



Eastleigh BID

Week 33, 2017

14/08/2017 to 20/08/2017



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	▲ 1.2 %	▼ -0.5 %	▼ -1.7 %	▲ 3.6 %	▲ 3.5 %	▼ -1.3 %
South East	▲ 0.5 %	▼ -3.3 %	▲ 3.0 %	▼ -5.8 %	▲ 0.4 %	▼ -4.9 %
UK	▼ -0.5 %	▼ -1.8 %	▼ -1.5 %	▲ 0.4 %	▲ 0.5 %	▼ -2.0 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.4% up on the previous year.

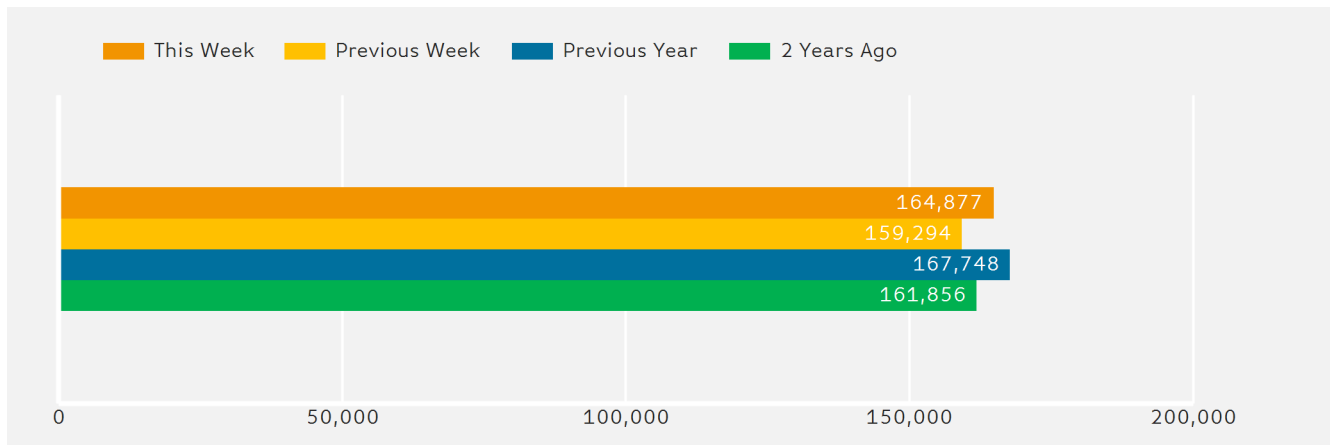
Footfall for the year to date is 1.2% up on the previous year.

The number of visitors counted for week commencing 14 August 2017 was 164,877.

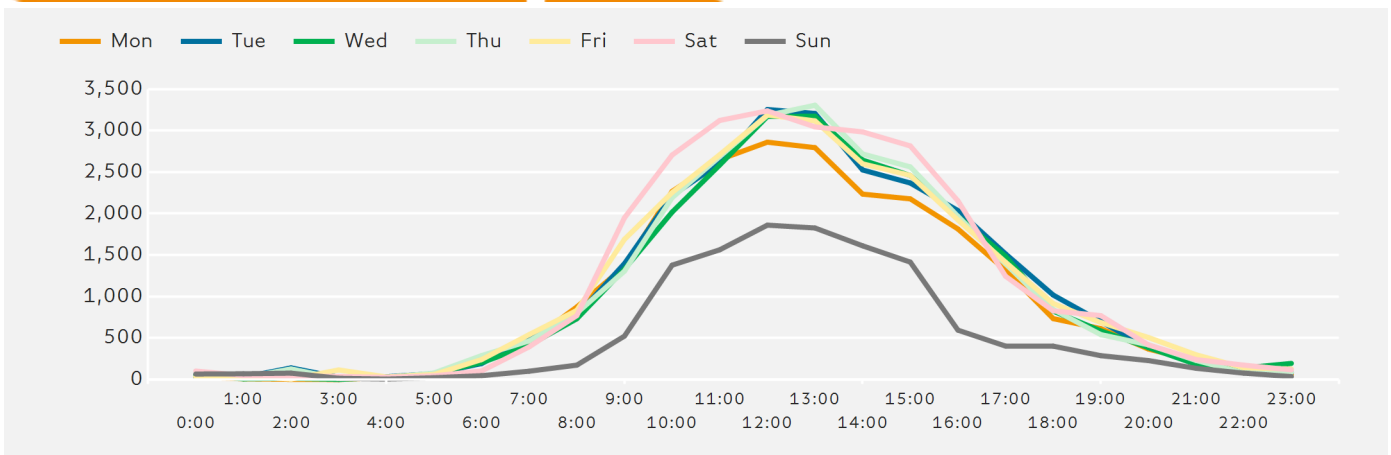
The busiest day in week commencing 14 August 2017 was Saturday with 27,363 visitors.

