



Eastleigh BID

Week 27, 2018

02/07/2018 to 08/07/2018



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Benchmark calculations

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	▼ -3.1 %	▲ 1.8 %	▼ -2.6 %	▲ 3.8 %	▲ 3.8 %	▲ 3.2 %
South East	▼ -4.6 %	▲ 0.7 %	▼ -4.4 %	▲ 4.2 %	▲ 0.6 %	▲ 1.6 %
UK	▼ -3.0 %	▲ 0.1 %	▼ -0.7 %	▲ 1.5 %	▲ 0.9 %	▲ 3.5 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3% down on the previous year.

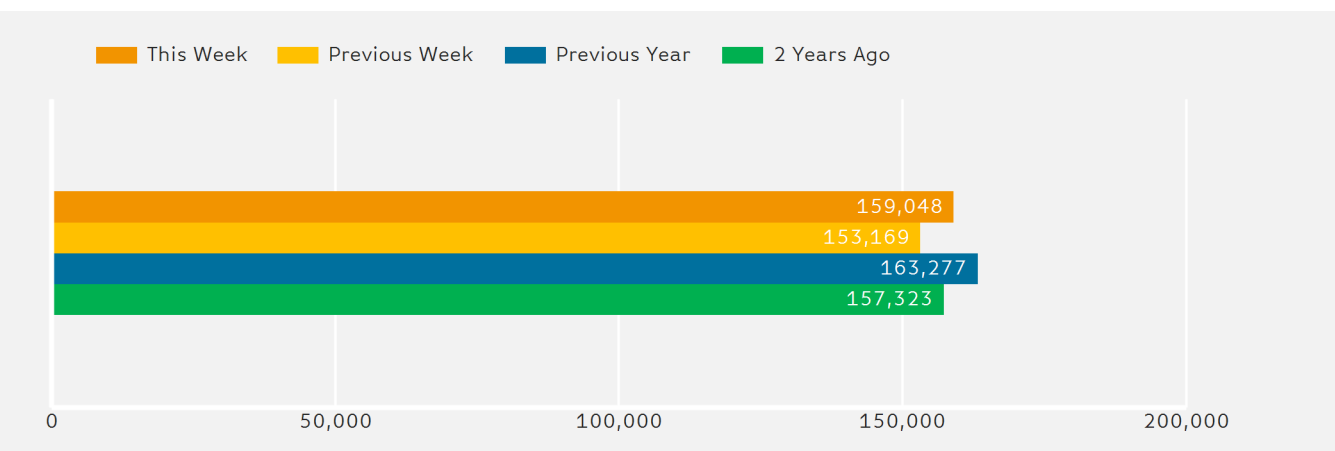
Footfall for the year to date is 3.1% down on the previous year.

The number of visitors counted for week commencing 2 July 2018 was 159,048.

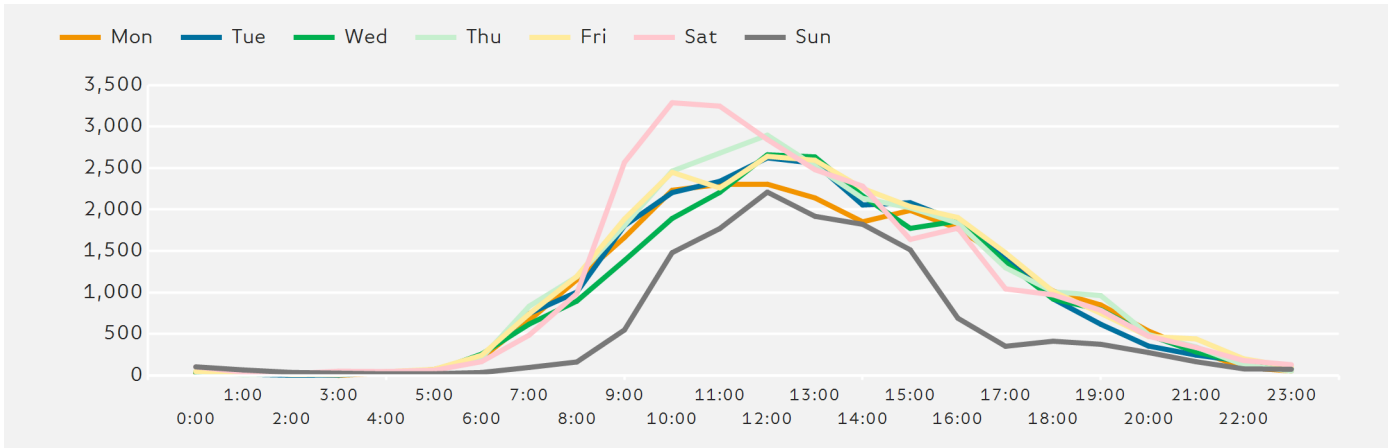
The busiest day in week commencing 2 July 2018 was Saturday with 26,012 visitors.

