



Eastleigh BID

Week 33, 2018

13/08/2018 to 19/08/2018



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	▼ -3.1 %	▲ 1.2 %	▼ -2.7 %	▼ -1.7 %	▲ 1.0 %	▲ 3.5 %
South East	▼ -4.3 %	▲ 0.5 %	▼ -1.7 %	▲ 3.0 %	▲ 2.0 %	▲ 0.4 %
UK	▼ -2.5 %	▼ -0.5 %	▼ -1.7 %	▼ -1.5 %	▼ -0.5 %	▲ 0.5 %

Headlines

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

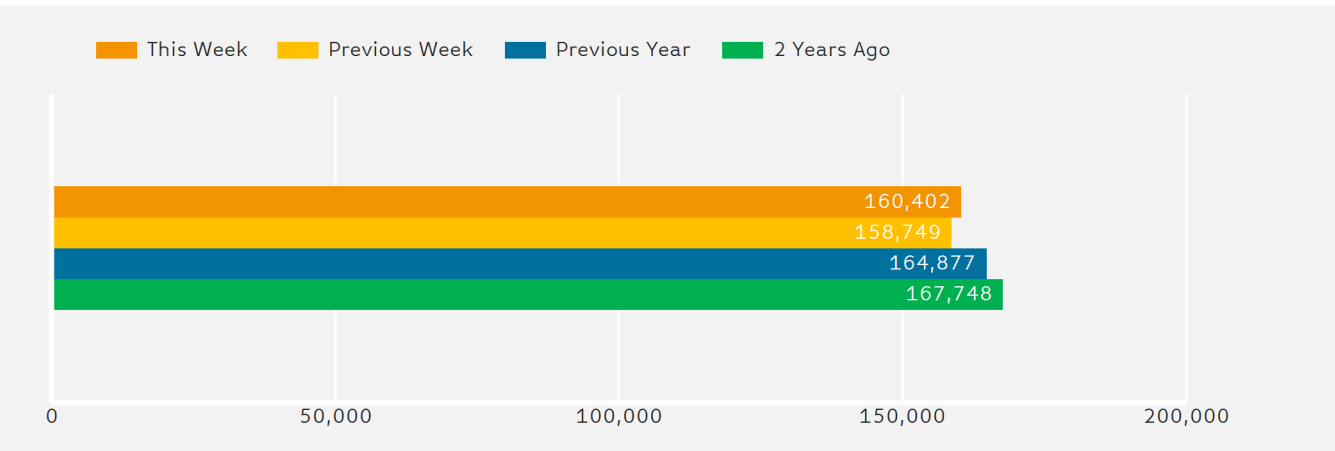
Footfall for the year to date is 3.1% down on the previous year.

The number of visitors counted for week commencing 13 August 2018 was 160,402.

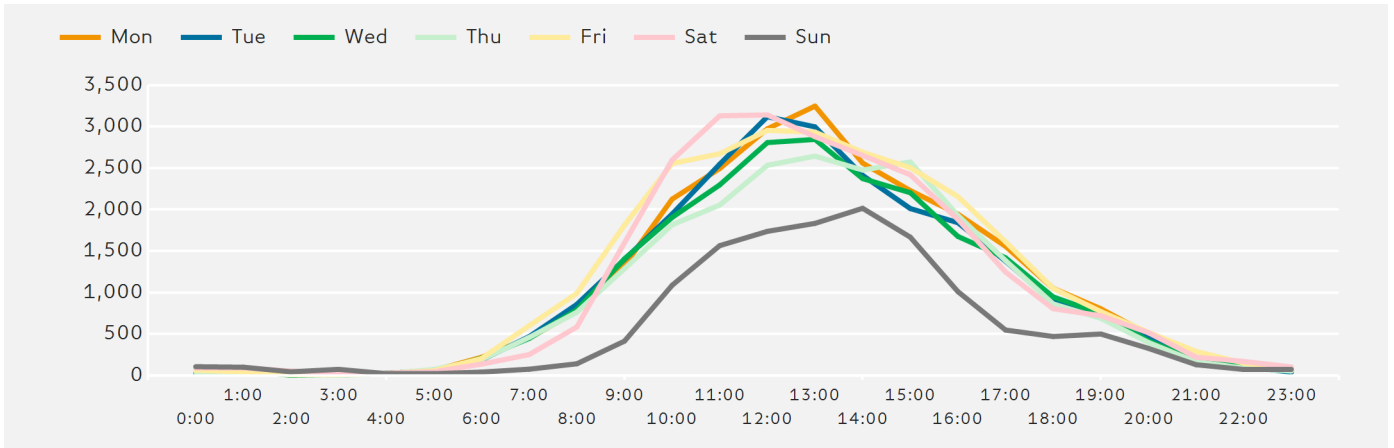
The busiest day in week commencing 13 August 2018 was Friday with 26,752 visitors.

