



Eastleigh BID

Week 19, 2017

08/05/2017 to 14/05/2017



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	▲ 1.6 %	▼ -2.7 %	▲ 2.3 %	▲ 4.8 %	▲ 2.1 %	▼ -3.4 %
South East	▲ 0.4 %	▼ -3.7 %	▼ -1.2 %	▼ -0.7 %	▲ 0.5 %	▼ -3.8 %
UK	▼ -0.1 %	▼ -2.1 %	▼ -1.7 %	▼ -0.2 %	▲ 0.9 %	▼ -2.3 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.8% up on the previous year.

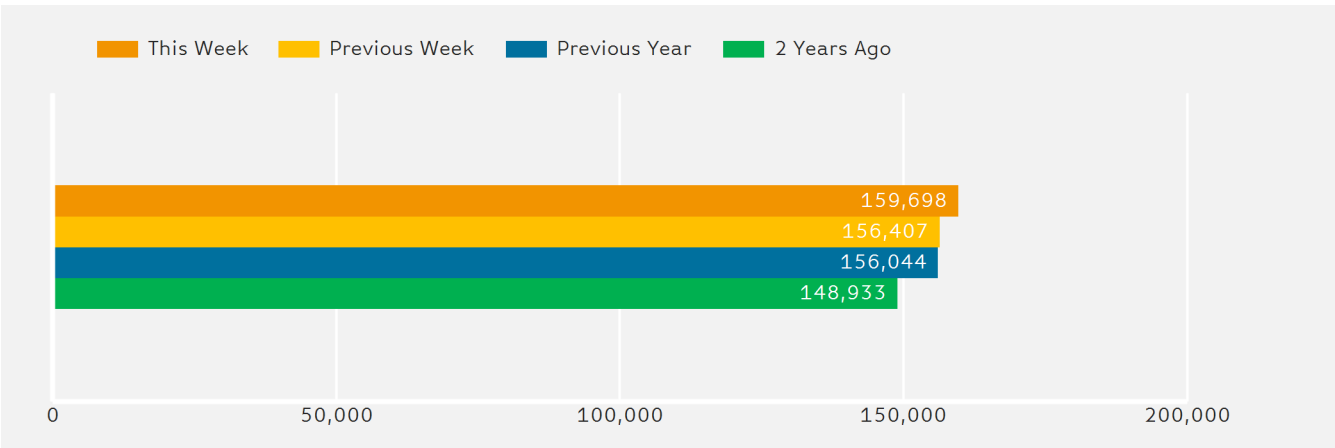
Footfall for the year to date is 1.6% up on the previous year.

The number of visitors counted for week commencing 8 May 2017 was 159,698.

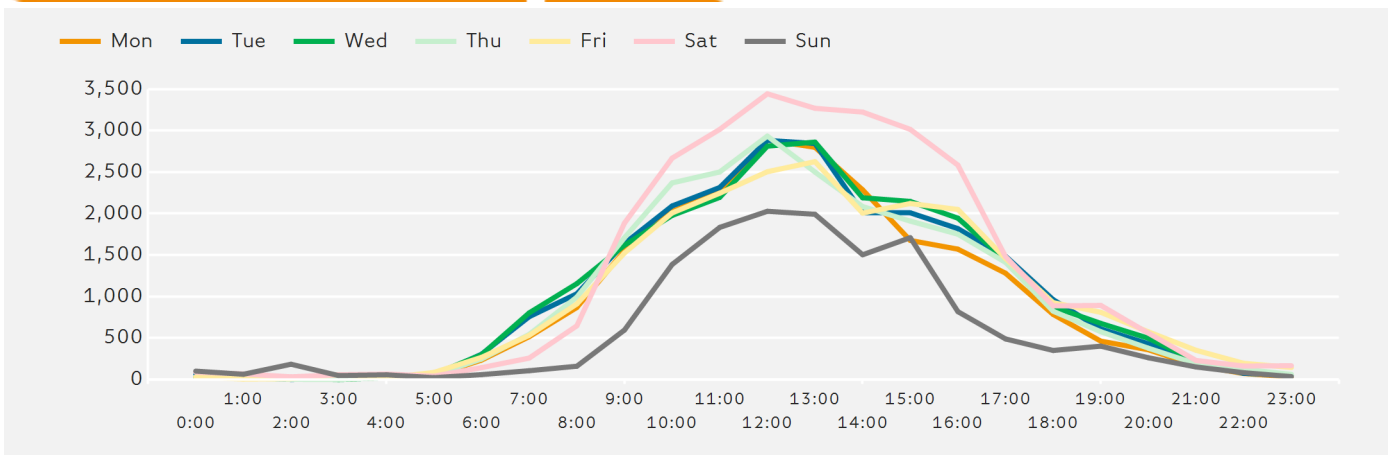
The busiest day in week commencing 8 May 2017 was Saturday with 28,873 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,443

