



### Eastleigh BID

Week 29, 2018

16/07/2018 to 22/07/2018



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 %	▲ 1.8 %	▲ 1.1 %	▼ -3.8 %	▲ 3.1 %	▼ -6.1 %
South East	▼ -4.4 %	▲ 0.6 %	▼ -1.7 %	▼ -3.3 %	▲ 0.5 %	▲ 0.4 %
UK	▼ -2.7 %	▼ -0.1 %	▲ 1.0 %	▼ -3.9 %	▼ -0.5 %	▼ -0.1 %

### Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3.2% down on the previous year.

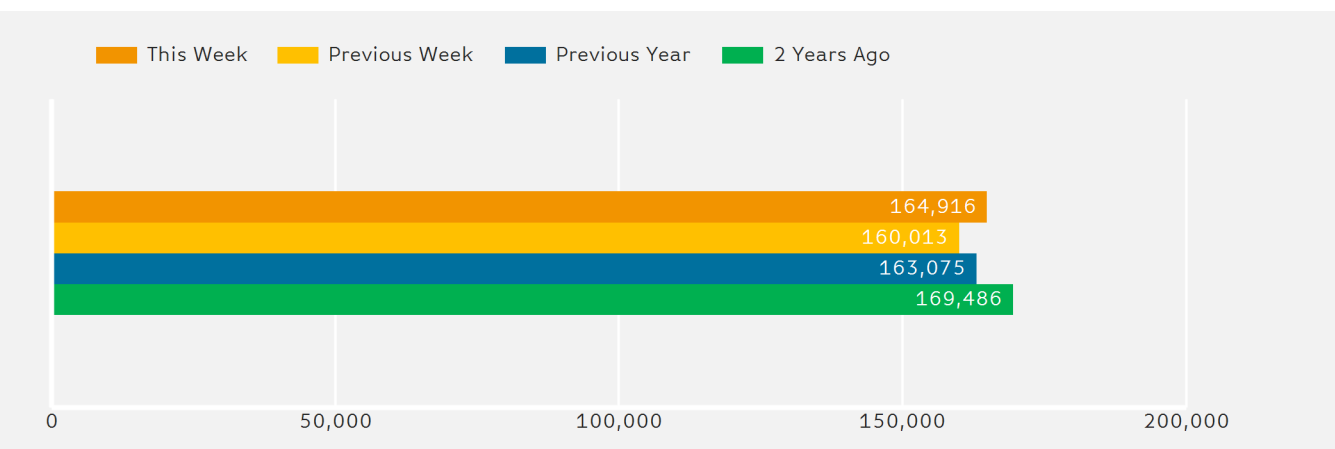
Footfall for the year to date is 3.2% down on the previous year.

The number of visitors counted for week commencing 16 July 2018 was 164,916.

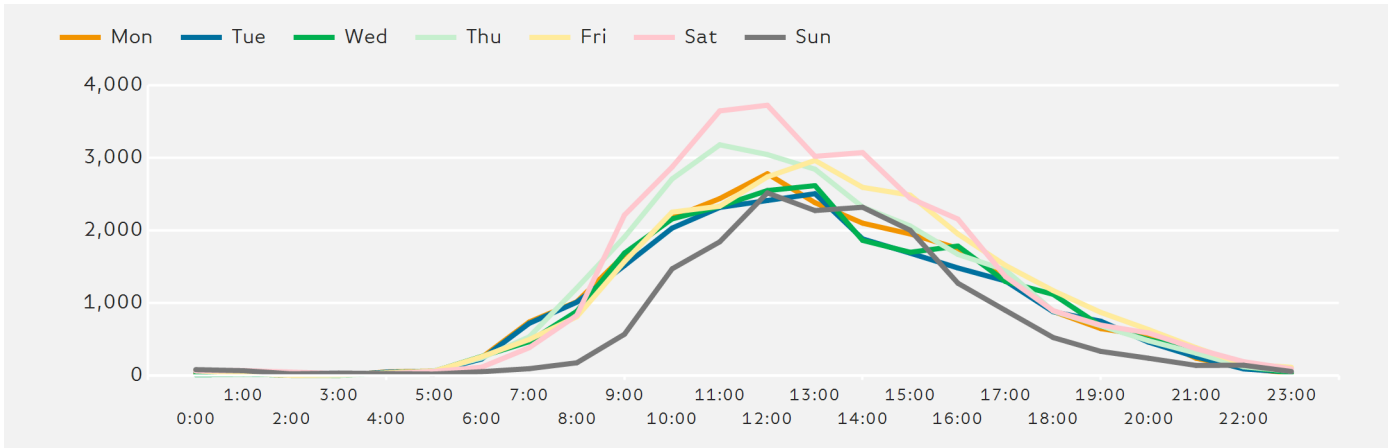
The busiest day in week commencing 16 July 2018 was Saturday with 28,926 visitors.