The peak hour of the week was 13:00 on Monday 13 August 2018 with footfall of 3,246

Footfall by Week



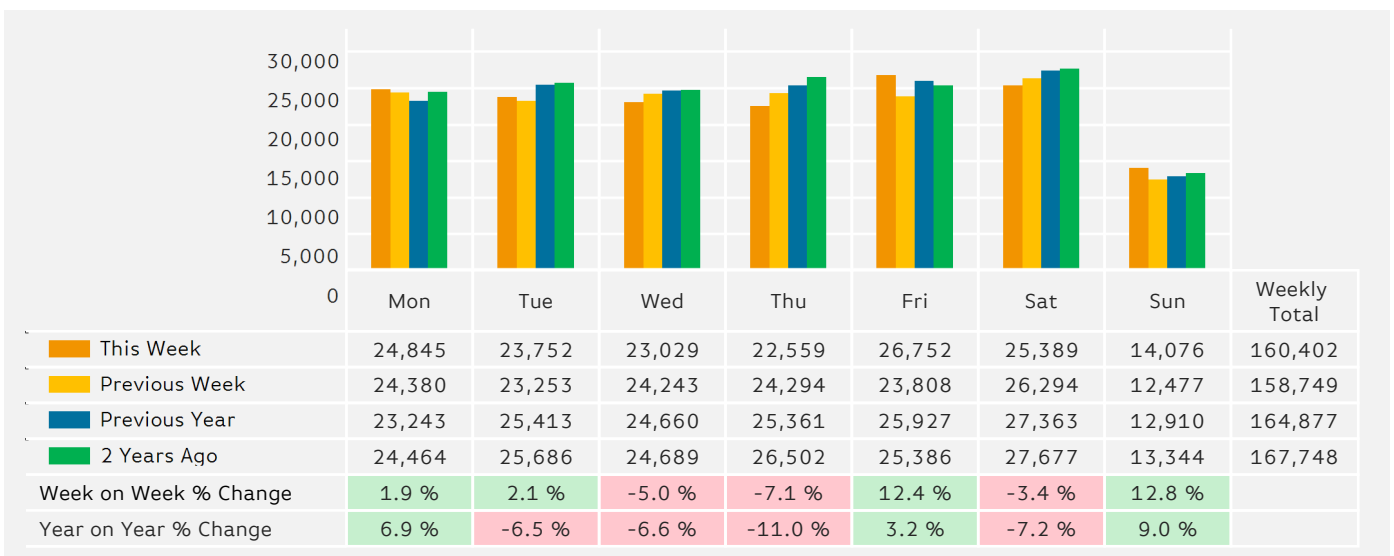
Footfall by Hour



Weather

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

Footfall by Day



Footfall by Location

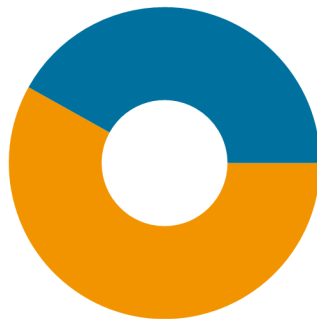
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	93,180	67,222
Previous Week	92,568	66,181
Previous Year	95,888	68,989
2 Years Ago	95,810	71,938
Week on Week % Change	0.7 %	1.6 %
Year on Year % Change	-2.8 %	-2.6 %

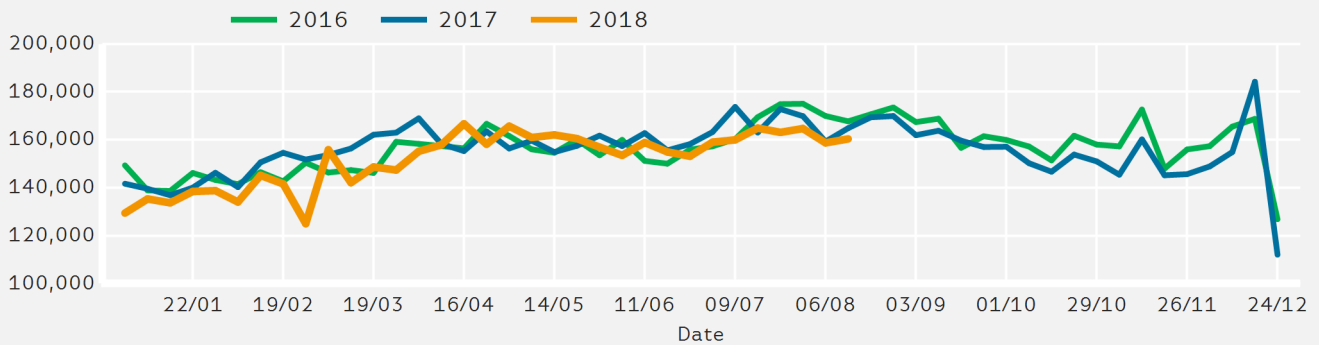
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 58.1 %
■ Market Place, 41.9 %

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 33, 2018 Vs Week 1, 2017 to Week 33, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 33, 2018 Vs Week 33, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 33 2018 Vs Week 32 2018