



Eastleigh BID

Week 20, 2017

15/05/2017 to 21/05/2017



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	▲ 1.5 %	▼ -2.5 %	▲ 0.2 %	▲ 1.5 %	▼ -3.0 %	▼ -0.9 %
South East	▲ 0.2 %	▼ -3.7 %	▼ -3.8 %	▼ -4.9 %	▼ -4.0 %	▼ -2.1 %
UK	▼ -0.2 %	▼ -2.1 %	▼ -2.0 %	▼ -1.3 %	▼ -3.1 %	▼ -3.3 %

Headlines

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

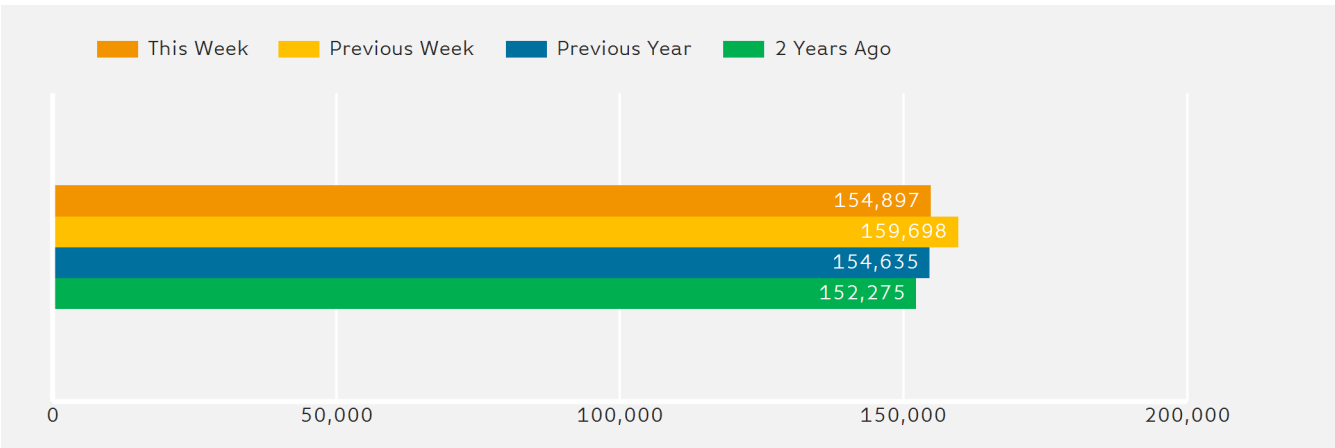
Footfall for the year to date is 1.5% up on the previous year.

The number of visitors counted for week commencing 15 May 2017 was 154,897.

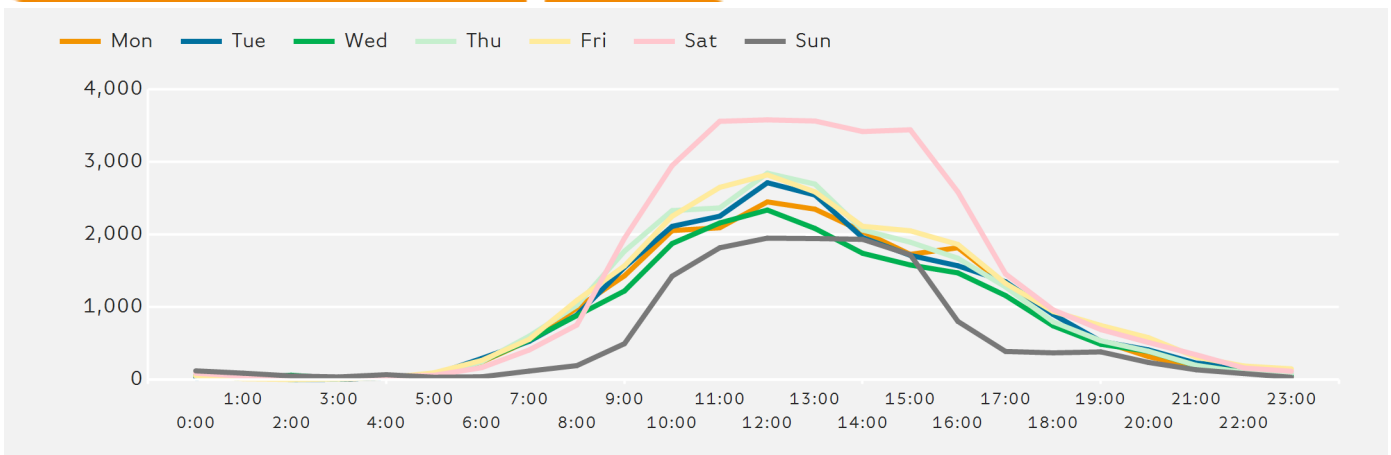
The busiest day in week commencing 15 May 2017 was Saturday with 30,847 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,576






















