



Eastleigh BID

Week 44, 2017

30/10/2017 to 05/11/2017



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	▲ 0.2 %	▲ 0.2 %	▼ -4.4 %	▲ 8.2 %	▼ -1.9 %	▼ -2.3 %
South East	▲ 0.2 %	▼ -3.0 %	▲ 2.1 %	▲ 3.9 %	▼ -6.0 %	▼ -8.3 %
UK	▼ -0.9 %	▼ -1.4 %	▲ 0.9 %	▲ 1.3 %	▼ -5.4 %	▼ -8.6 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.3% up on the previous year.

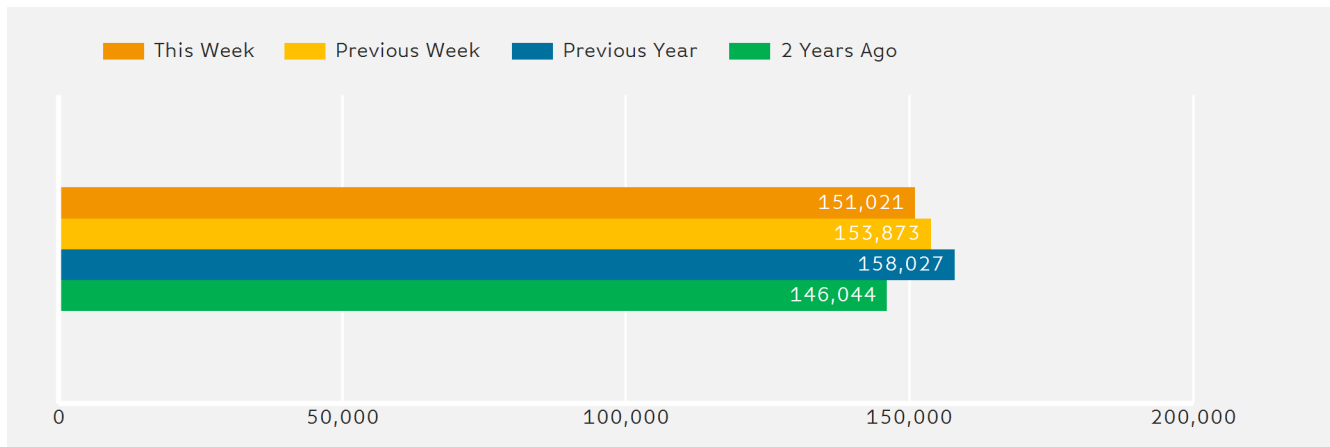
Footfall for the year to date is 0.2% up on the previous year.

The number of visitors counted for week commencing 30 October 2017 was 151,021.

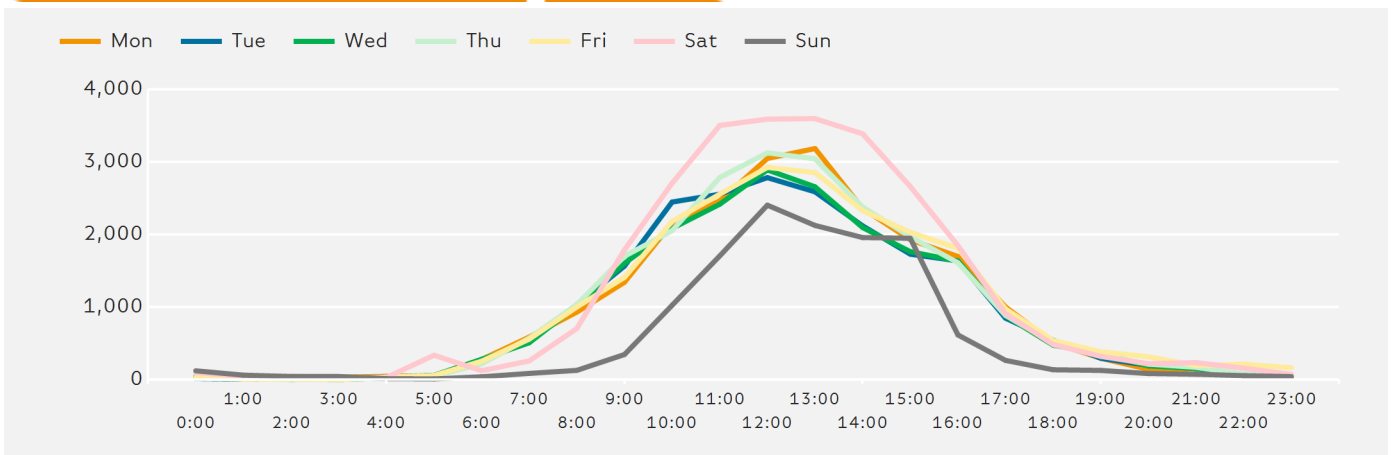
The busiest day in week commencing 30 October 2017 was Saturday with 27,082 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,593

