



Eastleigh BID

Week 31, 2018

30/07/2018 to 05/08/2018



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 %	▲ 1.6 %	▼ -3.0 %	▼ -3.0 %	▲ 1.0 %	▼ -1.7 %
South East	▼ -4.4 %	▲ 0.4 %	▼ -1.8 %	▼ -0.4 %	▲ 1.8 %	▲ 0.0 %
UK	▼ -2.6 %	▼ -0.3 %	▲ 1.3 %	▼ -3.1 %	▲ 2.7 %	▲ 1.5 %

Headlines

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

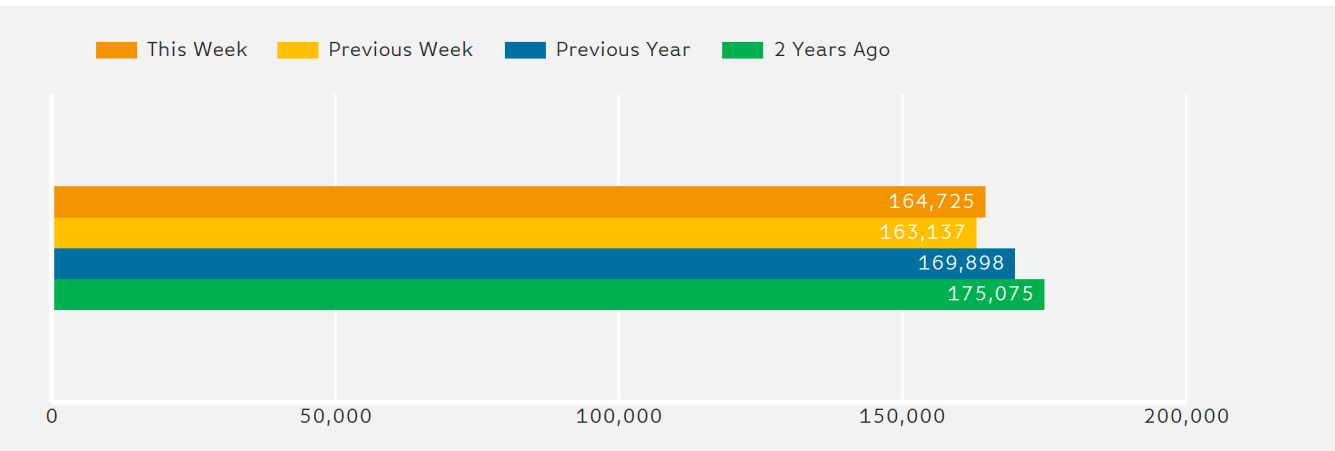
Footfall for the year to date is 3.3% down on the previous year.

The number of visitors counted for week commencing 30 July 2018 was 164,725.

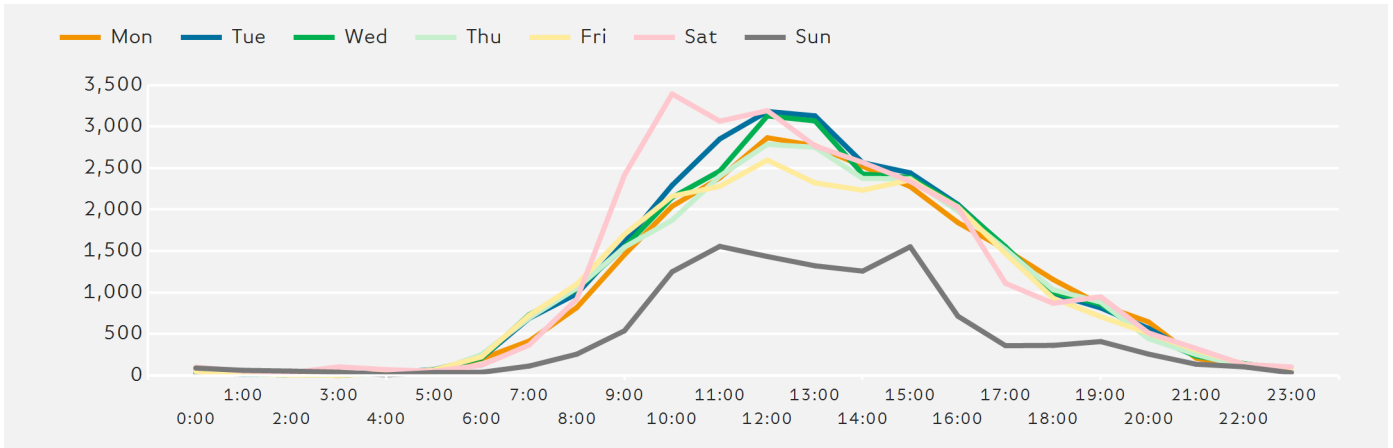
The busiest day in week commencing 30 July 2018 was Saturday with 27,593 visitors.

