



Eastleigh BID

Week 37, 2018

10/09/2018 to 16/09/2018



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Benchmark Calculations

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	▼ -2.9 %	▲ 0.8 %	▼ -3.8 %	▼ -3.0 %	▼ -7.0 %	▲ 1.1 %
South East	▼ -4.1 %	▲ 0.3 %	▼ -3.3 %	▼ -3.5 %	▼ -5.1 %	▼ -1.2 %
UK	▼ -2.5 %	▼ -0.7 %	▼ -2.6 %	▼ -3.9 %	▼ -0.2 %	▲ 0.6 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3.1% down on the previous year.

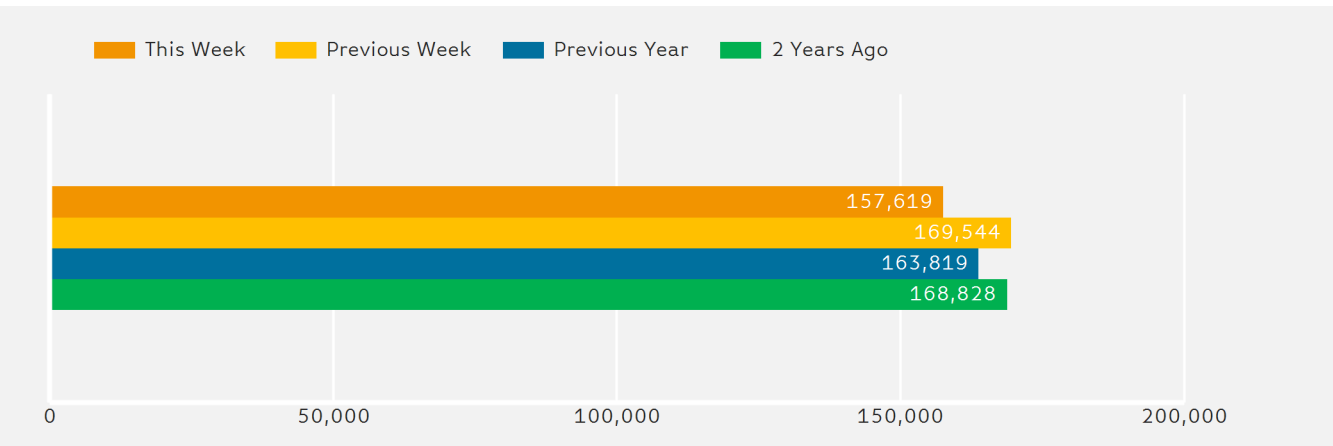
Footfall for the year to date is 2.9% down on the previous year.

The number of visitors counted for week commencing 10 September 2018 was 157,619.

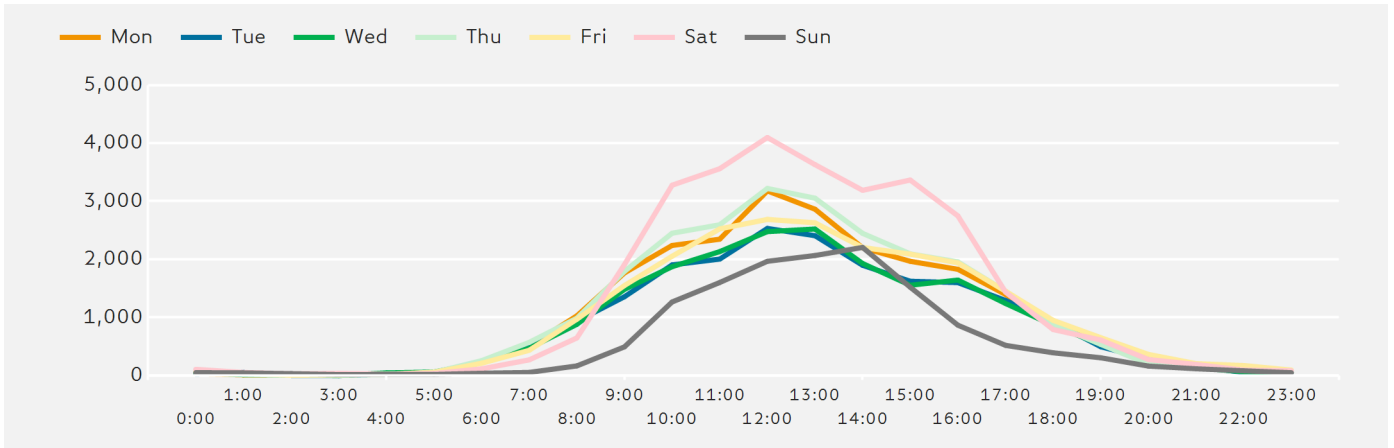
The busiest day in week commencing 10 September 2018 was Saturday with 30,563 visitors.

