



Eastleigh BID

Week 30, 2018

23/07/2018 to 29/07/2018



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 %	▲ 1.7 %	▼ -5.6 %	▼ -1.2 %	▼ -1.1 %	▲ 6.0 %
South East	▼ -4.5 %	▲ 0.5 %	▼ -5.6 %	▼ -3.1 %	▼ -2.2 %	▼ -0.1 %
UK	▼ -2.7 %	▼ -0.2 %	▼ -1.6 %	▼ -5.5 %	▲ 0.1 %	▲ 2.1 %

Headlines

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

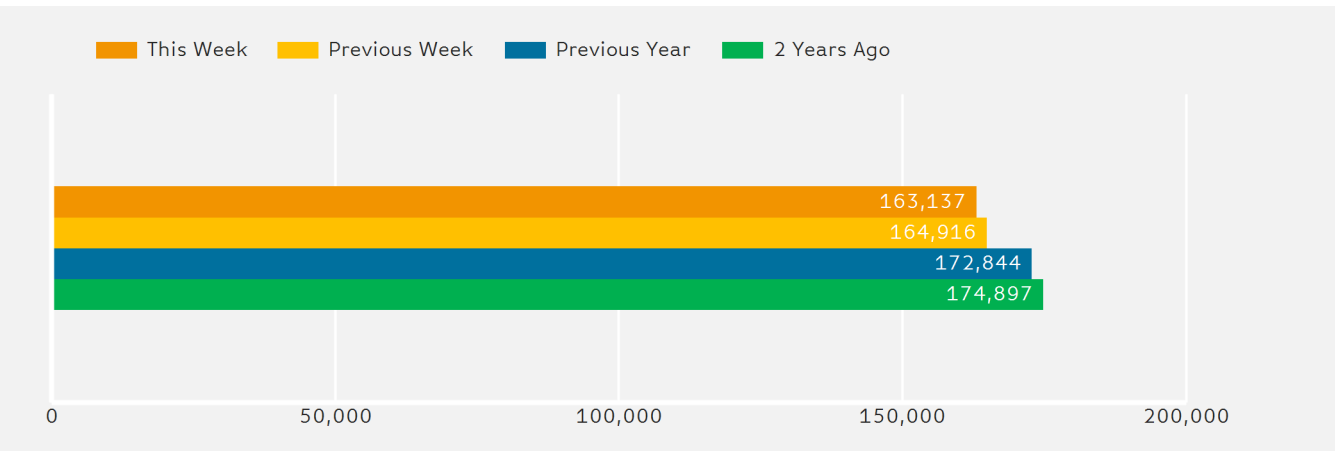
Footfall for the year to date is 3.3% down on the previous year.

The number of visitors counted for week commencing 23 July 2018 was 163,137.

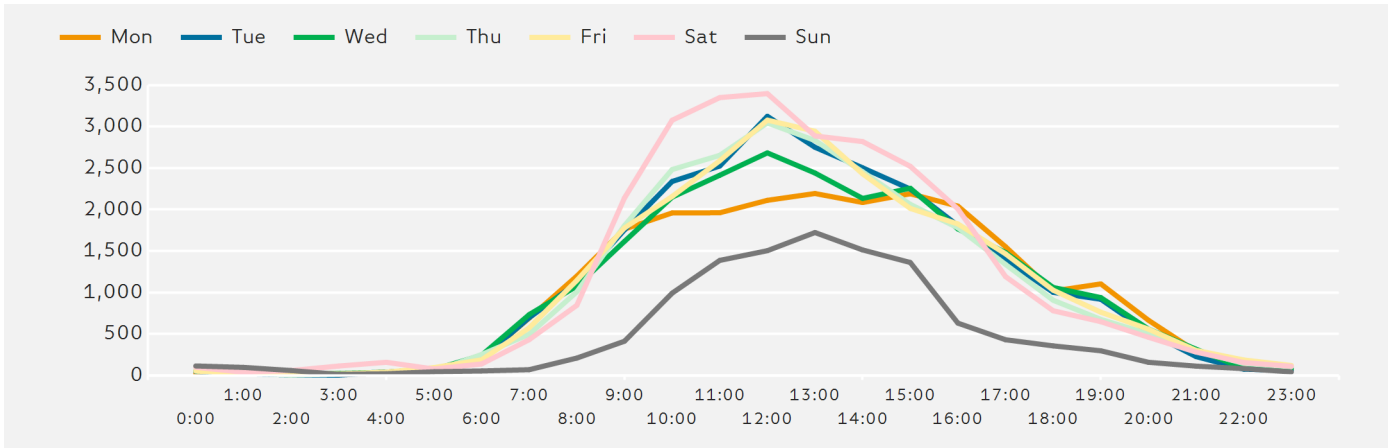
The busiest day in week commencing 23 July 2018 was Saturday with 27,791 visitors.

