



### Eastleigh BID

Week 34, 2017

21/08/2017 to 27/08/2017



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	▲ 1.1 %	▼ -0.5 %	▼ -0.7 %	▲ 0.0 %	▲ 2.8 %	▲ 1.7 %
South East	▲ 0.5 %	▼ -3.2 %	▲ 1.8 %	▼ -2.3 %	▲ 0.8 %	▲ 6.6 %
UK	▼ -0.5 %	▼ -1.7 %	▼ -1.4 %	▲ 0.6 %	▲ 1.2 %	▲ 0.7 %

## Headlines

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

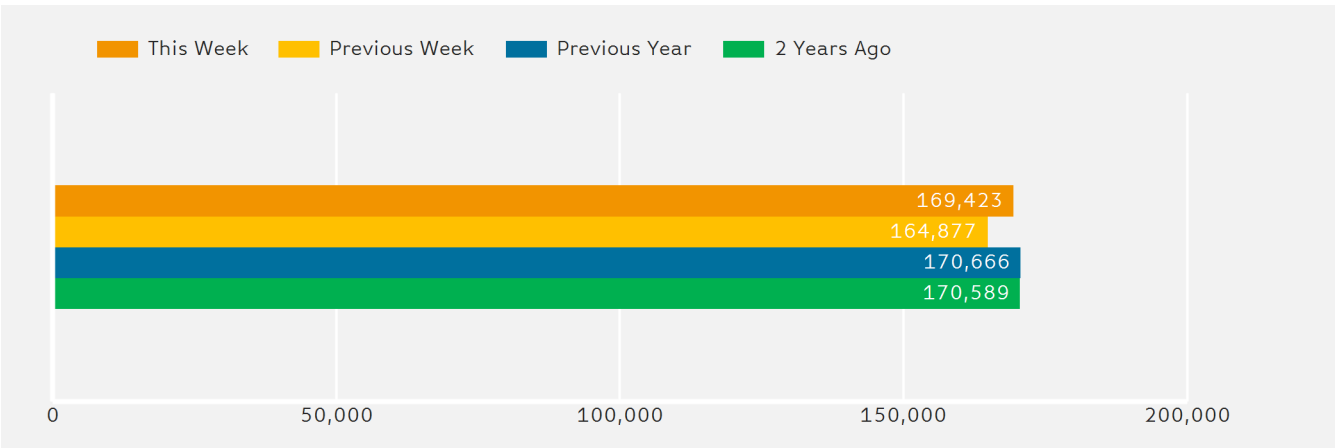
Footfall for the year to date is 1.1% up on the previous year.

The number of visitors counted for week commencing 21 August 2017 was 169,423.

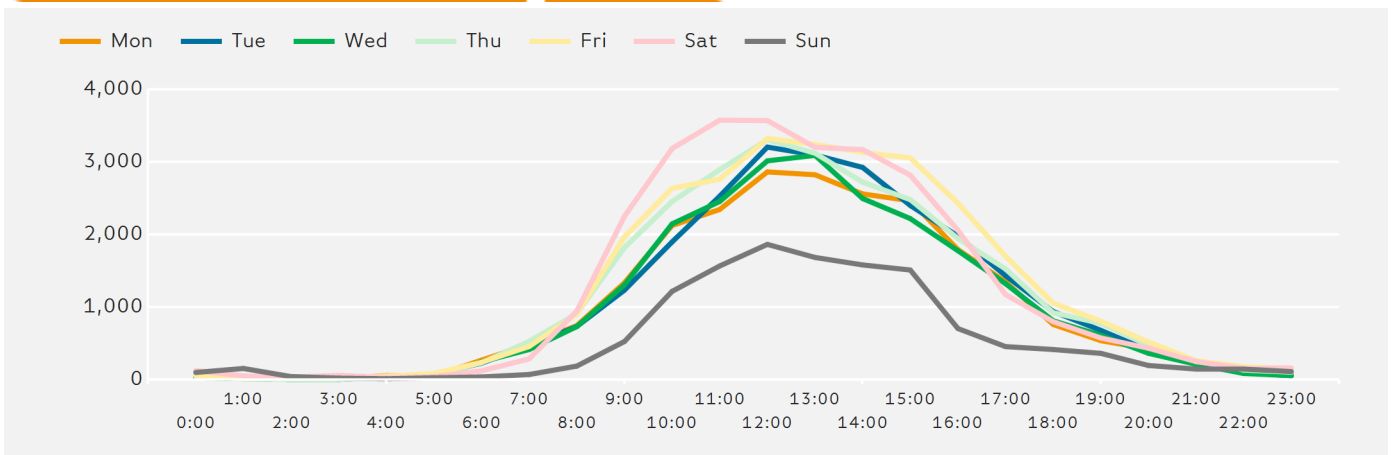
The busiest day in week commencing 21 August 2017 was Friday with 29,015 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,572