The peak hour of the week was 13:00 on Thursday with footfall of 3,305

Footfall Totals by Week



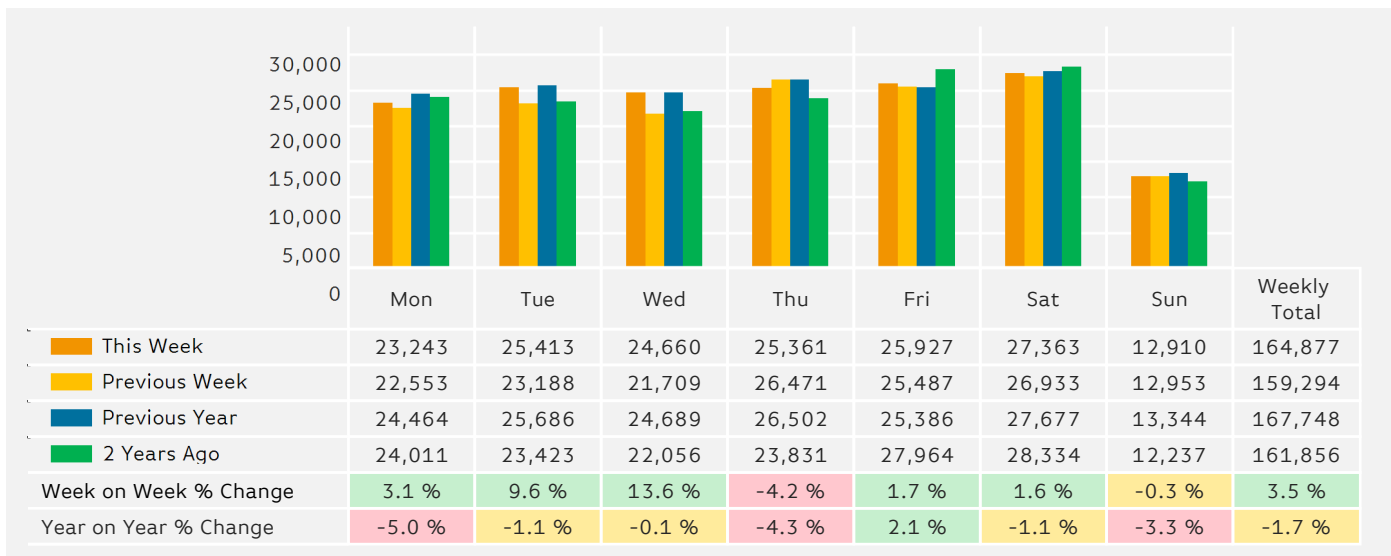
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	21	19	22	19	19	19
Previous Week	20	17	16	20	18	20	21
Previous Year	22	23	23	25	18	18	20

Footfall by Day

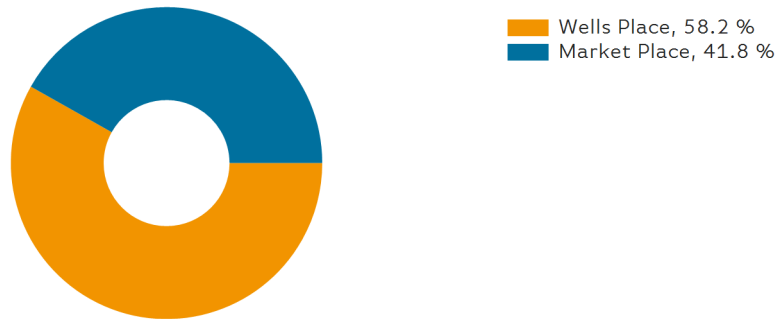


Footfall by Location

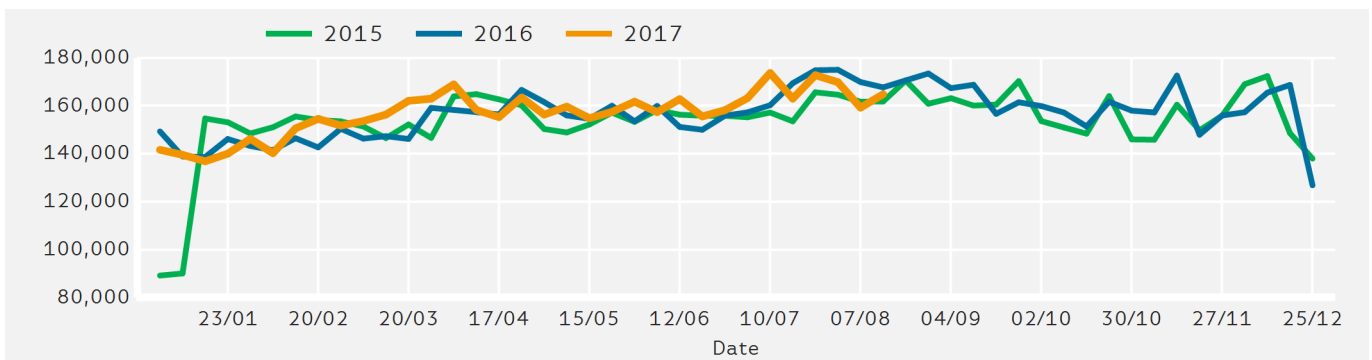


Footfall by location

Counting By Location - Main Locations Only



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.