



Eastleigh BID

Week 25, 2018

18/06/2018 to 24/06/2018



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	▼ -3.2 %	▲ 1.8 %	▼ -0.4 %	▲ 3.7 %	▼ -2.5 %	▼ -4.4 %
South East	▼ -4.6 %	▲ 0.5 %	▼ -0.9 %	▲ 6.4 %	▲ 0.6 %	▼ -2.0 %
UK	▼ -3.3 %	▲ 0.1 %	▲ 0.8 %	▲ 1.9 %	▲ 1.8 %	▼ -1.0 %

Headlines

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

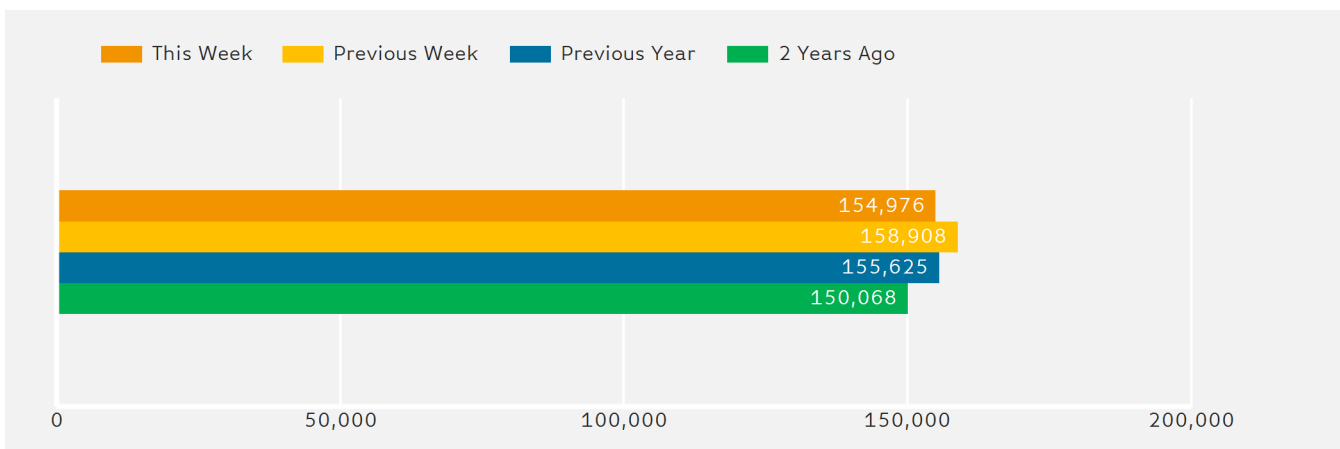
Footfall for the year to date is 3.2% down on the previous year.

The number of visitors counted for week commencing 18 June 2018 was 154,976.

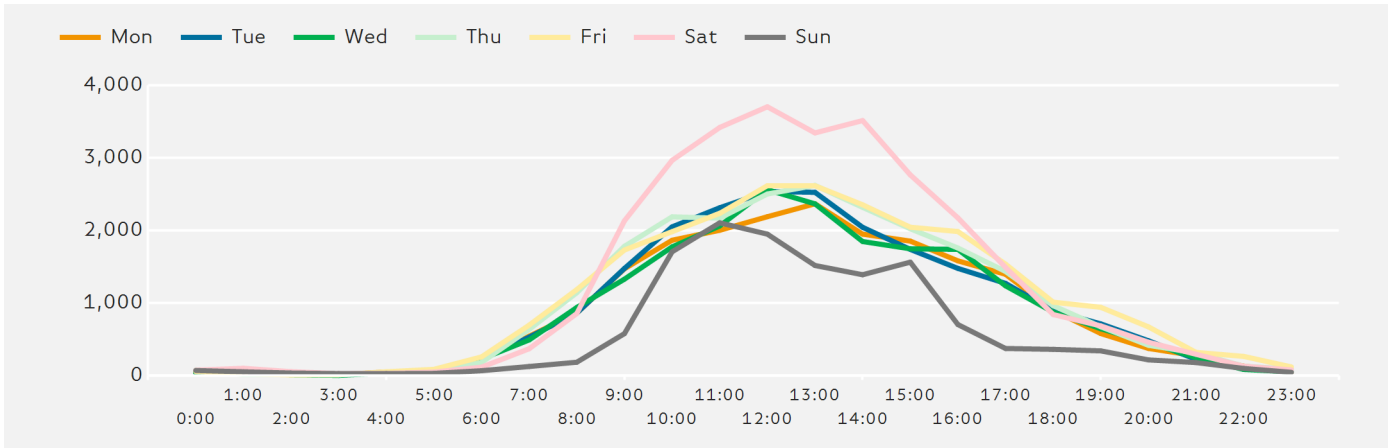
The busiest day in week commencing 18 June 2018 was Saturday with 29,631 visitors.