The peak hour of the week was 12:00 on Saturday 28 July 2018 with footfall of 3,397

Footfall by Week



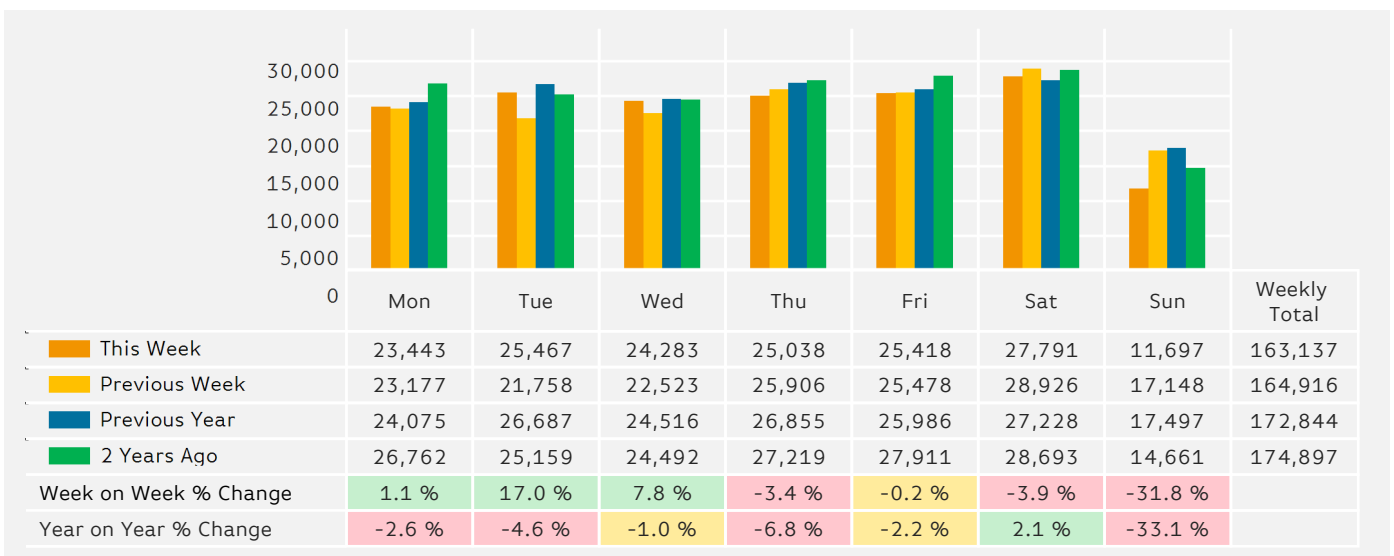
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	28	28	29	32	27	21	20
Previous Week	25	22	23	27	24	25	27
Previous Year	23	24	20	19	18	19	19

Footfall by Day



Footfall by Location

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



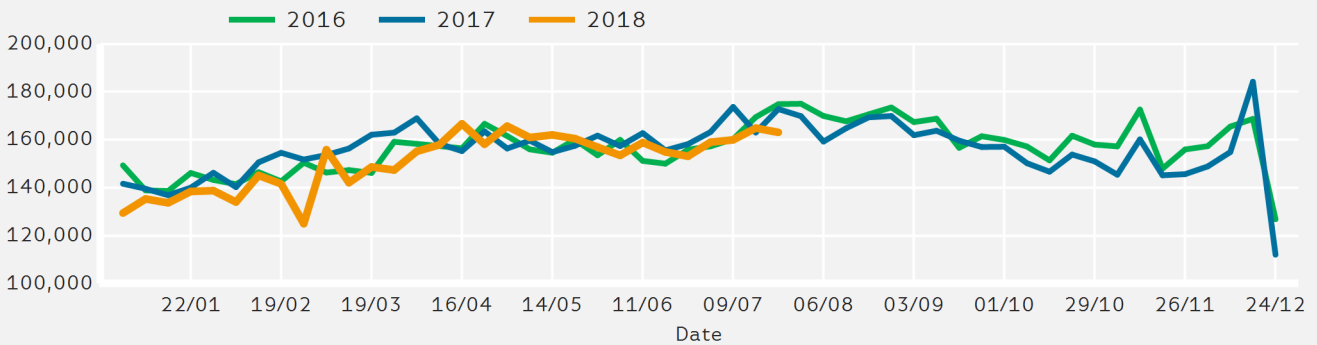
	Wells Place	Market Place
This Week	94,531	68,606
Previous Week	94,255	70,661
Previous Year	100,321	72,523
2 Years Ago	99,824	75,073
Week on Week % Change	0.3 %	-2.9 %
Year on Year % Change	-5.8 %	-5.4 %

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 30, 2018 Vs Week 1, 2017 to Week 30, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2018 Vs Week 30, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2018 Vs Week 29 2018