



### Eastleigh BID

Week 26, 2018

25/06/2018 to 01/07/2018



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

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 %	▲ 1.7 %	▼ -3.2 %	▲ 1.5 %	▼ -1.2 %	▲ 1.7 %
South East	▼ -4.6 %	▲ 0.6 %	▼ -3.9 %	▲ 4.0 %	▲ 0.1 %	▲ 3.8 %
UK	▼ -3.1 %	▲ 0.1 %	▲ 1.1 %	▲ 0.6 %	▲ 3.0 %	▲ 2.0 %

### Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 2.9% down on the previous year.

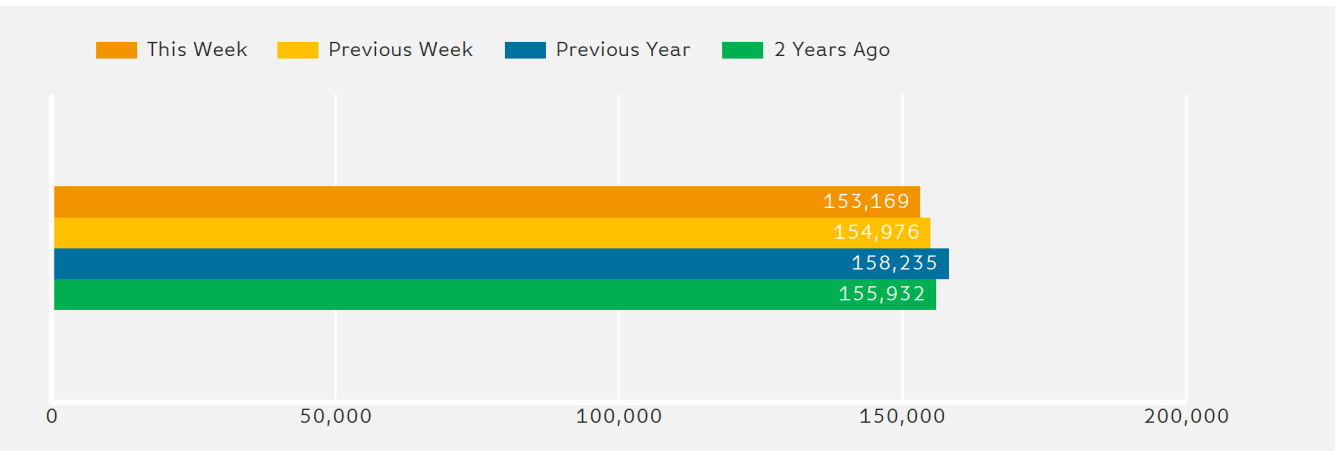
Footfall for the year to date is 3.2% down on the previous year.

The number of visitors counted for week commencing 25 June 2018 was 153,169.

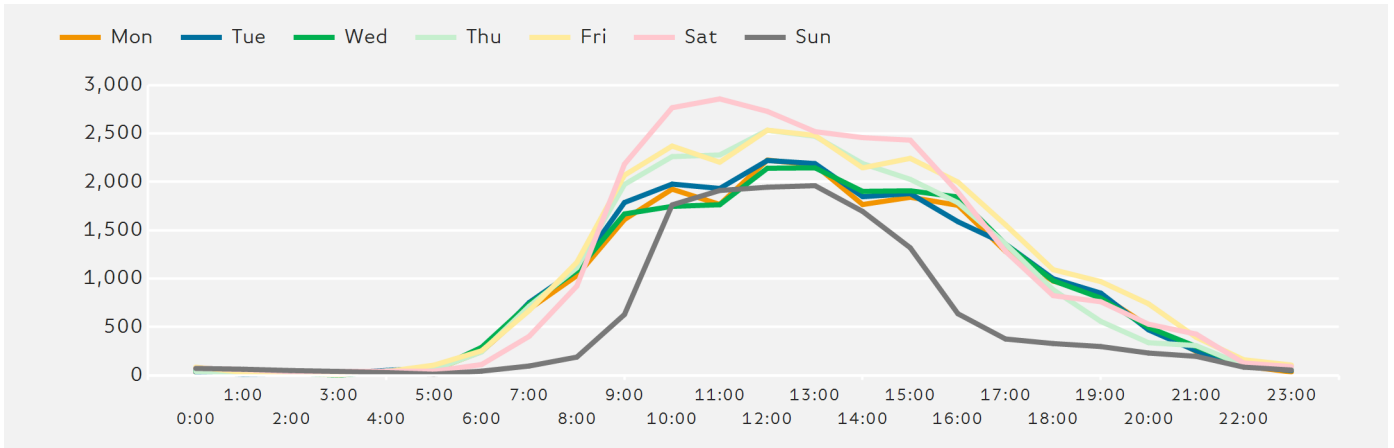
The busiest day in week commencing 25 June 2018 was Saturday with 25,632 visitors.

