



Eastleigh BID

Week 35, 2018

27/08/2018 to 02/09/2018



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 %	▲ 1.0 %	▲ 0.2 %	▼ -2.1 %	▲ 4.6 %	▲ 0.3 %
South East	▼ -4.3 %	▲ 0.4 %	▼ -0.9 %	▼ -1.5 %	▲ 4.9 %	▼ -2.0 %
UK	▼ -2.6 %	▼ -0.5 %	▼ -1.1 %	▼ -1.8 %	▲ 1.9 %	▼ -4.2 %

Headlines

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

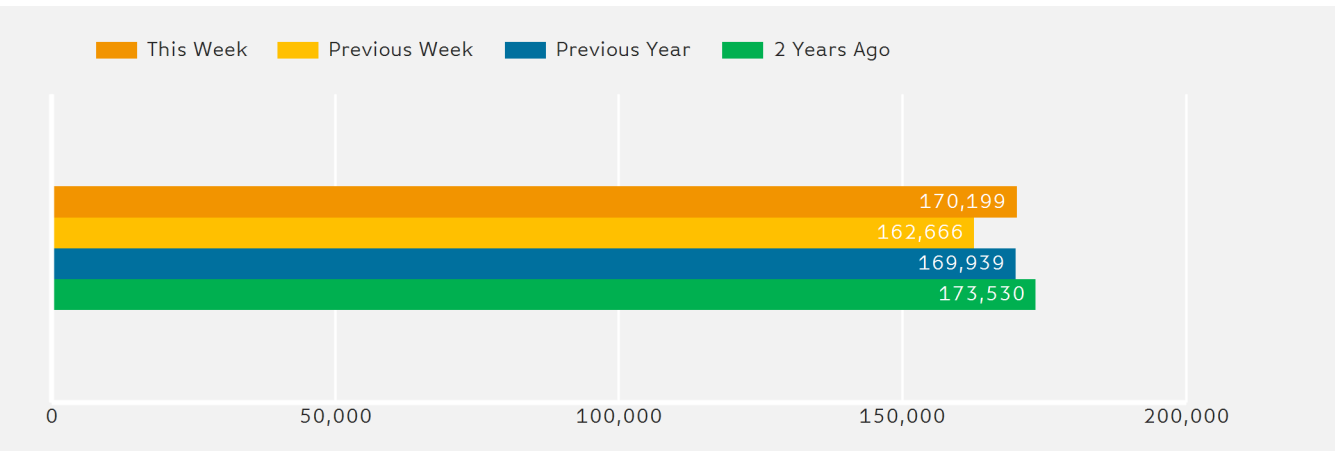
Footfall for the year to date is 3.1% down on the previous year.

The number of visitors counted for week commencing 27 August 2018 was 170,199.

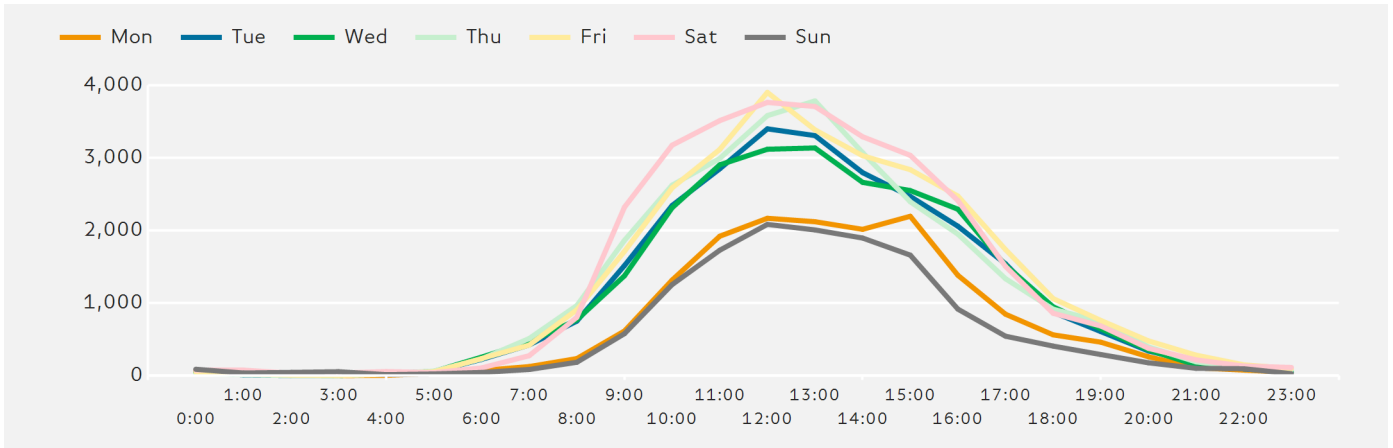
The busiest day in week commencing 27 August 2018 was Saturday with 30,552 visitors.