Footfall Totals by Week



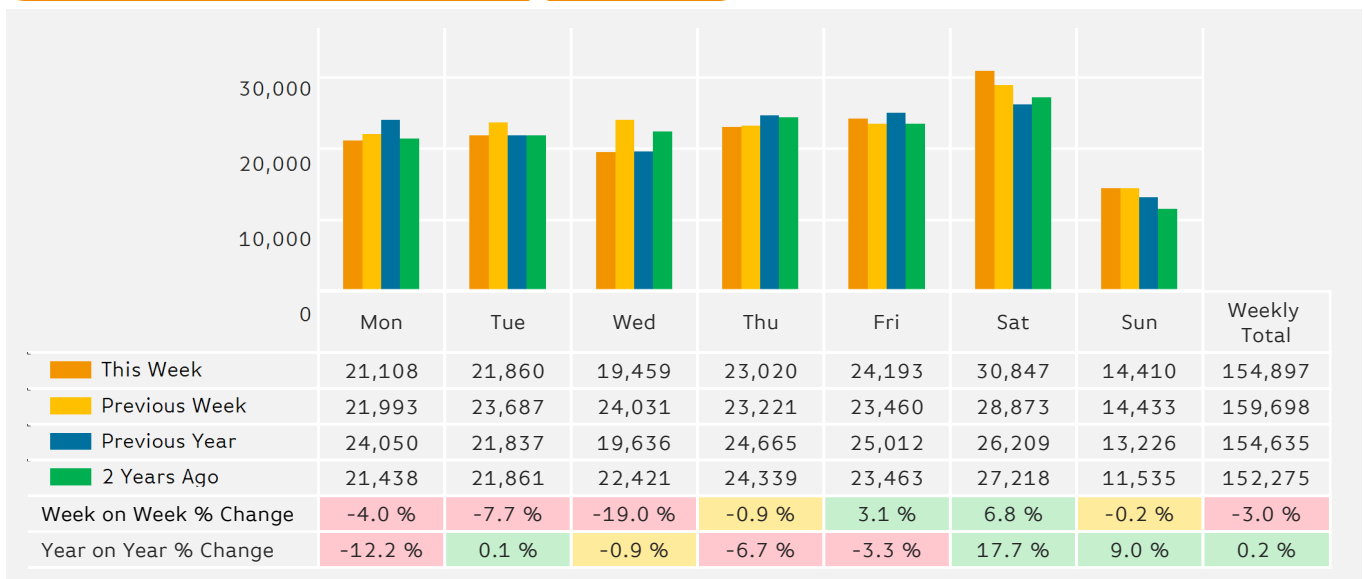
Footfall by Hour



Weather

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

Footfall by Day



Footfall Totals

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



	Wells Place	Market Place
This Week	89,611	65,286
Previous Week	93,685	66,013
Previous Year	88,284	66,351
2 Years Ago	88,945	63,330
Week on Week % Change	-4.3 %	-1.1 %
Year on Year % Change	1.5 %	-1.6 %

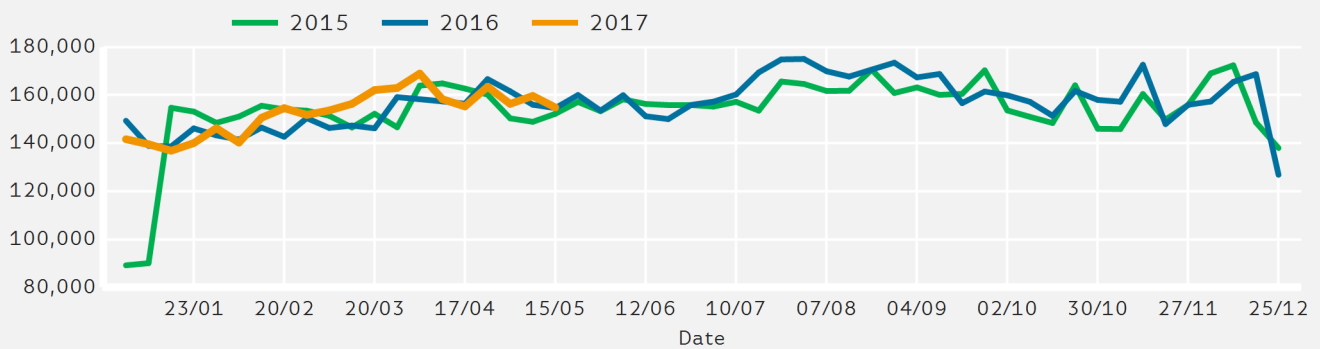
Footfall Totals

Counting By Location - Main Locations Only



■ Wells Place, 57.9 %
■ Market Place, 42.1 %

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.