The peak hour of the week was 12:00 on Saturday 15 September 2018 with footfall of 4,097

Footfall by Week



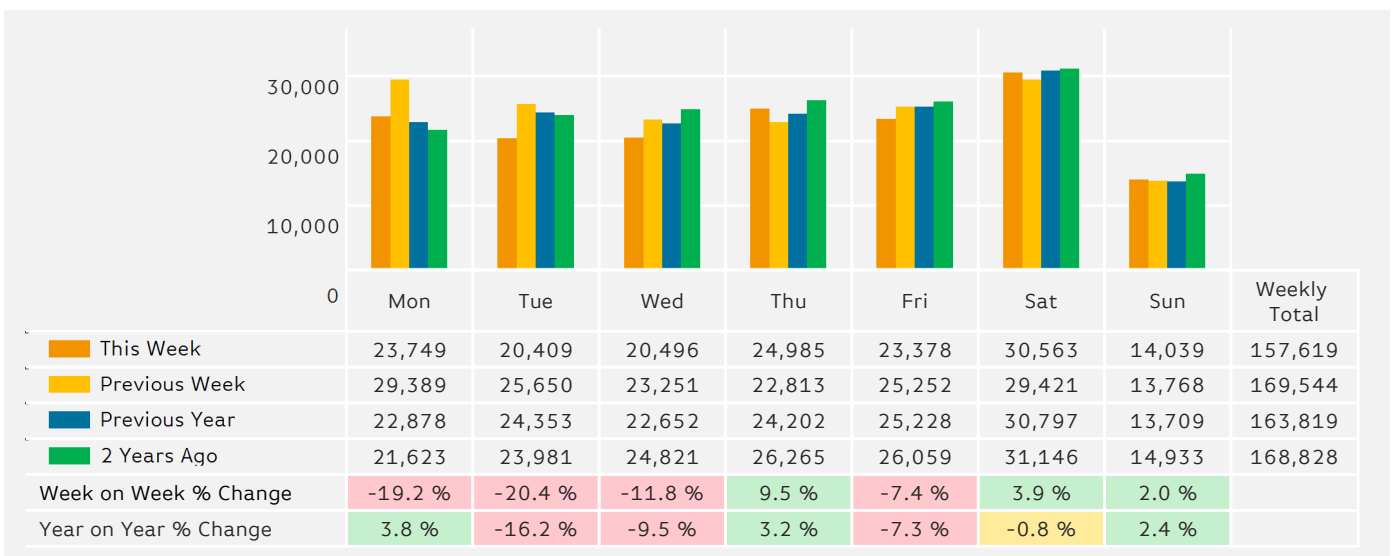
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	21	18	19	18	20	22
Previous Week	23	23	22	21	19	19	22
Previous Year	17	18	16	17	17	16	17

Footfall by Day



Footfall by Location

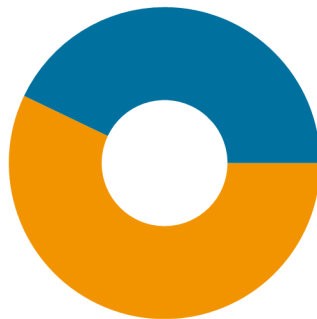
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	89,999	67,620
Previous Week	95,553	73,991
Previous Year	96,660	67,159
2 Years Ago	97,252	71,576
Week on Week % Change	-5.8 %	-8.6 %
Year on Year % Change	-6.9 %	0.7 %

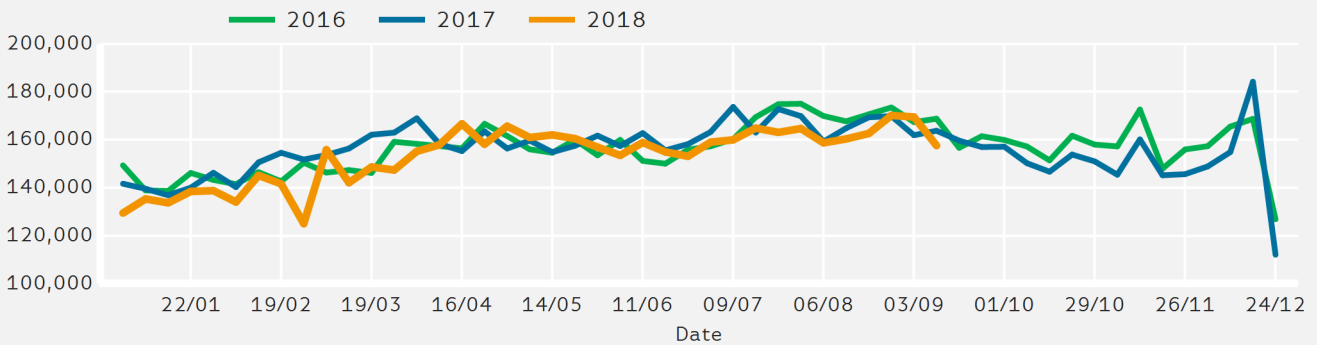
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 57.1 %
■ Market Place, 42.9 %

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 37, 2018 Vs Week 1, 2017 to Week 37, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 37, 2018 Vs Week 37, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 37 2018 Vs Week 36 2018