



**Eastleigh BID**

Week 20, 2018

14/05/2018 to 20/05/2018



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	▼ -3.7 %	▲ 1.5 %	▲ 4.6 %	▲ 0.2 %	▲ 0.7 %	▼ -3.0 %
South East	▼ -5.3 %	▲ 0.2 %	▲ 6.1 %	▼ -3.8 %	▲ 2.5 %	▼ -4.0 %
UK	▼ -3.7 %	▼ -0.2 %	▲ 4.6 %	▼ -2.0 %	▲ 2.5 %	▼ -3.1 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 2.4% down on the previous year.

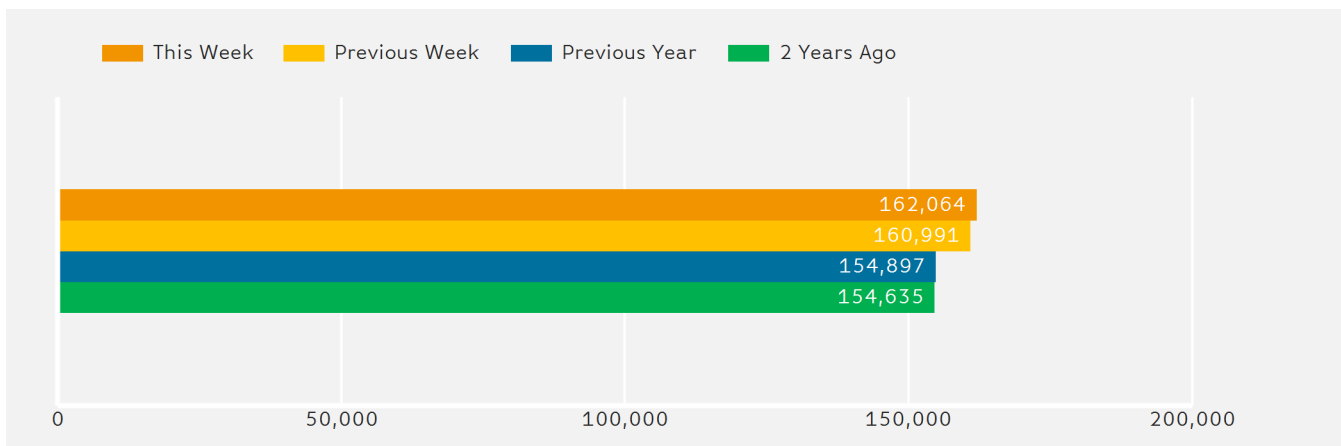
Footfall for the year to date is 3.7% down on the previous year.

The number of visitors counted for week commencing 14 May 2018 was 162,064.

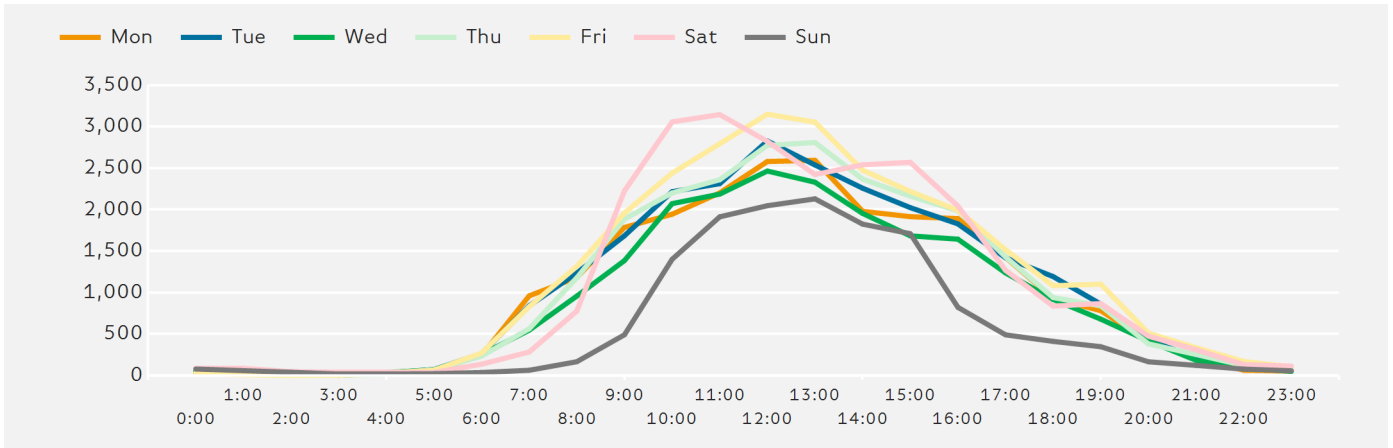
The busiest day in week commencing 14 May 2018 was Friday with 27,447 visitors.

