



Eastleigh BID

Week 35, 2017

28/08/2017 to 03/09/2017



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	▲ 1.0 %	▼ -0.2 %	▼ -2.1 %	▲ 7.8 %	▲ 0.3 %	▲ 1.7 %
South East	▲ 0.4 %	▼ -3.2 %	▼ -1.5 %	▼ -2.8 %	▼ -2.0 %	▼ -1.3 %
UK	▼ -0.5 %	▼ -1.6 %	▼ -1.8 %	▲ 1.4 %	▼ -4.2 %	▼ -4.3 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.2% up on the previous year.

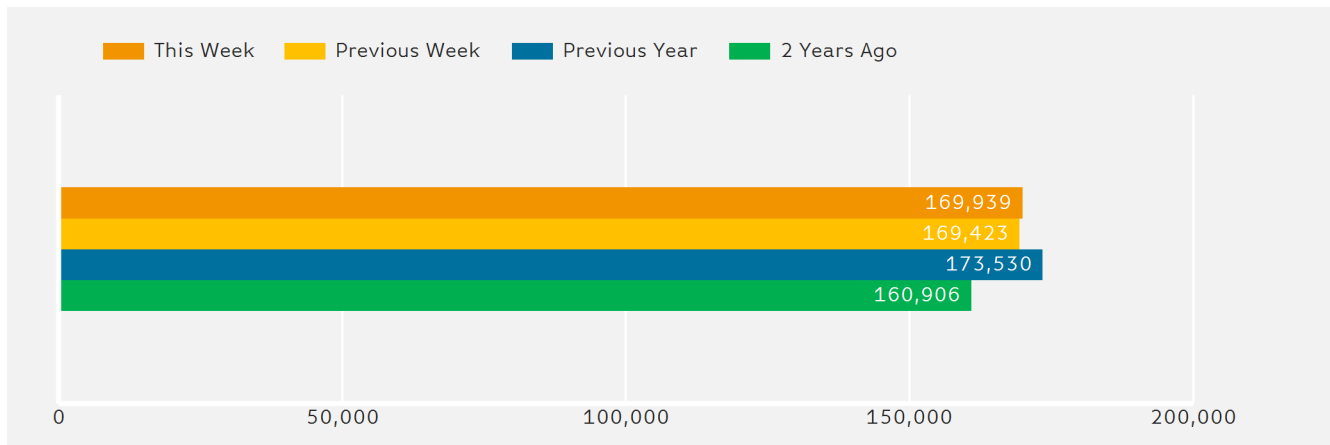
Footfall for the year to date is 1% up on the previous year.

The number of visitors counted for week commencing 28 August 2017 was 169,939.

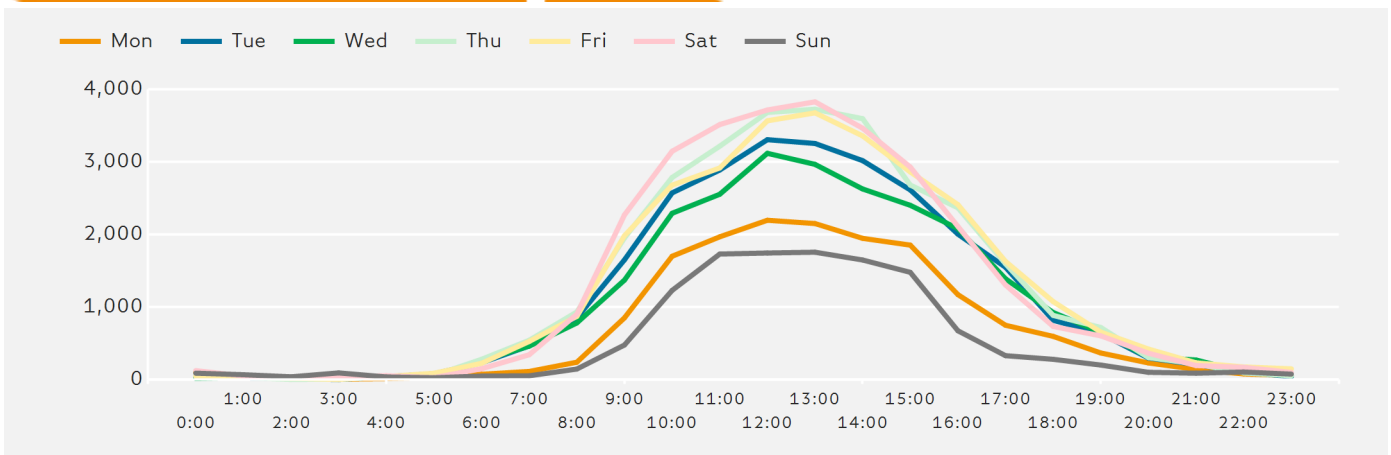
The busiest day in week commencing 28 August 2017 was Saturday with 30,107 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,824

