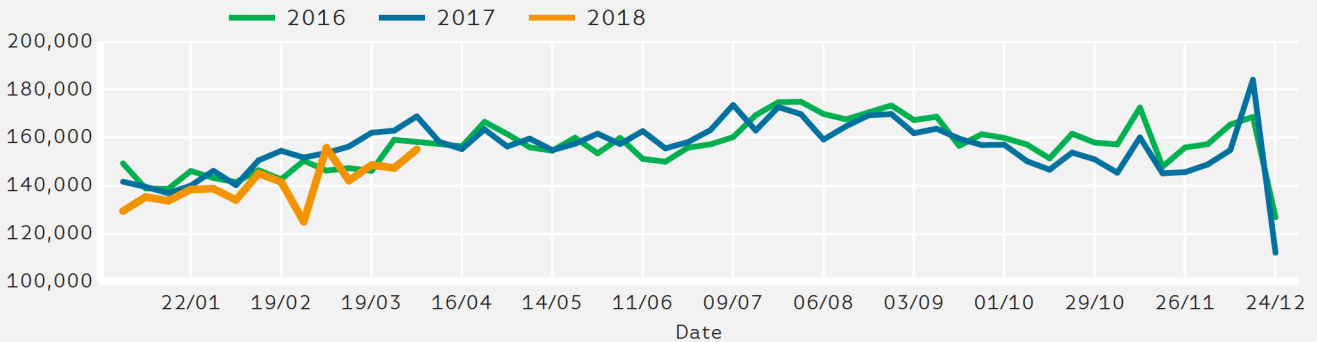
### Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 59.5 %  
■ Market Place, 40.5 %

### 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 14, 2018 Vs Week 1, 2017 to Week 14, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2018 Vs Week 14, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2018 Vs Week 13 2018