



Eastleigh BID

Week 28, 2018

09/07/2018 to 15/07/2018



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	▼ -3.3 %	▲ 2.1 %	▼ -7.9 %	▲ 8.4 %	▲ 0.6 %	▲ 6.4 %
South East	▼ -4.5 %	▲ 0.7 %	▼ -3.4 %	▲ 0.6 %	▲ 0.3 %	▼ -2.5 %
UK	▼ -2.9 %	▲ 0.1 %	▲ 0.9 %	▼ -1.7 %	▼ -1.4 %	▼ -4.0 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3.3% down on the previous year.

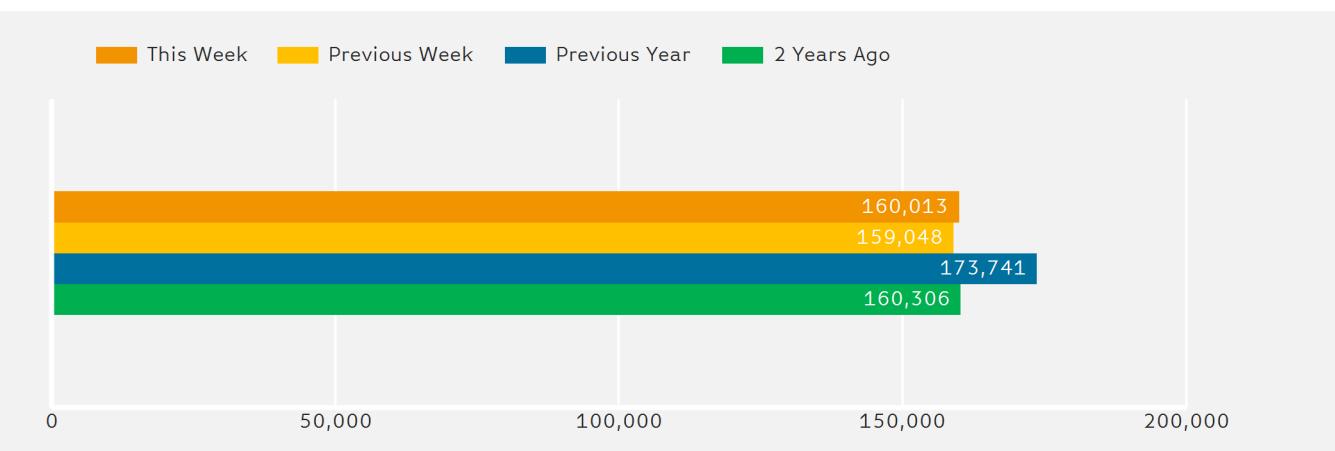
Footfall for the year to date is 3.3% down on the previous year.

The number of visitors counted for week commencing 9 July 2018 was 160,013.

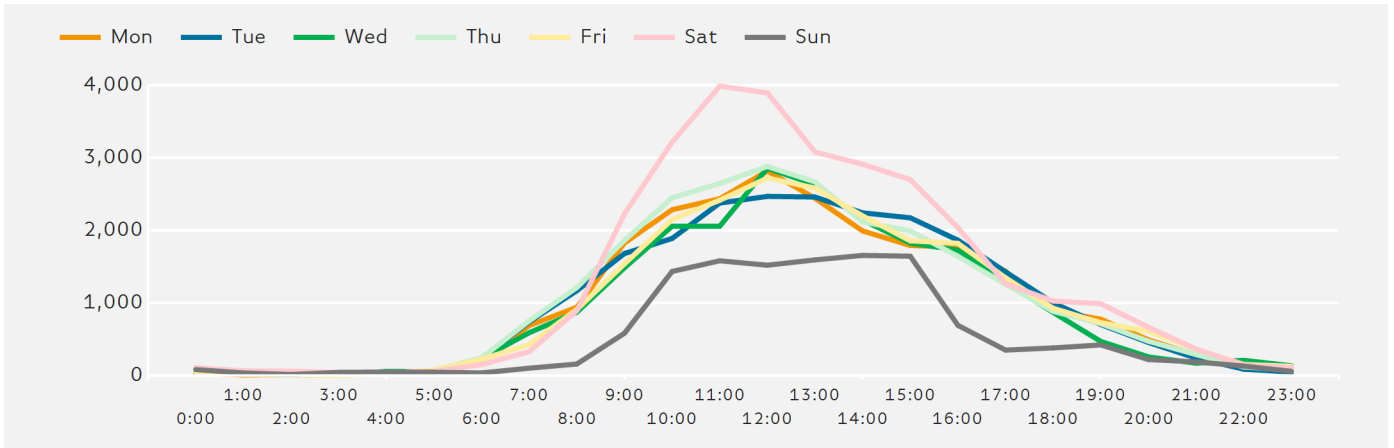
The busiest day in week commencing 9 July 2018 was Saturday with 30,346 visitors.