Footfall Totals by Week



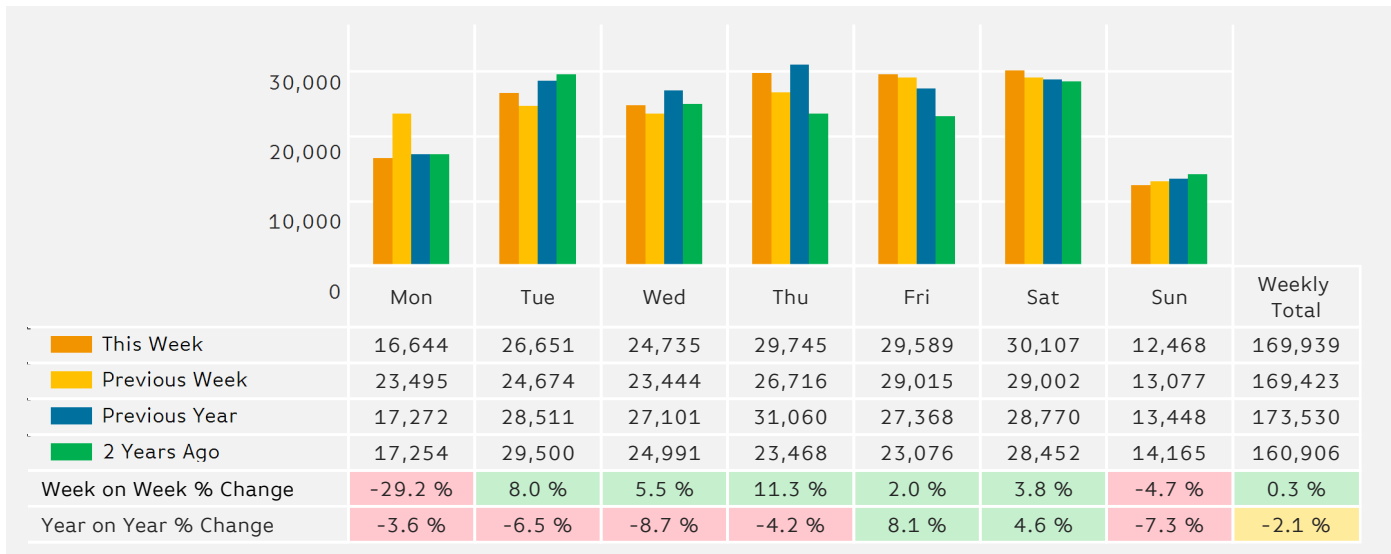
Footfall by Hour



Weather

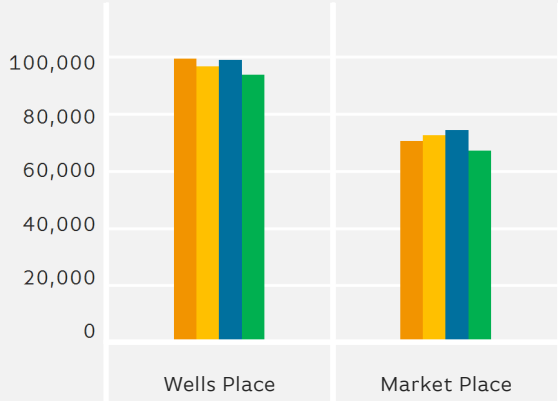
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	25	26	14	19	21	21	17
Previous Week	22	22	21	21	22	23	25
Previous Year	23	23	20	20	17	18	19

Footfall by Day



Footfall by Location

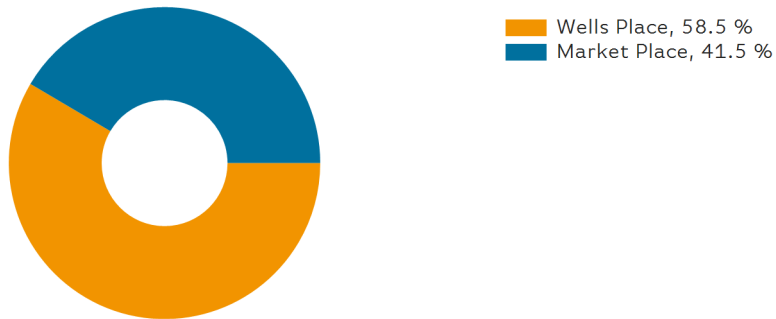
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



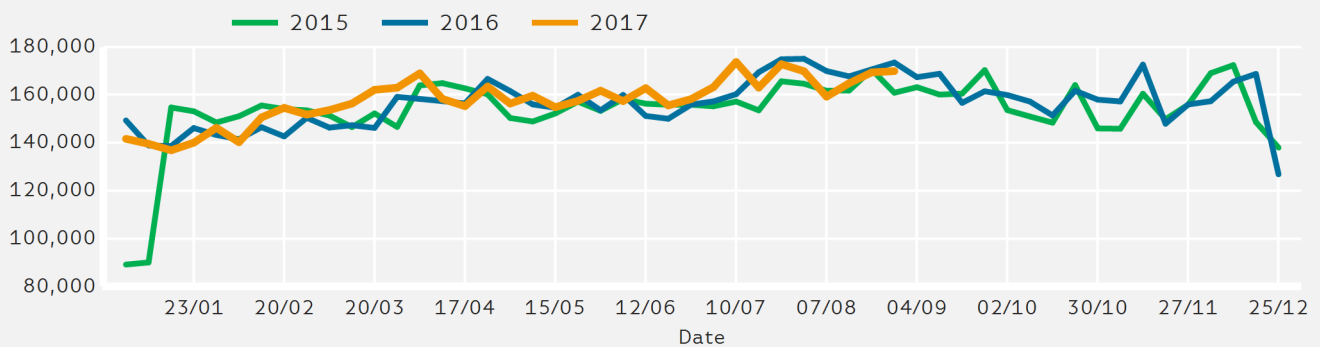
	Wells Place	Market Place
This Week	99,379	70,560
Previous Week	96,783	72,640
Previous Year	99,074	74,456
2 Years Ago	93,823	67,083
Week on Week % Change	2.7 %	-2.9 %
Year on Year % Change	0.3 %	-5.2 %

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.