Footfall by Week



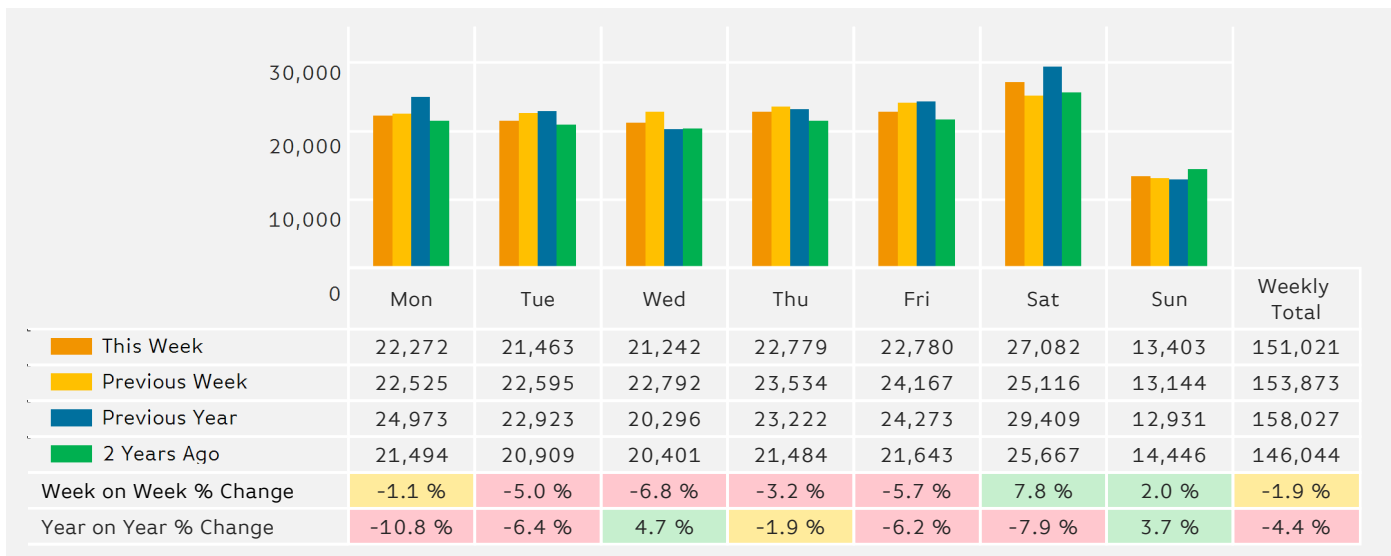
Footfall by Hour



Weather

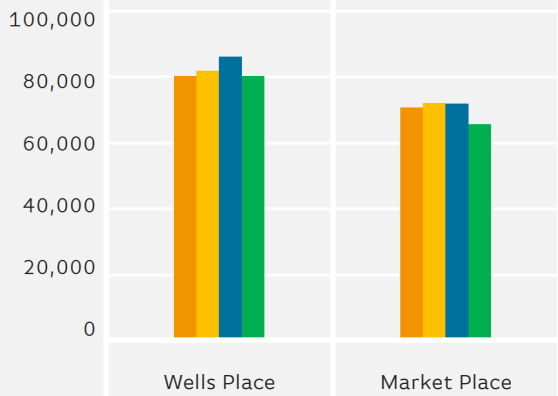
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	15	17	14	16	13	11
Previous Week	17	17	18	18	13	16	14
Previous Year	18	11	10	12	9	8	7

Footfall by Day



Footfall by Location

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



	Wells Place	Market Place
This Week	80,269	70,752
Previous Week	81,850	72,023
Previous Year	86,106	71,921
2 Years Ago	80,350	65,694
Week on Week % Change	-1.9 %	-1.8 %
Year on Year % Change	-6.8 %	-1.6 %

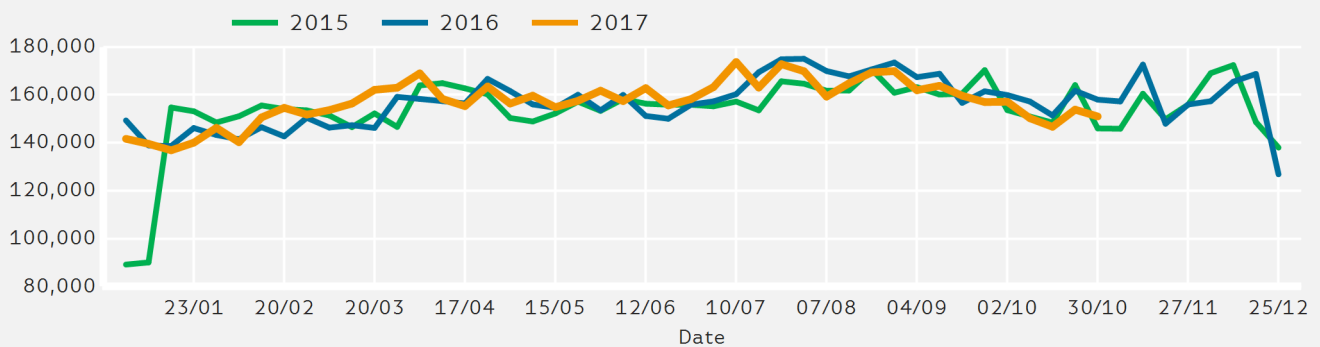
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 53.2 %
■ Market Place, 46.8 %

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.