The peak hour of the week was 12:00 on Saturday 23 June 2018 with footfall of 3,701

Footfall by Week



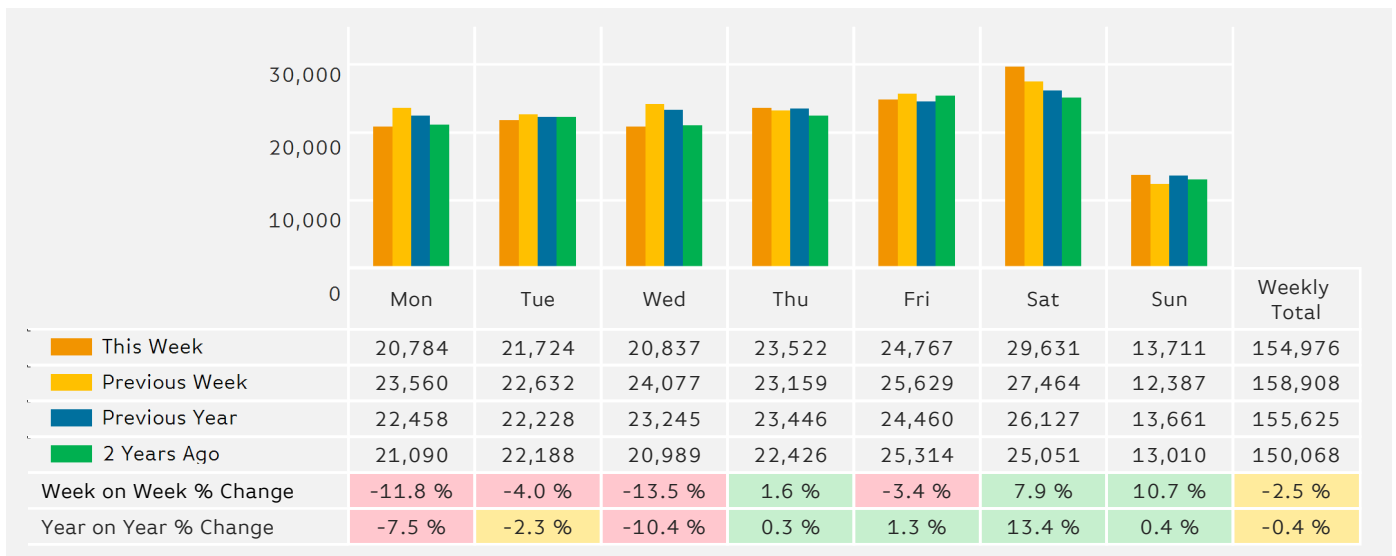
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	22	21	25	19	21	23	24
Previous Week	24	20	20	21	19	17	18
Previous Year	30	32	31	26	23	21	22

Footfall by Day



Footfall by Location

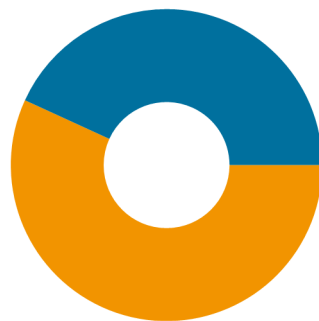
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	88,070	66,906
Previous Week	92,498	66,410
Previous Year	90,900	64,725
2 Years Ago	86,807	63,261
Week on Week % Change	-4.8 %	0.7 %
Year on Year % Change	-3.1 %	3.4 %

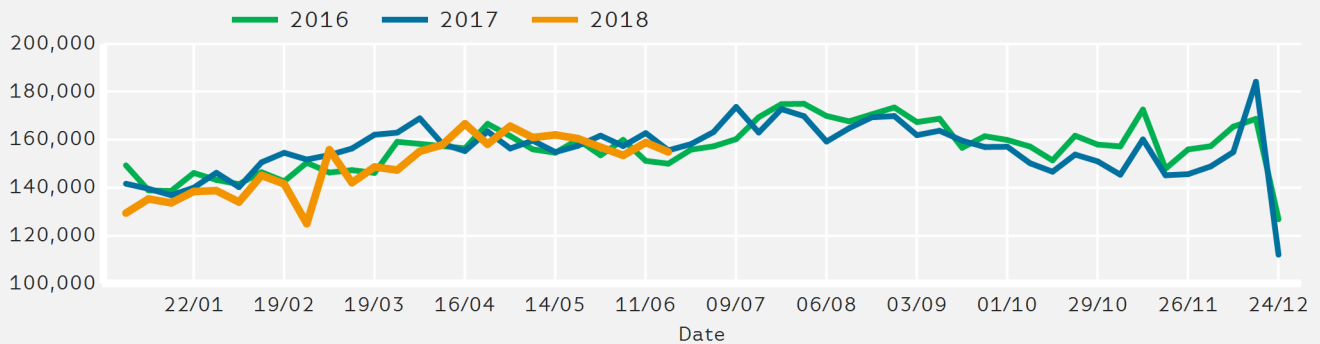
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 56.8 %
■ Market Place, 43.2 %

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 25, 2018 Vs Week 1, 2017 to Week 25, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 25, 2018 Vs Week 25, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 25 2018 Vs Week 24 2018