Footfall Totals by Week



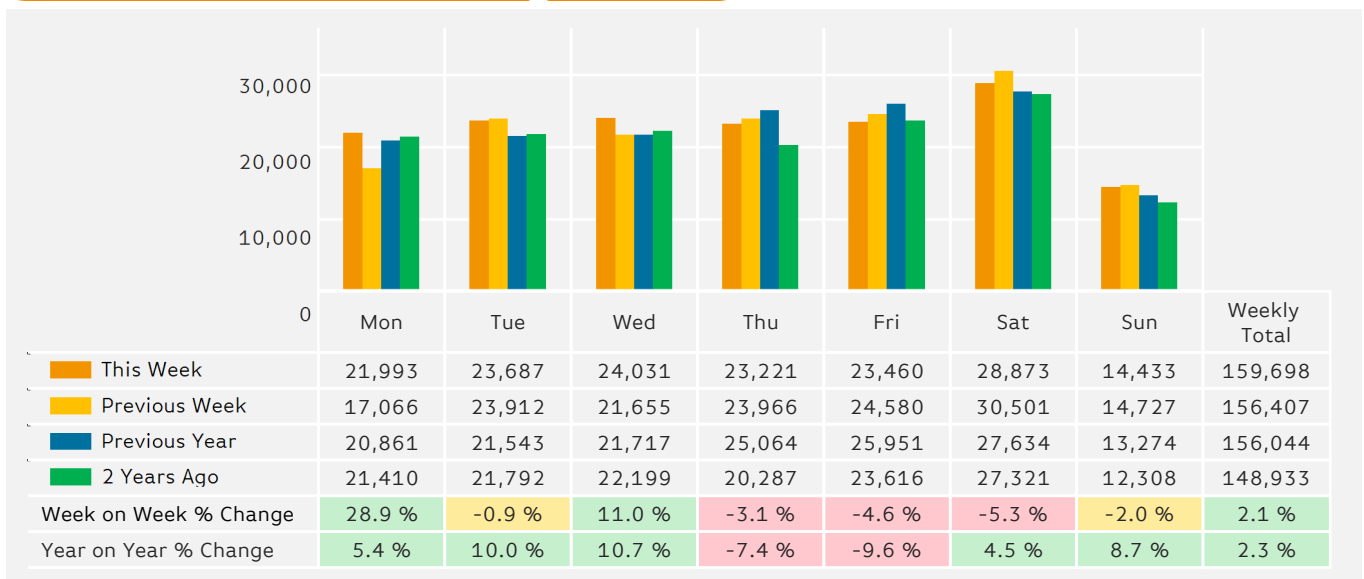
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	13	16	19	16	15	16
Previous Week	12	16	11	15	14	16	17
Previous Year	20	18	19	22	18	13	16

Footfall by Day



Footfall Totals

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



This Week	93,685	66,013
Previous Week	93,502	62,905
Previous Year	91,669	64,375
2 Years Ago	86,532	62,401
Week on Week % Change	0.2 %	4.9 %
Year on Year % Change	2.2 %	2.5 %

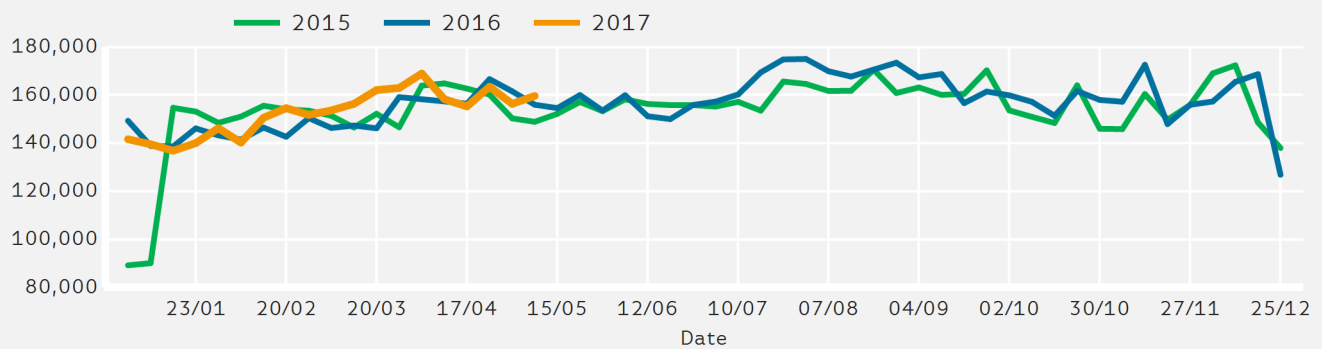
Footfall Totals

Counting By Location - Main Locations Only



■ Wells Place, 58.7 %
■ Market Place, 41.3 %

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.