## Footfall Totals by Week



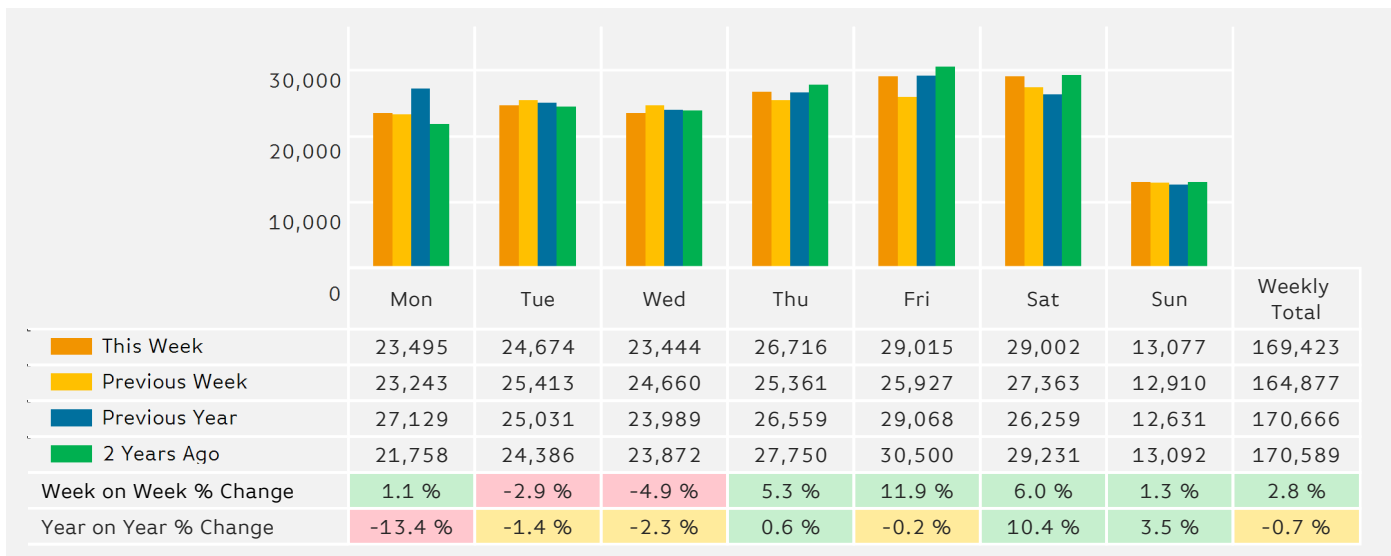
### Footfall by Hour



### Weather

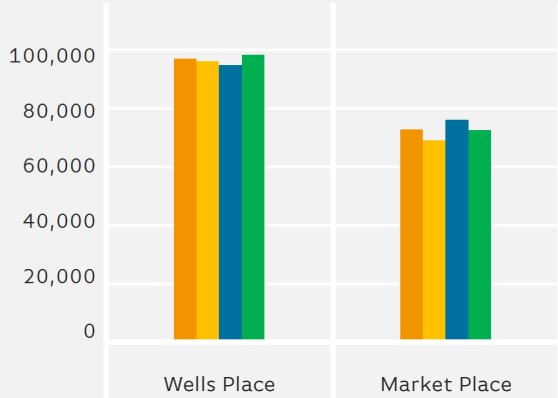
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week							
	●	22	21	21	22	●	●
Previous Week							
	21	21	19	22	19	19	19
Previous Year							
	21	25	29	25	24	23	18

### Footfall by Day



### Footfall by Location

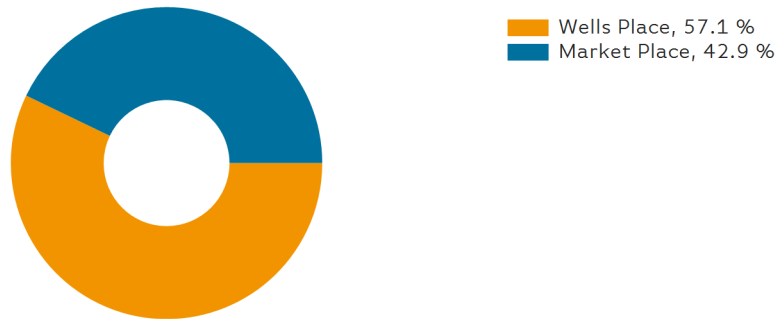
■ This Week  
 ■ Previous Week  
 ■ Previous Year  
 ■ 2 Years Ago



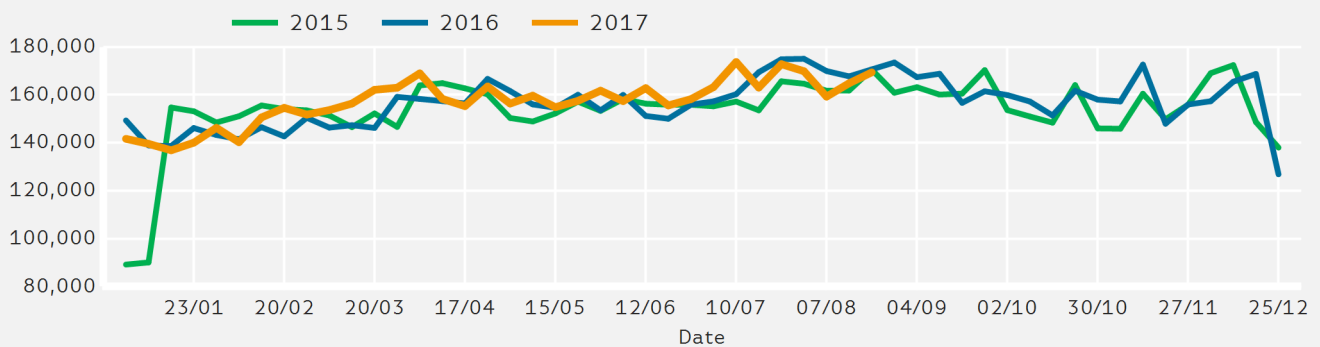
	Wells Place	Market Place
This Week	96,783	72,640
Previous Week	95,888	68,989
Previous Year	94,600	76,066
2 Years Ago	98,145	72,444
Week on Week % Change	0.9 %	5.3 %
Year on Year % Change	2.3 %	-4.5 %

### 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.