The peak hour of the week was 10:00 on Saturday 7 July 2018 with footfall of 3,287

Footfall by Week



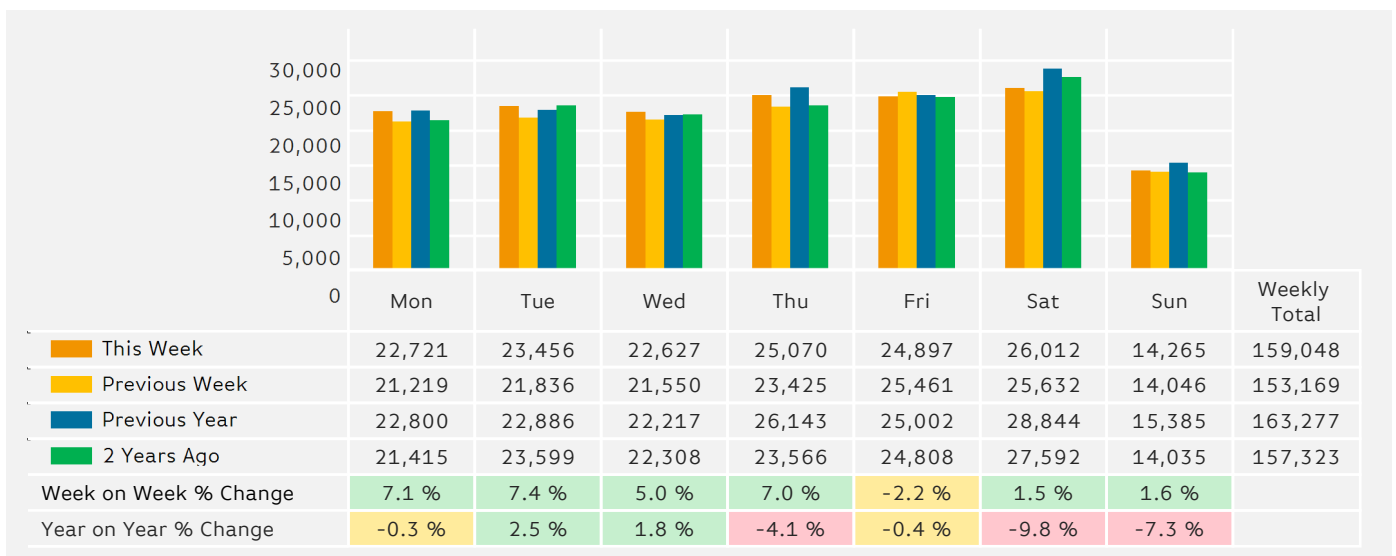
Footfall by Hour



Weather

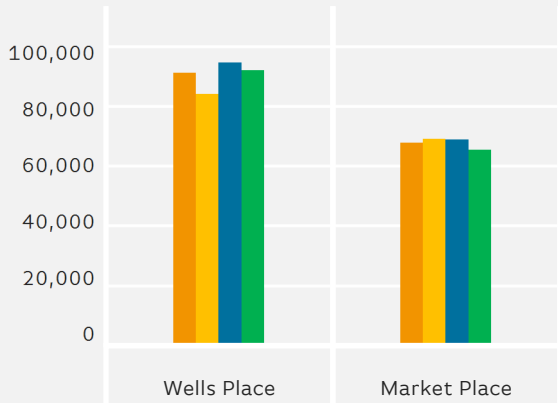
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	31	26	24	25	29	31	31
Previous Week	28	26	29	29	29	29	28
Previous Year	23	23	26	27	26	26	26

Footfall by Day



Footfall by Location

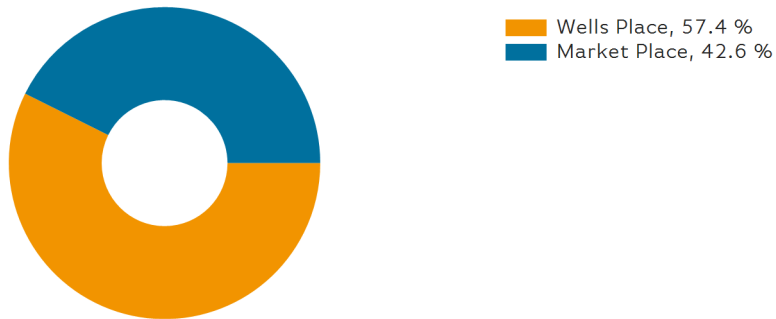
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



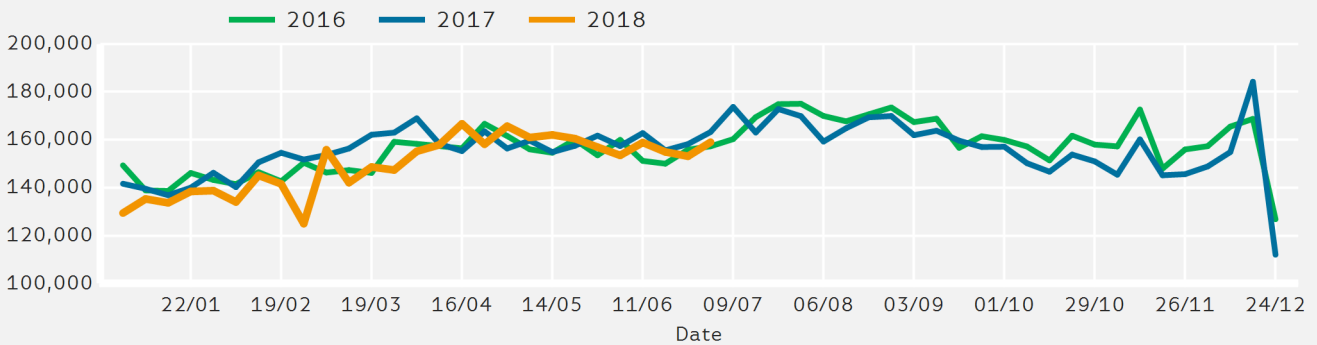
	Wells Place	Market Place
This Week	91,216	67,832
Previous Week	84,095	69,074
Previous Year	94,513	68,764
2 Years Ago	91,980	65,343
Week on Week % Change	8.5 %	-1.8 %
Year on Year % Change	-3.5 %	-1.4 %

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 27, 2018 Vs Week 1, 2017 to Week 27, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2018 Vs Week 27, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2018 Vs Week 26 2018