



Eastleigh BID

Week 30, 2017

24/07/2017 to 30/07/2017



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	▲ 1.7 %	▼ -1.1 %	▼ -1.2 %	▲ 5.6 %	▲ 6.0 %	▲ 3.2 %
South East	▲ 0.5 %	▼ -3.4 %	▼ -3.1 %	▲ 2.0 %	▼ -0.1 %	▲ 2.5 %
UK	▼ -0.2 %	▼ -2.1 %	▼ -5.5 %	▼ 0.0 %	▲ 2.1 %	▲ 2.5 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.9% up on the previous year.

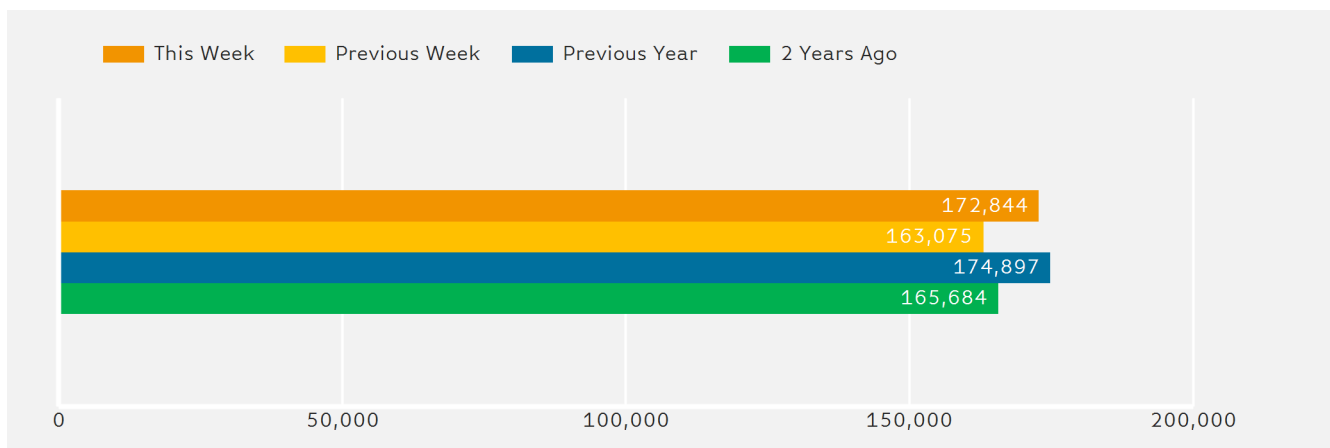
Footfall for the year to date is 1.7% up on the previous year.

The number of visitors counted for week commencing 24 July 2017 was 172,844.

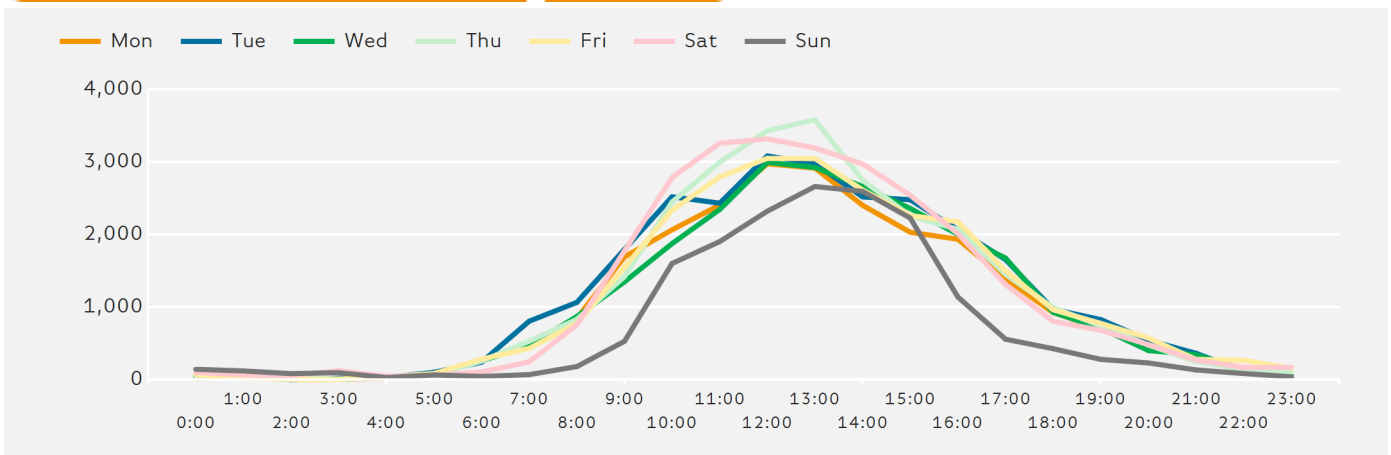
The busiest day in week commencing 24 July 2017 was Saturday with 27,228 visitors.

