



**Eastleigh BID**

Week 28, 2017

10/07/2017 to 16/07/2017



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	▲ 2.1 %	▼ -1.8 %	▲ 8.4 %	▲ 1.9 %	▲ 6.4 %	▲ 1.9 %
South East	▲ 0.7 %	▼ -3.7 %	▲ 0.6 %	▼ -1.3 %	▼ -2.5 %	▲ 0.4 %
UK	▲ 0.1 %	▼ -2.3 %	▼ -1.7 %	▼ -0.9 %	▼ -4.0 %	▼ -0.1 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 2.3% up on the previous year.

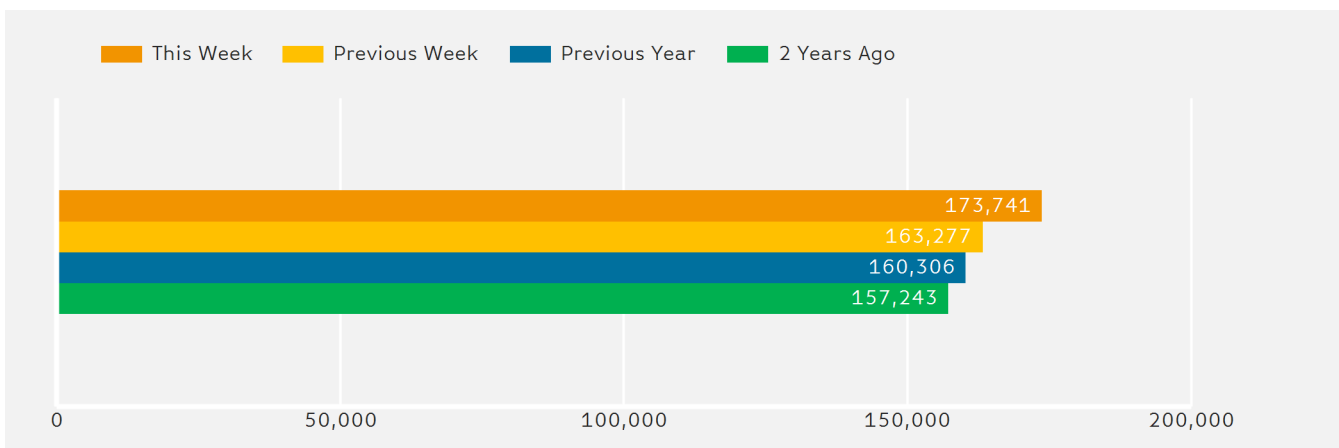
Footfall for the year to date is 2.1% up on the previous year.

The number of visitors counted for week commencing 10 July 2017 was 173,741.

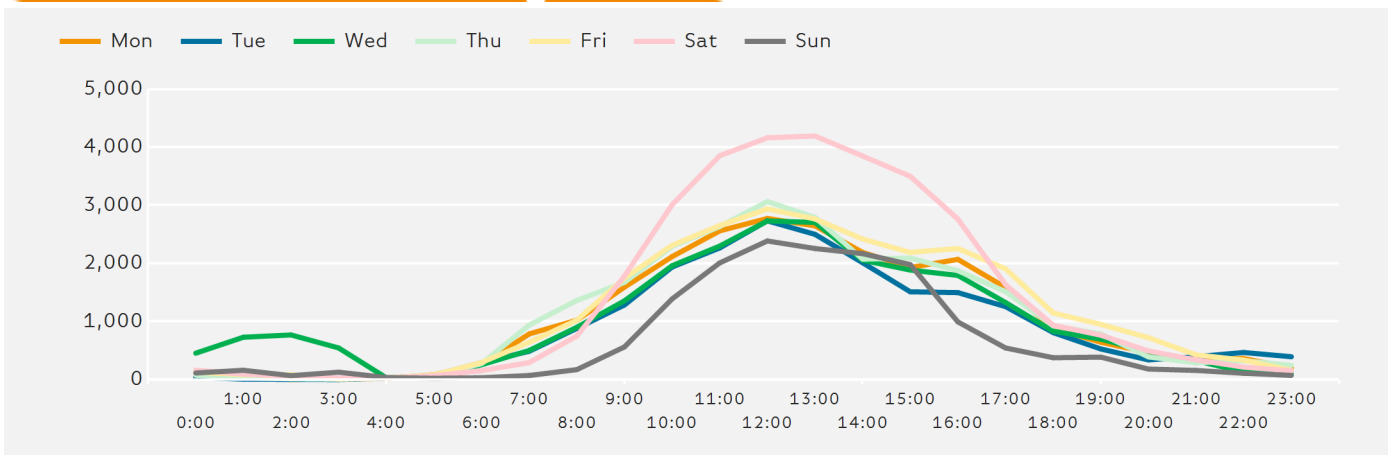
The busiest day in week commencing 10 July 2017 was Saturday with 33,227 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 4,192

**Footfall Totals by Week**



### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	23	19	23	22	24	23	24
Previous Week	23	23	26	27	26	26	26
Previous Year	19	17	18	19	18	23	25

### Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	24,586	21,709	24,886	25,735	27,262	33,227	16,336	173,741
Previous Week	22,800	22,886	22,217	26,143	25,002	28,844	15,385	163,277
Previous Year	22,519	22,557	23,255	24,931	23,884	28,658	14,502	160,306
2 Years Ago	20,650	21,392	21,163	23,417	24,449	29,701	16,471	157,243
Week on Week % Change	7.8 %	-5.1 %	12.0 %	-1.6 %	9.0 %	15.2 %	6.2 %	6.4 %
Year on Year % Change	9.2 %	-3.8 %	7.0 %	3.2 %	14.1 %	15.9 %	12.6 %	8.4 %

### Footfall Totals

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



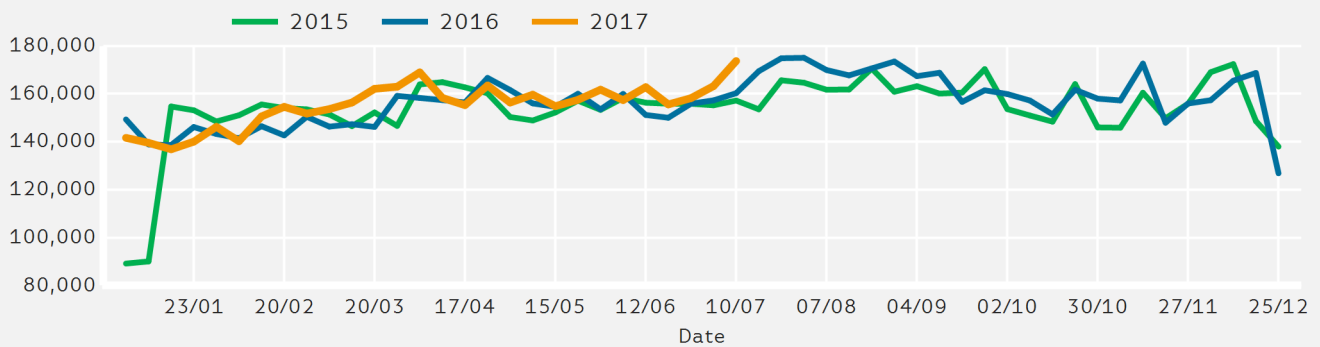
	Wells Place	Market Place
This Week	101,016	72,725
Previous Week	94,513	68,764
Previous Year	91,673	68,633
2 Years Ago	90,011	67,232
Week on Week % Change	6.9 %	5.8 %
Year on Year % Change	10.2 %	6.0 %

### Footfall Totals

Counting By Location - Main Locations Only



### 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.