The peak hour of the week was 12:00 on Friday 31 August 2018 with footfall of 3,899

Footfall by Week



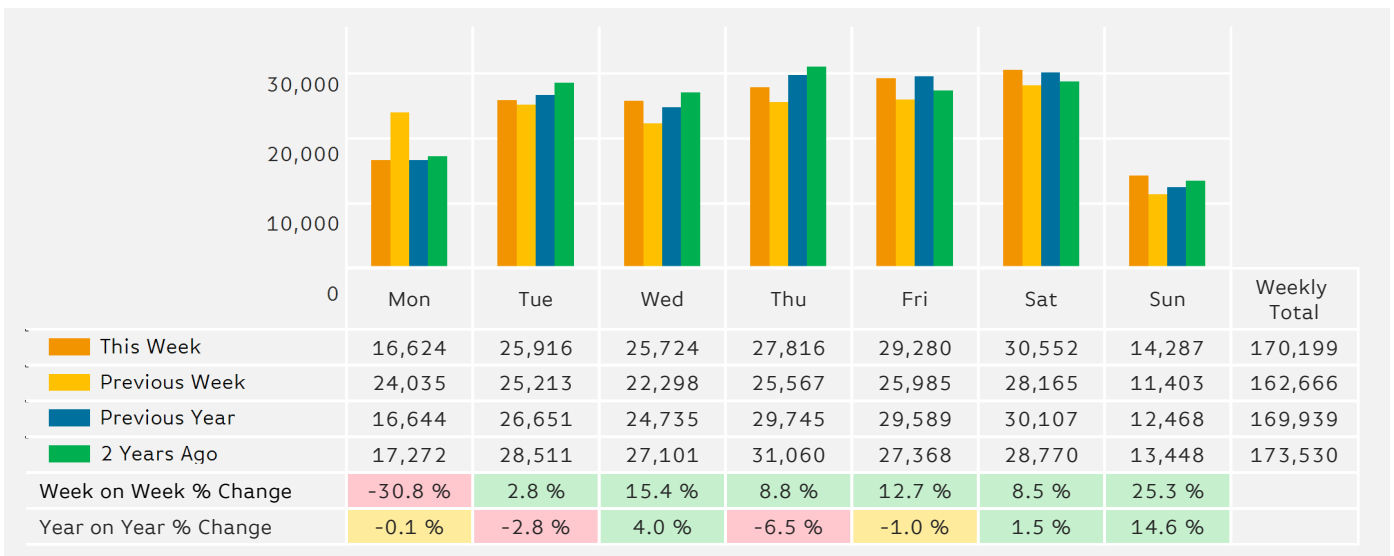
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	21	21	20	21	22	23
Previous Week	24	23	24	22	18	19	18
Previous Year	25	26	14	19	21	21	17

Footfall by Day



Footfall by Location

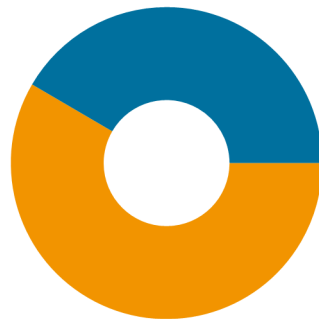
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	99,419	70,780
Previous Week	94,780	67,886
Previous Year	99,379	70,560
2 Years Ago	99,074	74,456
Week on Week % Change	4.9 %	4.3 %
Year on Year % Change	0.0 %	0.3 %

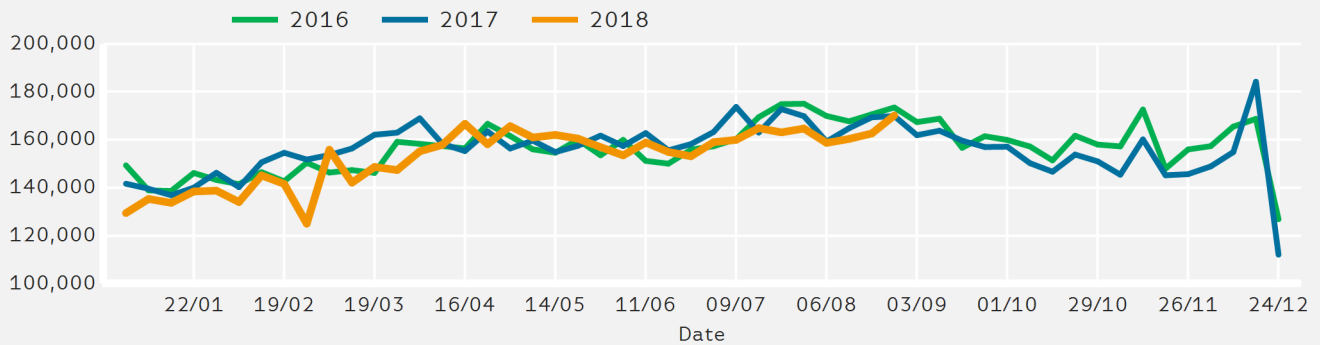
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 58.4 %
■ Market Place, 41.6 %

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 35, 2018 Vs Week 1, 2017 to Week 35, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 35, 2018 Vs Week 35, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 35 2018 Vs Week 34 2018