



Eastleigh BID

Week 36, 2017

04/09/2017 to 10/09/2017



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	▲ 0.9 %	▼ -0.1 %	▼ -3.3 %	▲ 2.6 %	▼ -4.7 %	▼ -3.5 %
South East	▲ 0.4 %	▼ -3.2 %	▼ -0.4 %	▼ -3.6 %	▼ -2.8 %	▼ -6.3 %
UK	▼ -0.7 %	▼ -1.6 %	▼ -4.4 %	▲ 0.5 %	▼ -3.3 %	▼ -1.0 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1% up on the previous year.

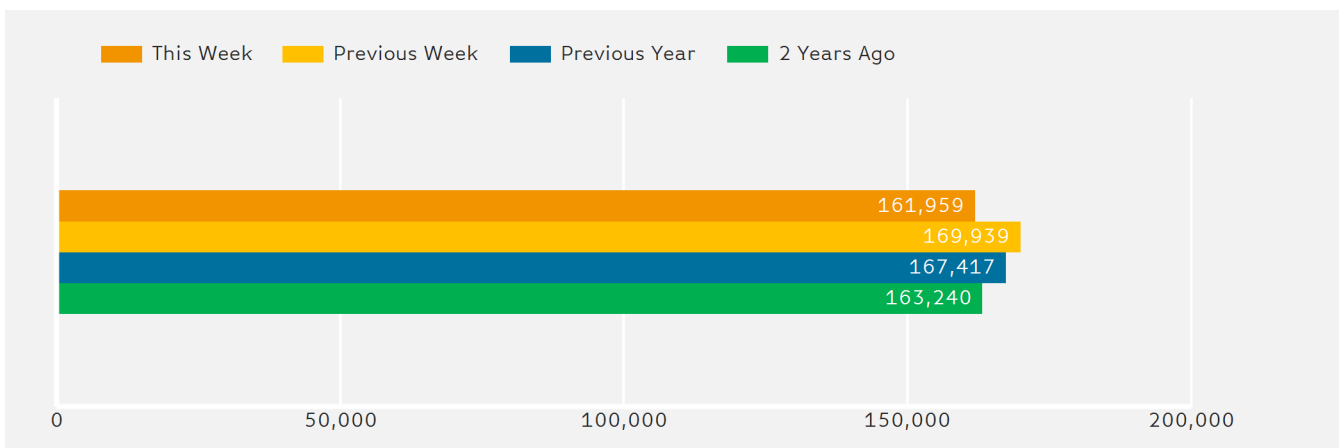
Footfall for the year to date is 0.9% up on the previous year.

The number of visitors counted for week commencing 4 September 2017 was 161,959.

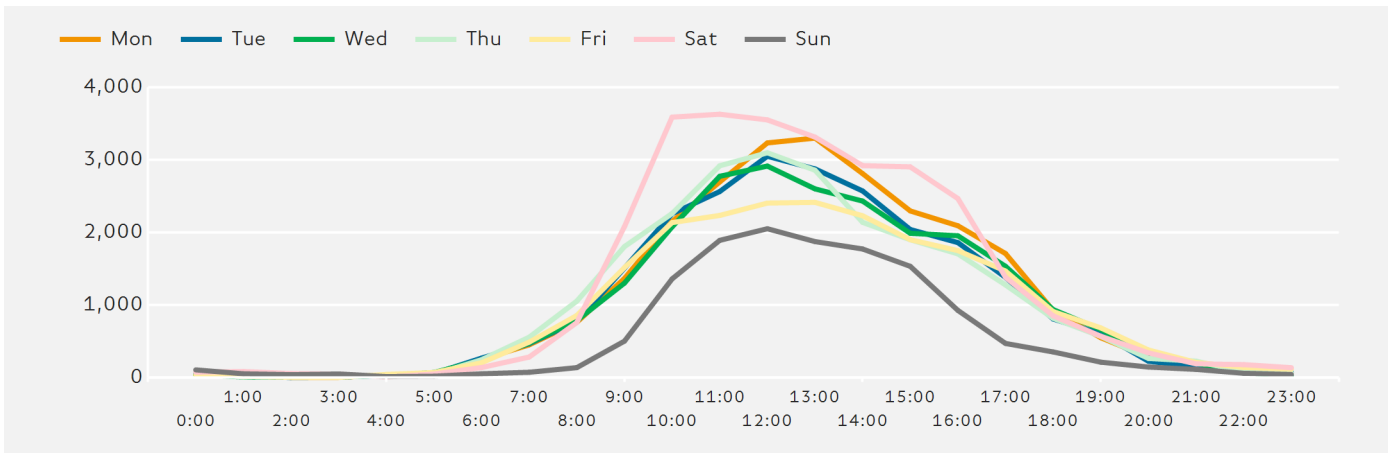
The busiest day in week commencing 4 September 2017 was Saturday with 29,557 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,626