The peak hour of the week was 13:00 on Thursday with footfall of 3,577

Footfall Totals by Week



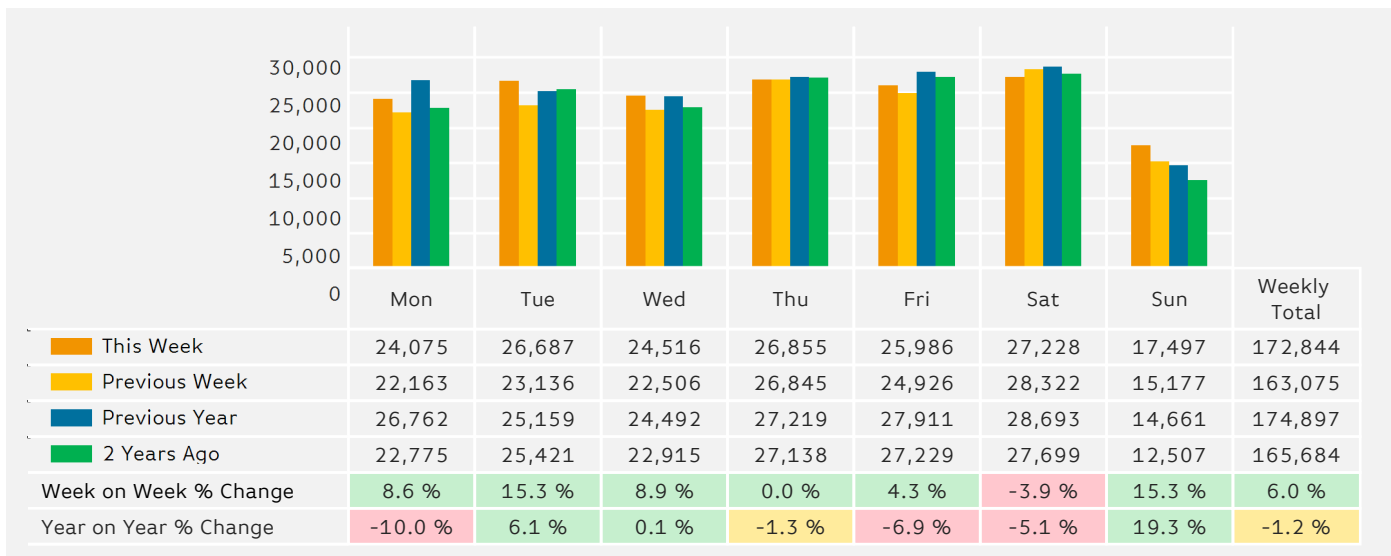
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	23	24	20	19	18	19	19
Previous Week	24	28	21	21	21	17	21
Previous Year	21	20	22	19	21	22	21

Footfall by Day



Footfall Totals

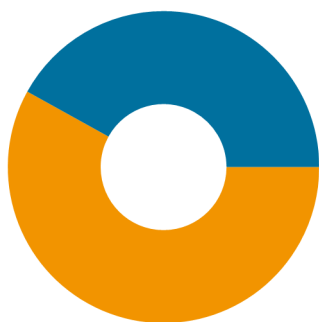
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	100,321	72,523
Previous Week	96,326	66,749
Previous Year	99,824	75,073
2 Years Ago	95,978	69,706
Week on Week % Change	4.1 %	8.7 %
Year on Year % Change	0.5 %	-3.4 %

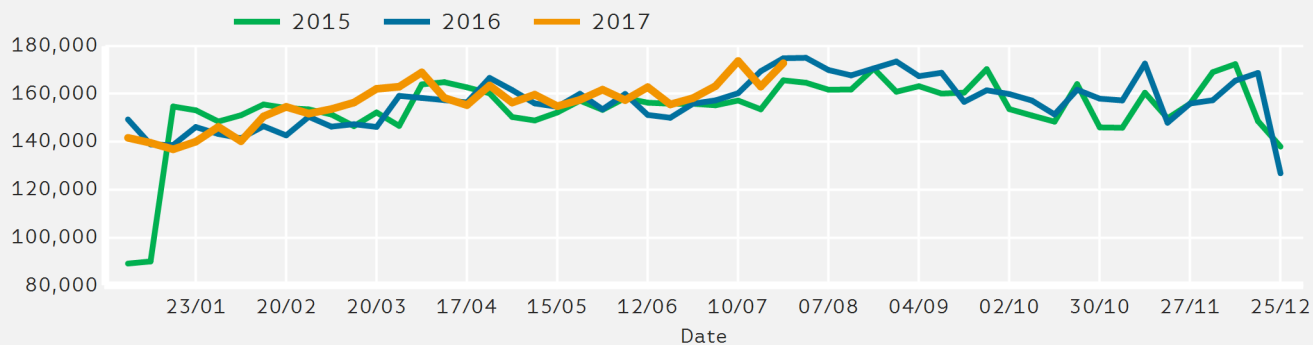
Footfall Totals

Counting By Location - Main Locations Only



■ Wells Place, 58.0 %
■ Market Place, 42.0 %

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.