



Eastleigh BID

Week 19, 2018

07/05/2018 to 13/05/2018



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	▼ -4.1 %	▲ 1.6 %	▲ 0.8 %	▲ 2.3 %	▼ -2.9 %	▲ 2.1 %
South East	▼ -5.9 %	▲ 0.4 %	▼ -1.5 %	▼ -1.2 %	▼ -1.2 %	▲ 0.5 %
UK	▼ -4.1 %	▼ -0.1 %	▼ -0.4 %	▼ -1.7 %	▼ -4.0 %	▲ 0.9 %

Headlines

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

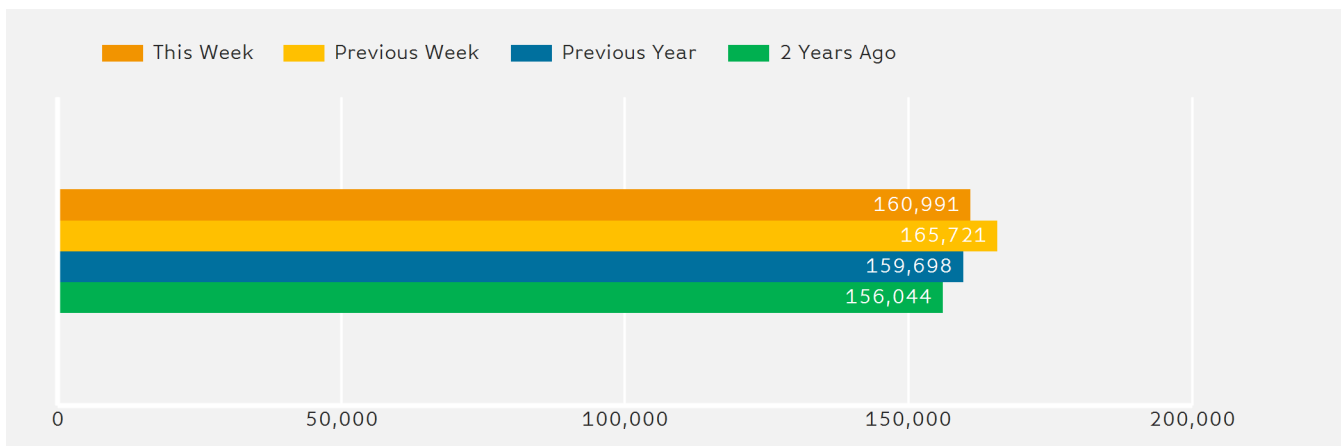
Footfall for the year to date is 4.1% down on the previous year.

The number of visitors counted for week commencing 7 May 2018 was 160,991.

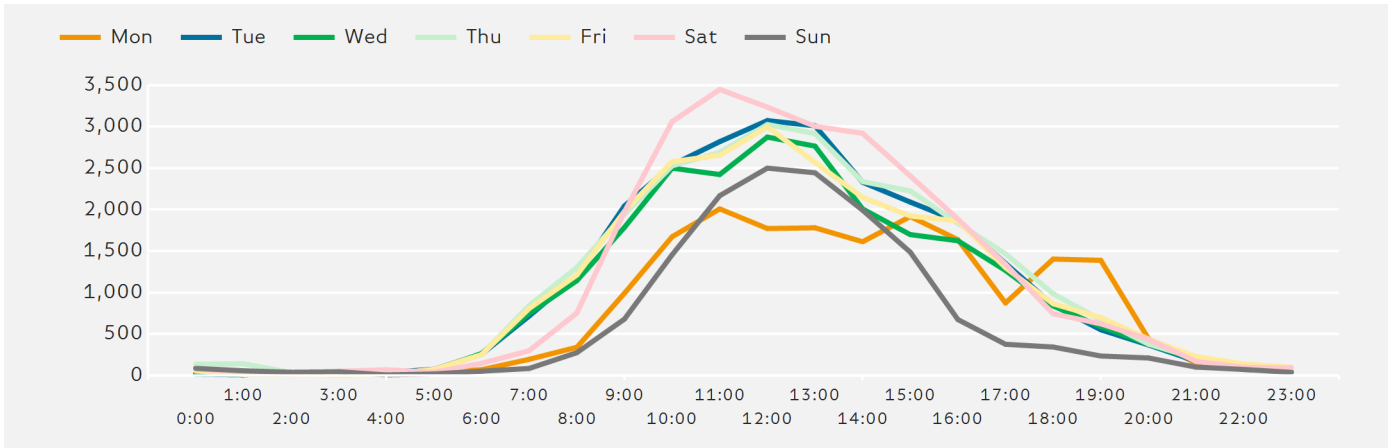
The busiest day in week commencing 7 May 2018 was Saturday with 26,921 visitors.