Footfall by Week



Footfall by Hour



Weather

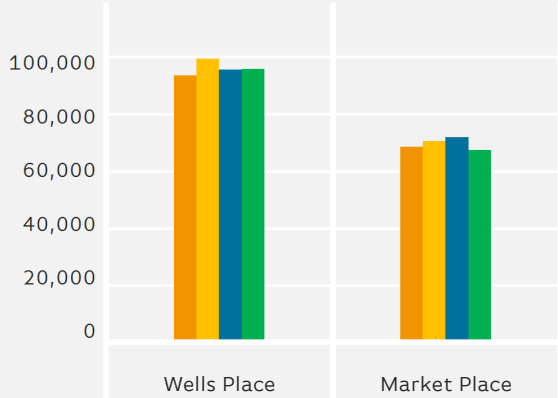
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	22	20	16	19	16	20	17
Previous Week	25	26	14	19	21	21	17
Previous Year	22	22	24	21	19	18	18

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	25,333	23,670	23,418	23,987	22,179	29,557	13,815	161,959
Previous Week	16,644	26,651	24,735	29,745	29,589	30,107	12,468	169,939
Previous Year	27,197	25,700	25,201	25,434	23,272	26,048	14,565	167,417
2 Years Ago	24,440	23,710	21,857	26,234	25,633	28,906	12,460	163,240
Week on Week % Change	52.2 %	-11.2 %	-5.3 %	-19.4 %	-25.0 %	-1.8 %	10.8 %	-4.7 %
Year on Year % Change	-6.9 %	-7.9 %	-7.1 %	-5.7 %	-4.7 %	13.5 %	-5.1 %	-3.3 %

Footfall by Location

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



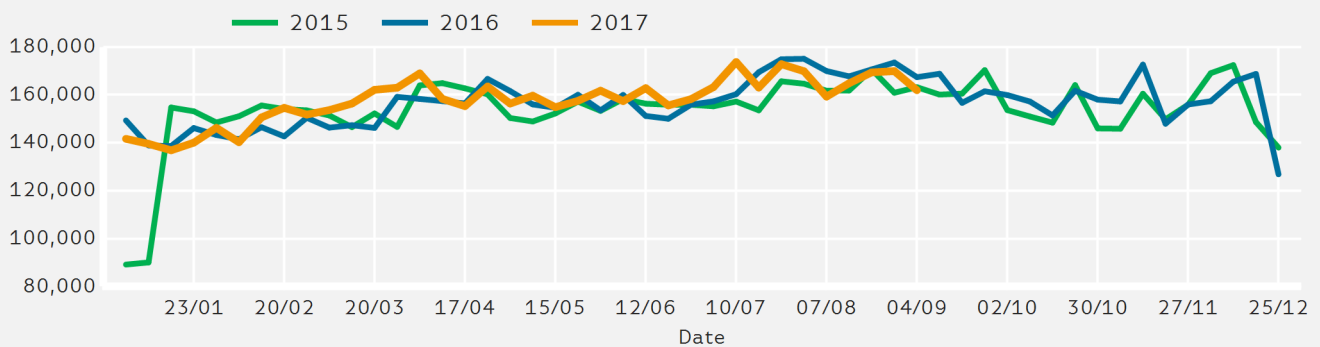
This Week	93,446	68,513
Previous Week	99,379	70,560
Previous Year	95,477	71,940
2 Years Ago	95,896	67,344
Week on Week % Change	-6.0 %	-2.9 %
Year on Year % Change	-2.1 %	-4.8 %

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.