The peak hour of the week was 12:00 on Saturday 21 July 2018 with footfall of 3,722

### Footfall by Week



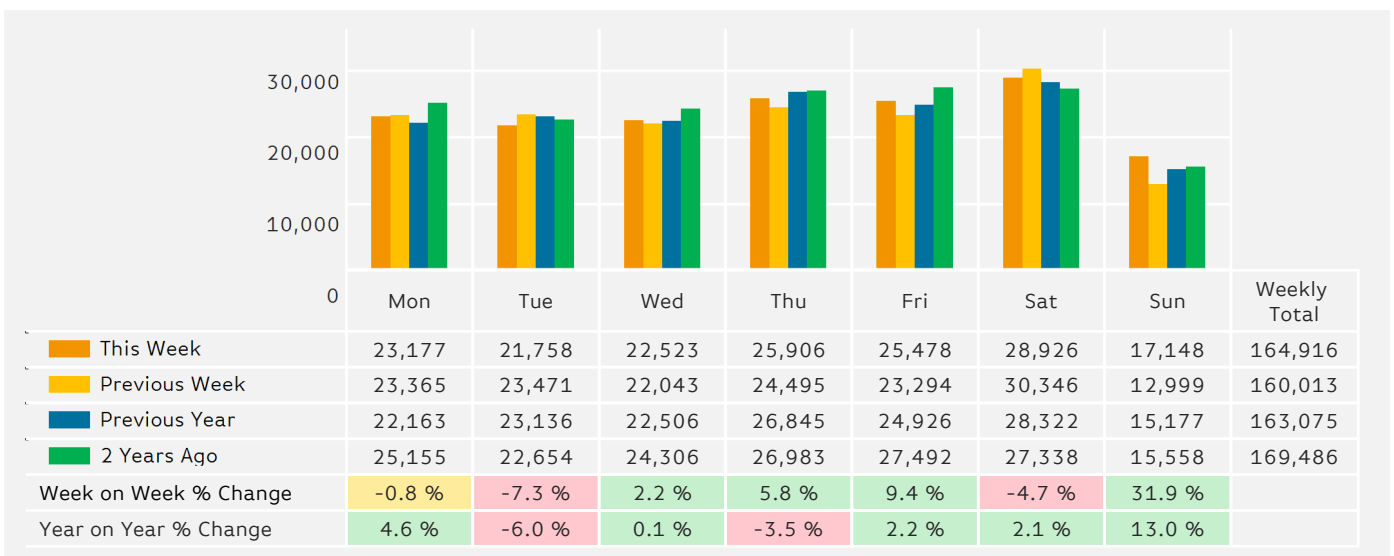
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	25	22	23	27	24	25	27
Previous Week	28	24	26	24	23	26	28
Previous Year	24	28	21	21	21	17	21

### Footfall by Day



### Footfall by Location

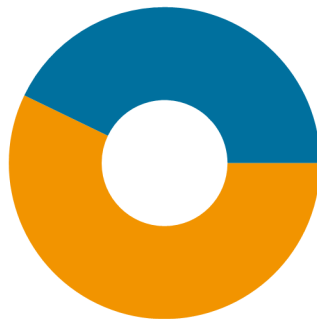
■ This Week   
 ■ Previous Week   
 ■ Previous Year   
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	94,255	70,661
Previous Week	90,437	69,576
Previous Year	96,326	66,749
2 Years Ago	94,962	74,524
Week on Week % Change	4.2 %	1.6 %
Year on Year % Change	-2.1 %	5.9 %

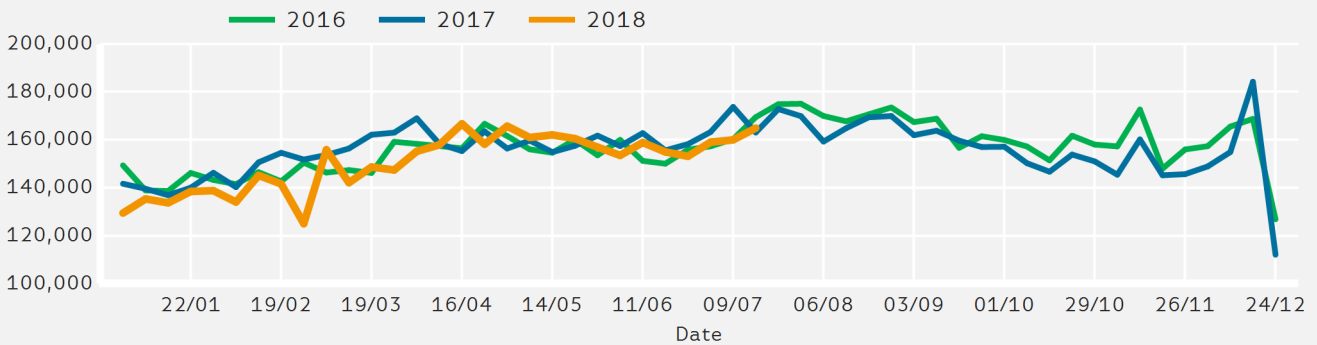
### Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 57.2 %  
■ Market Place, 42.8 %

### 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 29, 2018 Vs Week 1, 2017 to Week 29, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 29, 2018 Vs Week 29, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 29 2018 Vs Week 28 2018