



Eastleigh BID

Week 15, 2018

09/04/2018 to 15/04/2018



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	▼ -6.0 %	▲ 2.3 %	▼ -0.3 %	▲ 0.6 %	▲ 1.8 %	▼ -6.3 %
South East	▼ -7.2 %	▲ 0.9 %	▼ -6.3 %	▼ -0.8 %	▲ 0.7 %	▼ -8.0 %
UK	▼ -5.5 %	▲ 0.5 %	▼ -6.3 %	▲ 2.8 %	▼ -0.3 %	▼ -4.4 %

Headlines

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

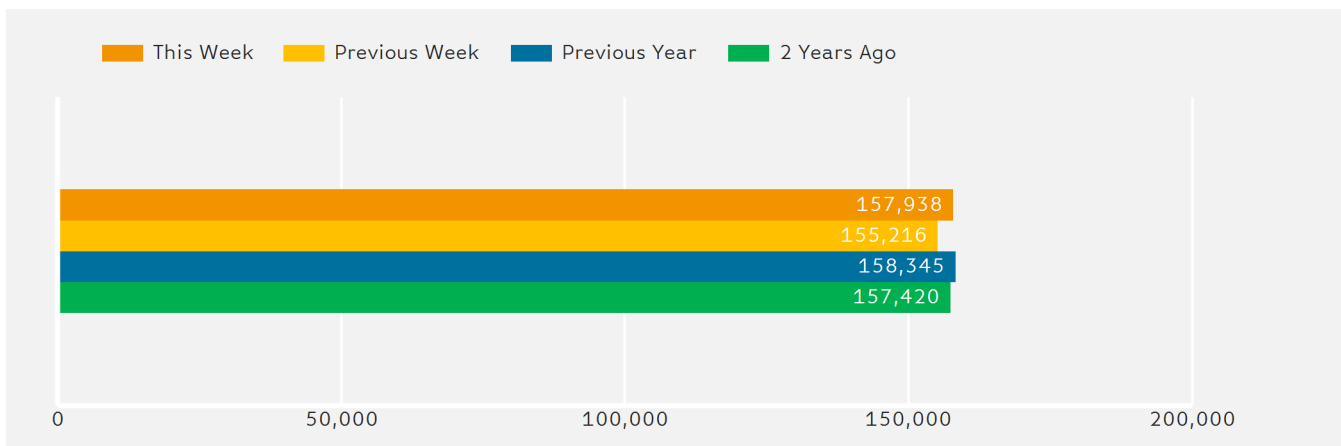
Footfall for the year to date is 6% down on the previous year.

The number of visitors counted for week commencing 9 April 2018 was 157,938.

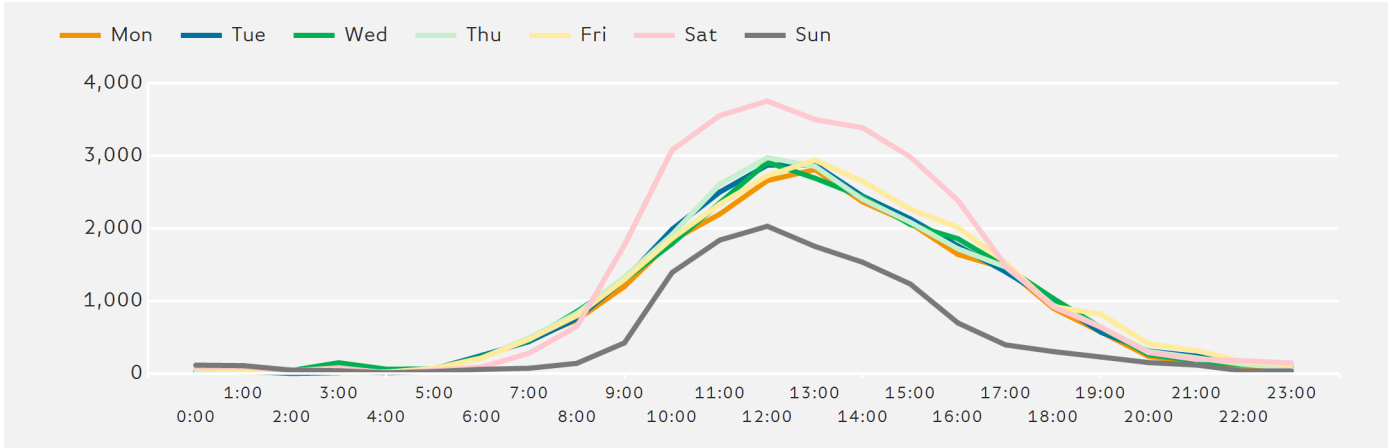
The busiest day in week commencing 9 April 2018 was Saturday with 29,608 visitors.

The peak hour of the week was 12:00 on Saturday 14 April 2018 with footfall of 3,752

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	14	15	14	13	16	12
Previous Week	12	12	11	11	16	13	13
Previous Year	13	14	14	13	14	12	14

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	21,807	23,212	23,079	23,387	24,085	29,608	12,760	157,938
Previous Week	15,744	25,274	22,103	26,792	27,602	25,786	11,915	155,216
Previous Year	24,861	26,967	25,194	27,402	19,594	27,232	7,095	158,345
2 Years Ago	20,392	25,083	22,931	24,257	21,796	29,974	12,987	157,420
Week on Week % Change	38.5 %	-8.2 %	4.4 %	-12.7 %	-12.7 %	14.8 %	7.1 %	1.8 %
Year on Year % Change	-12.3 %	-13.9 %	-8.4 %	-14.7 %	22.9 %	8.7 %	79.8 %	-0.3 %

Footfall by Location

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



This Week	90,955	66,983
Previous Week	92,328	62,888
Previous Year	91,808	66,537
2 Years Ago	91,568	65,852
Week on Week % Change	-1.5 %	6.5 %
Year on Year % Change	-0.9 %	0.7 %

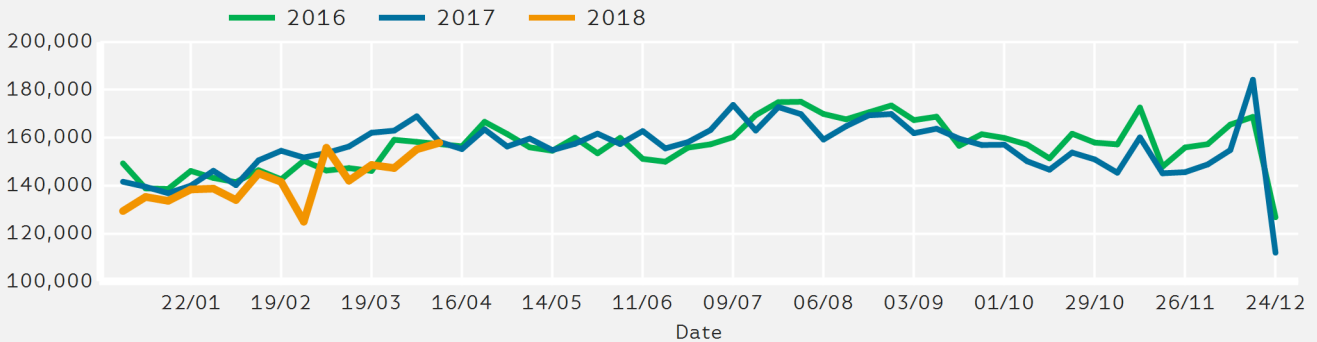
Footfall by location

Counting By Location - Main Locations Only



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

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 15, 2018 Vs Week 1, 2017 to Week 15, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2018 Vs Week 15, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2018 Vs Week 14 2018