The peak hour of the week was 12:00 on Friday 18 May 2018 with footfall of 3,149

**Footfall by Week**



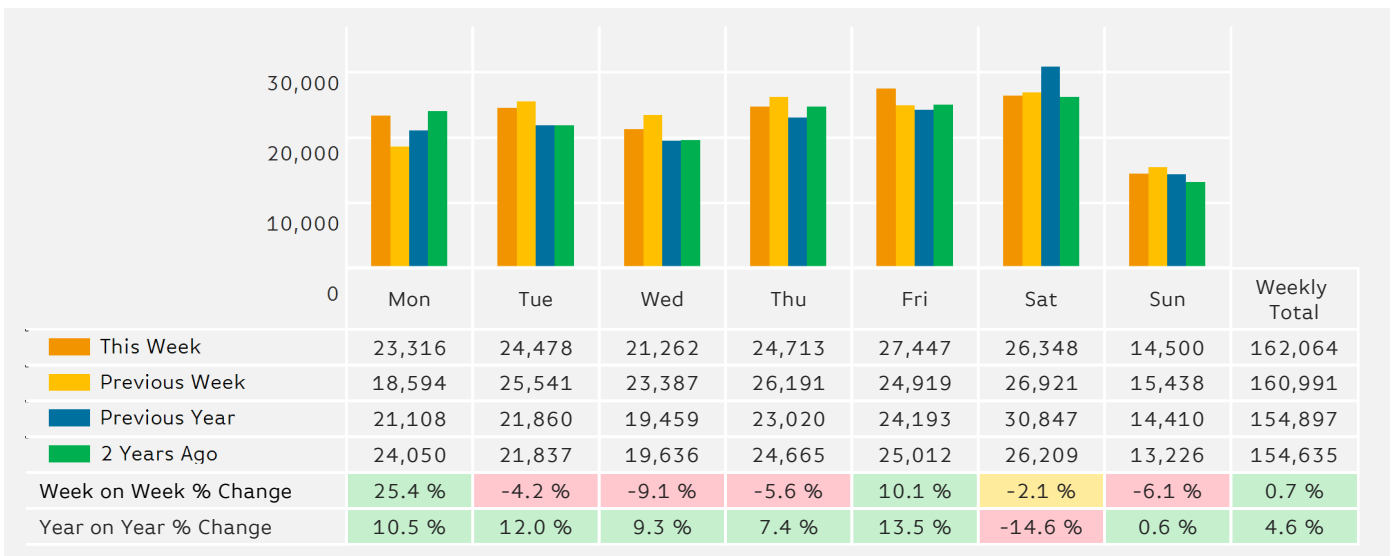
### Footfall by Hour



### Weather

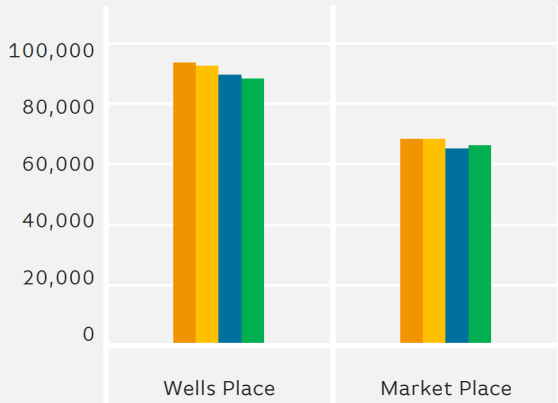
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	23	18	18	18	20	20
Previous Week	25	22	17	16	17	16	18
Previous Year	18	18	17	17	15	16	17

### Footfall by Day



### Footfall by Location

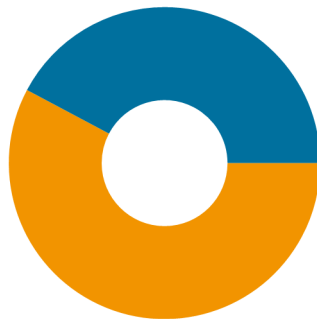
■ This Week   
 ■ Previous Week   
 ■ Previous Year   
 ■ 2 Years Ago



This Week	93,611	68,453
Previous Week	92,622	68,369
Previous Year	89,611	65,286
2 Years Ago	88,284	66,351
Week on Week % Change	1.1 %	0.1 %
Year on Year % Change	4.5 %	4.9 %

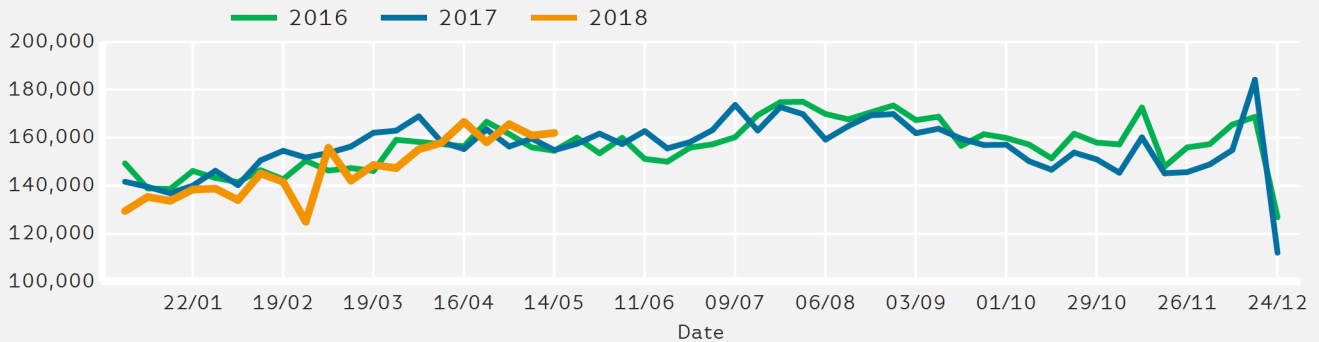
### Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 57.8 %  
■ Market Place, 42.2 %

### 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 20, 2018 Vs Week 1, 2017 to Week 20, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2018 Vs Week 20, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2018 Vs Week 19 2018