The peak hour of the week was 10:00 on Saturday 4 August 2018 with footfall of 3,393

Footfall by Week



Footfall by Hour



Weather

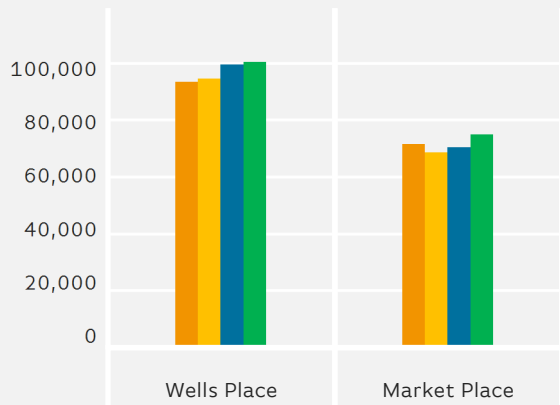
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	22	22	23	27	29	29	27
Previous Week	28	28	29	32	27	21	20
Previous Year	20	20	18	19	21	20	20

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	24,294	26,540	25,710	24,562	24,042	27,593	11,984	164,725
Previous Week	23,443	25,467	24,283	25,038	25,418	27,791	11,697	163,137
Previous Year	26,118	26,354	21,206	26,359	26,465	29,776	13,620	169,898
2 Years Ago	24,344	25,615	25,888	27,245	30,122	28,264	13,597	175,075
Week on Week % Change	3.6 %	4.2 %	5.9 %	-1.9 %	-5.4 %	-0.7 %	2.5 %	
Year on Year % Change	-7.0 %	0.7 %	21.2 %	-6.8 %	-9.2 %	-7.3 %	-12.0 %	

Footfall by Location

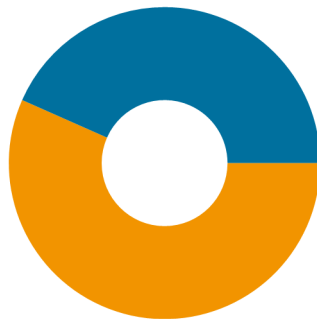
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	93,279	71,446
Previous Week	94,531	68,606
Previous Year	99,429	70,469
2 Years Ago	100,284	74,791
Week on Week % Change	-1.3 %	4.1 %
Year on Year % Change	-6.2 %	1.4 %

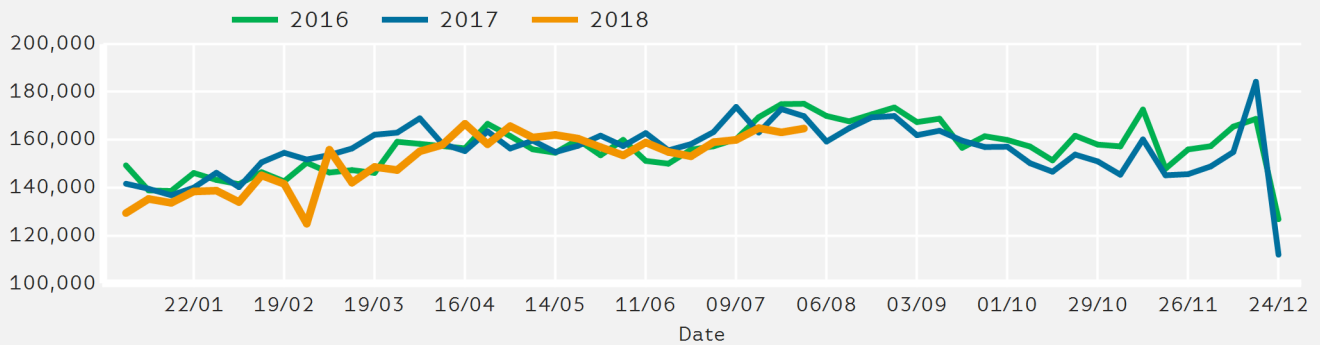
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 56.6 %
■ Market Place, 43.4 %

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 31, 2018 Vs Week 1, 2017 to Week 31, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 31, 2018 Vs Week 31, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2018 Vs Week 30 2018