The peak hour of the week was 11:00 on Saturday 30 June 2018 with footfall of 2,857

### Footfall by Week



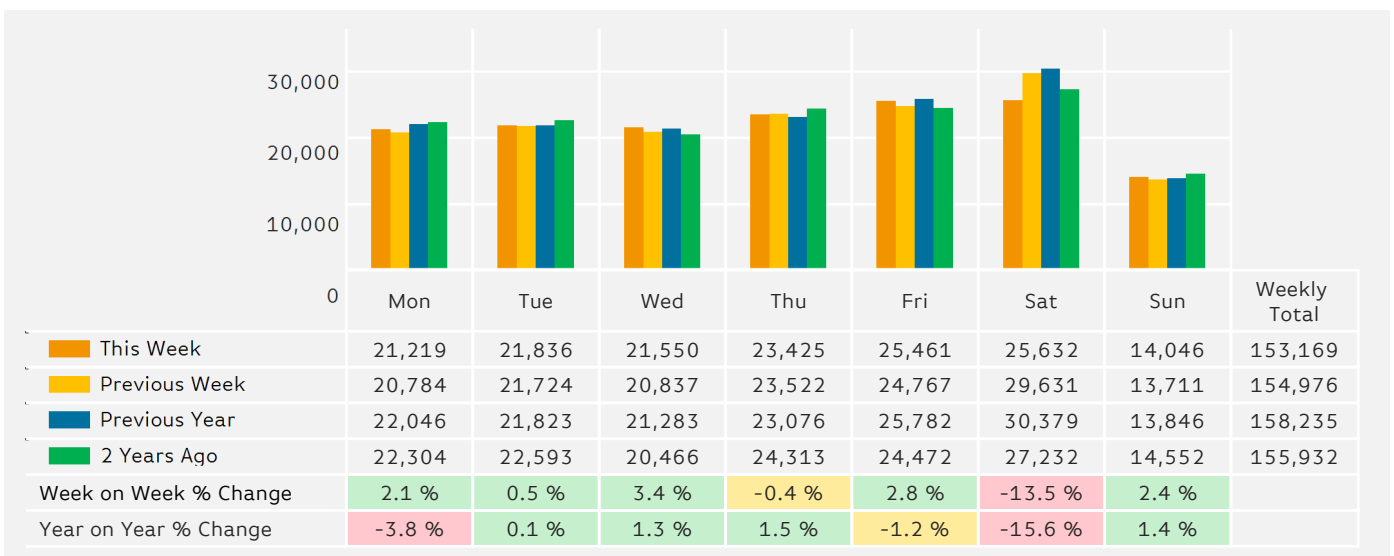
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	28	26	29	29	29	29	28
Previous Week	22	21	25	19	21	23	24
Previous Year	23	21	18	17	22	22	22

### Footfall by Day



### Footfall by Location

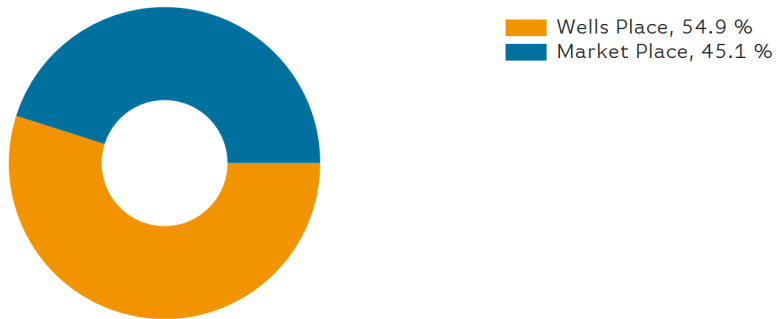
■ This Week   
 ■ Previous Week   
 ■ Previous Year   
 ■ 2 Years Ago



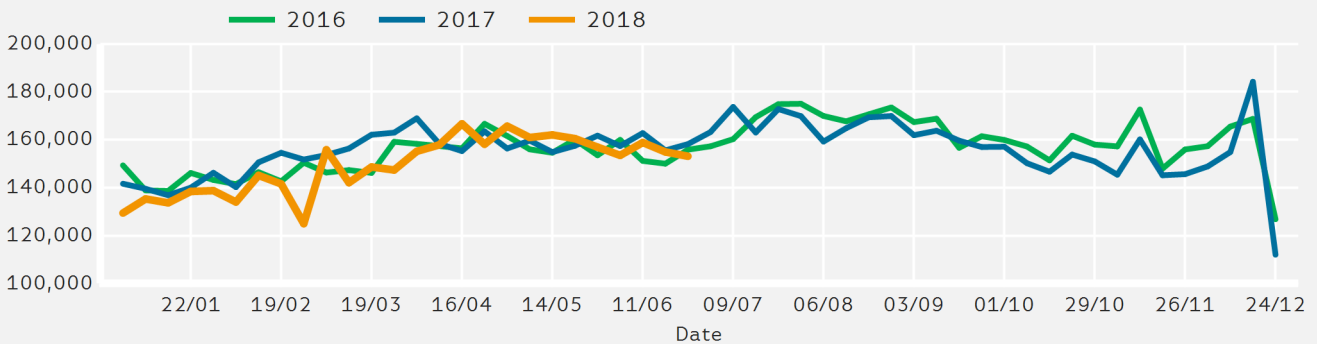
This Week	84,095	69,074
Previous Week	88,070	66,906
Previous Year	91,970	66,265
2 Years Ago	89,966	65,966
Week on Week % Change	-4.5 %	3.2 %
Year on Year % Change	-8.6 %	4.2 %

### 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 26, 2018 Vs Week 1, 2017 to Week 26, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 26, 2018 Vs Week 26, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 26 2018 Vs Week 25 2018