The peak hour of the week was 11:00 on Saturday 14 July 2018 with footfall of 3,985

Footfall by Week



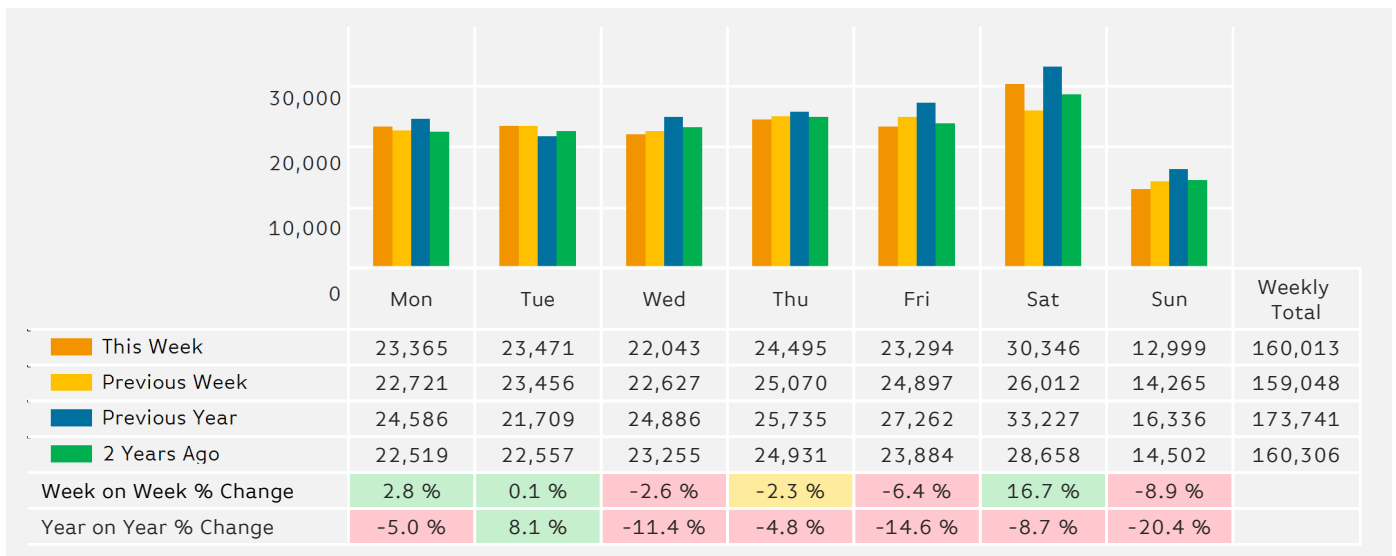
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	28	24	26	24	23	26	28
Previous Week	31	26	24	25	29	31	31
Previous Year	23	19	23	22	24	23	24

Footfall by Day



Footfall by Location

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



This Week	90,437	69,576
Previous Week	91,216	67,832
Previous Year	101,016	72,725
2 Years Ago	91,673	68,633
Week on Week % Change	-0.9 %	2.6 %
Year on Year % Change	-10.5 %	-4.3 %

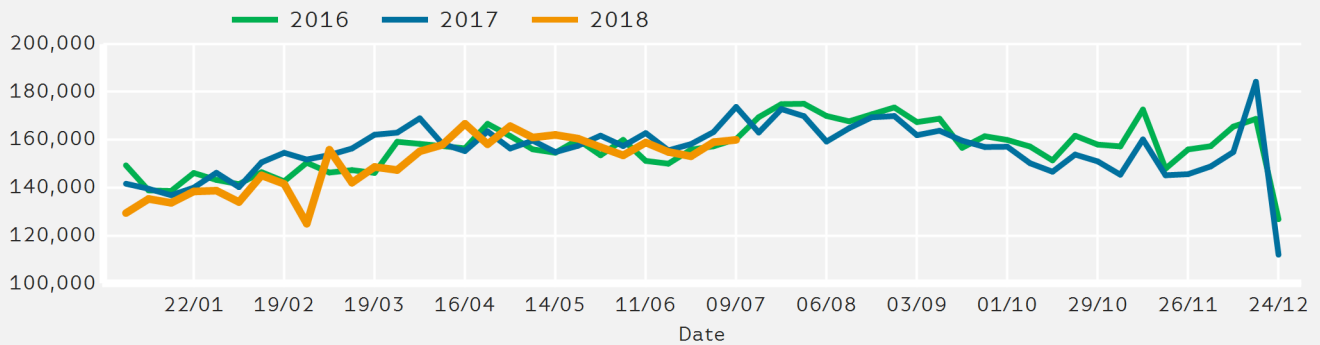
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 56.5 %
■ Market Place, 43.5 %

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 28, 2018 Vs Week 1, 2017 to Week 28, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 28, 2018 Vs Week 28, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 28 2018 Vs Week 27 2018