The peak hour of the week was 11:00 on Saturday 12 May 2018 with footfall of 3,447

Footfall by Week



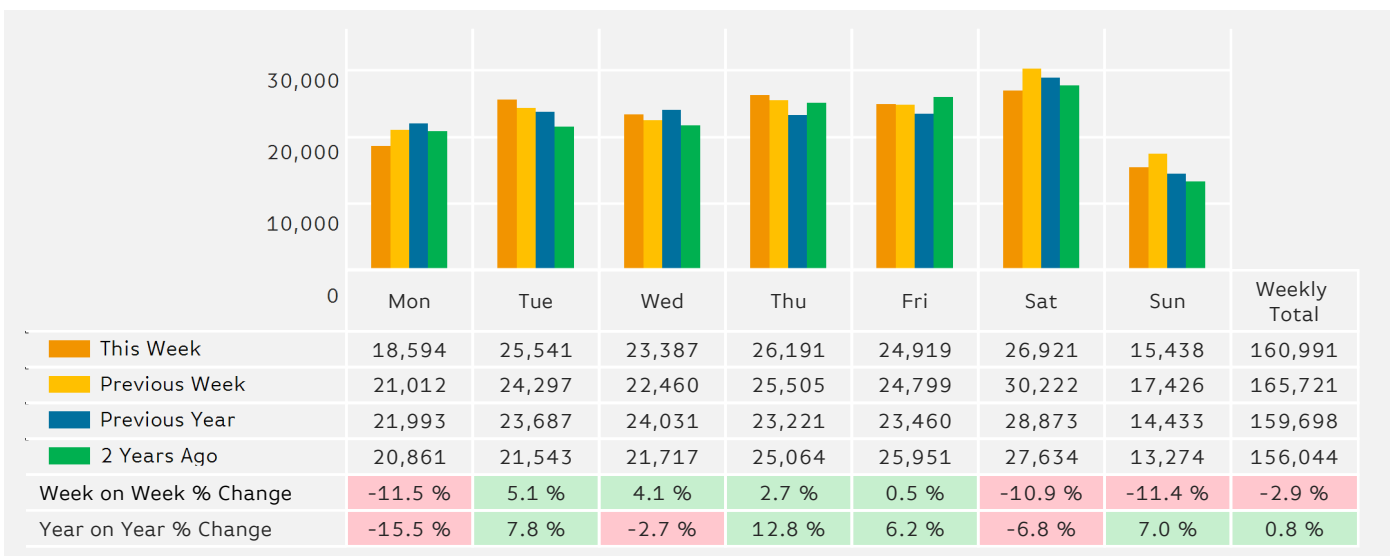
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	25	22	17	16	17	16	18
Previous Week	11	12	14	15	17	22	25
Previous Year	12	13	16	19	16	15	16

Footfall by Day



Footfall by Location

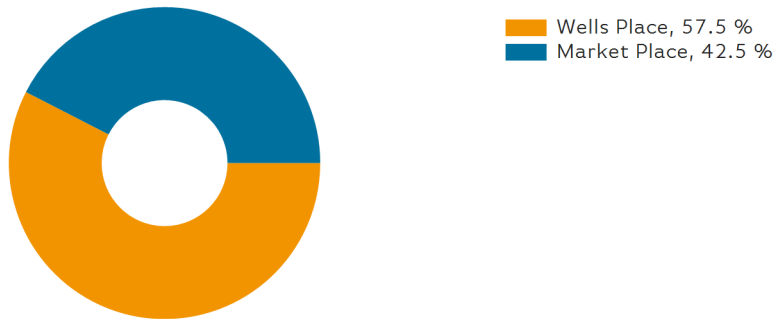
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



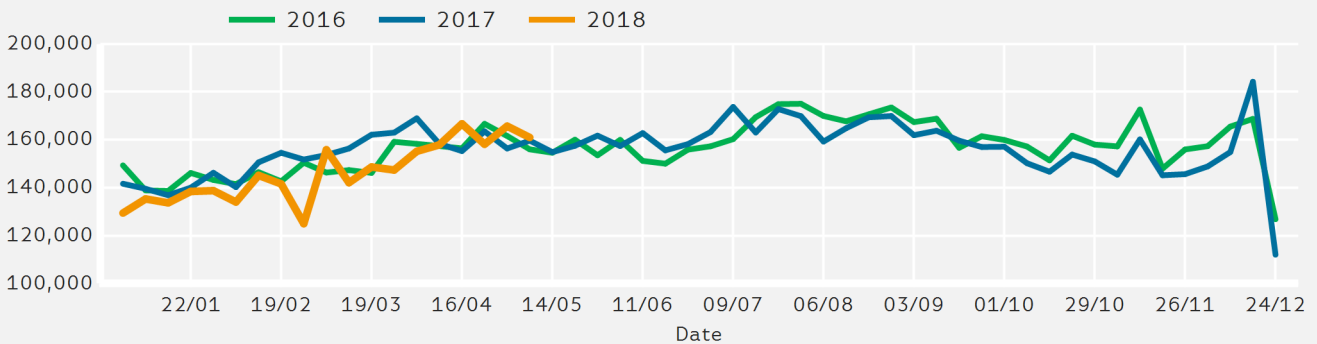
This Week	92,622	68,369
Previous Week	98,665	67,056
Previous Year	93,685	66,013
2 Years Ago	91,669	64,375
Week on Week % Change	-6.1 %	2.0 %
Year on Year % Change	-1.1 %	3.6 %

Footfall by location

Counting By Location - Main Locations Only



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 19, 2018 Vs Week 1, 2017 to Week 19, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 19, 2018 Vs Week 19, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2018 Vs Week 18 2018