



Eastleigh BID

Week 45, 2017

06/11/2017 to 12/11/2017



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	▲ 0.0 %	▲ 0.4 %	▼ -7.5 %	▲ 7.8 %	▼ -3.7 %	▼ -0.5 %
South East	▲ 0.3 %	▼ -3.1 %	▲ 2.8 %	▼ -5.5 %	▼ -5.6 %	▼ -4.6 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 0.2 %	▼ -1.3 %	▼ -3.5 %	▼ -2.8 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0% up on the previous year.

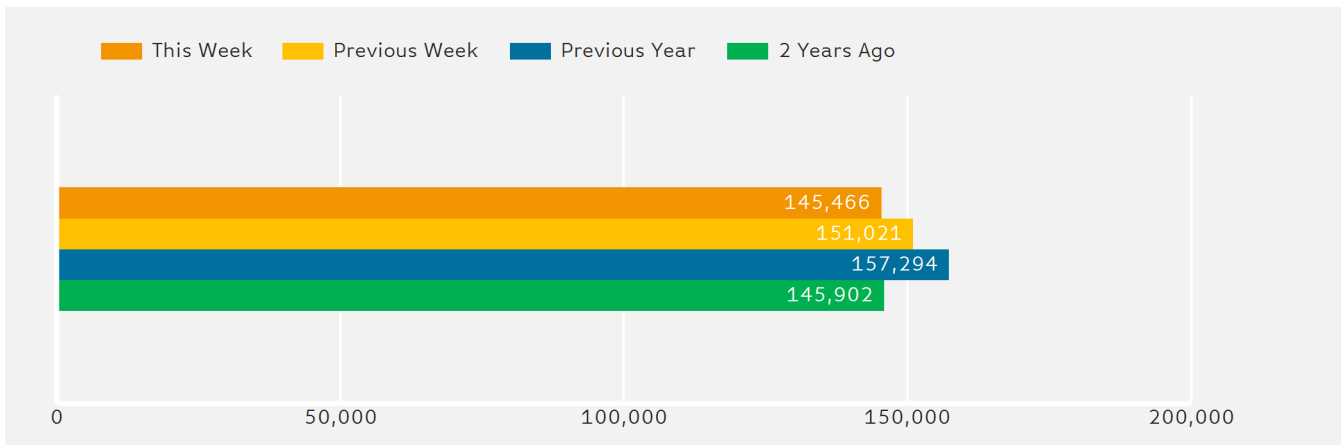
Footfall for the year to date is 0% up on the previous year.

The number of visitors counted for week commencing 6 November 2017 was 145,466.

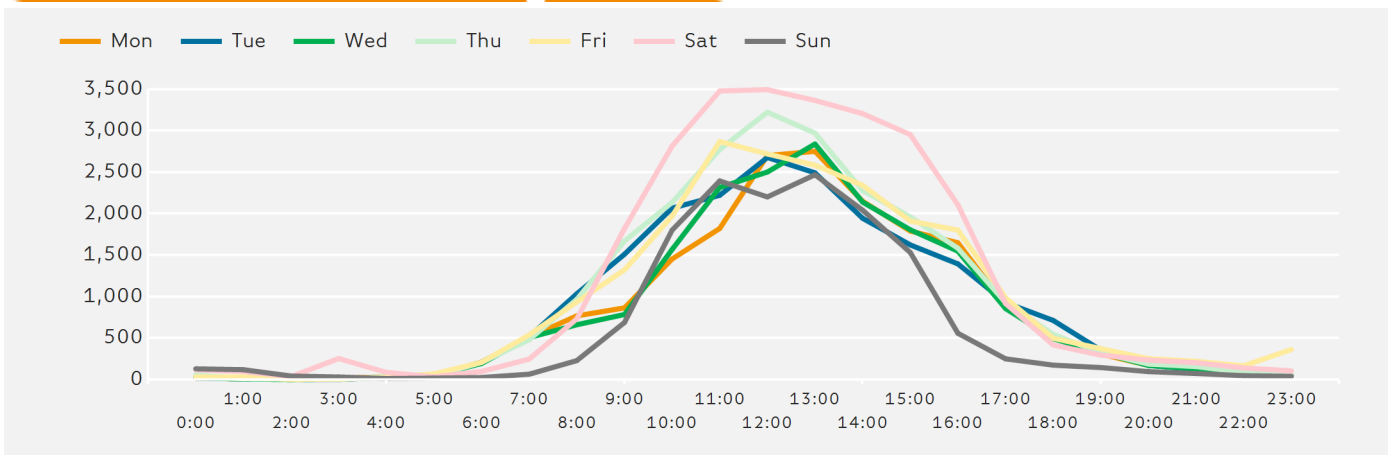
The busiest day in week commencing 6 November 2017 was Saturday with 27,221 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,493

Footfall by Week



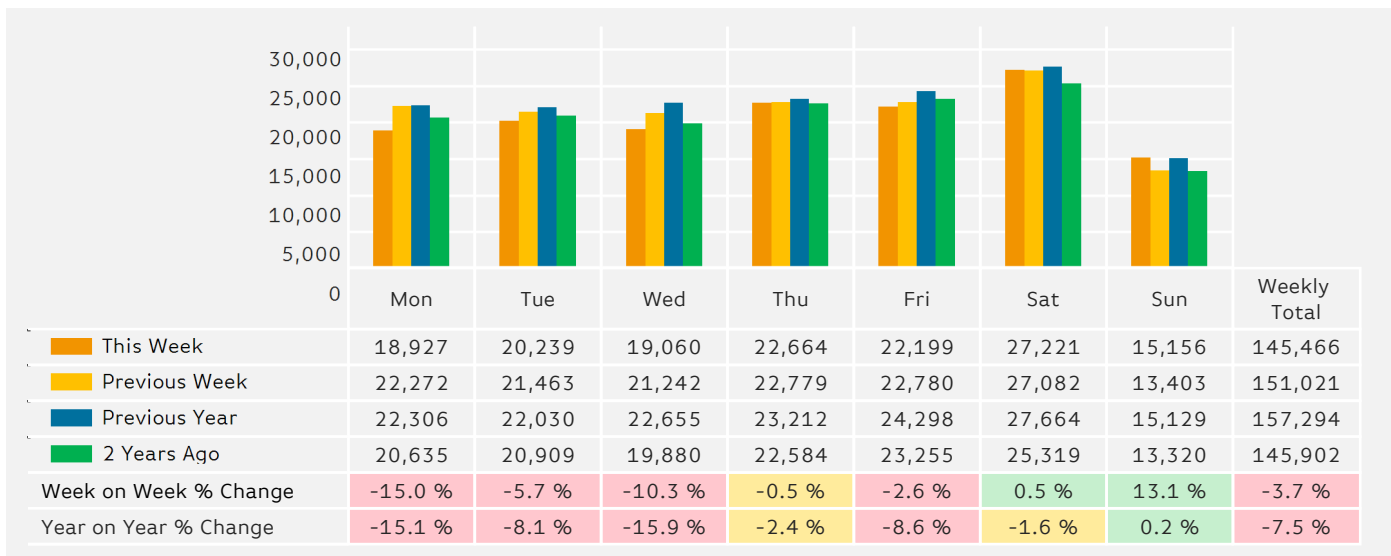
Footfall by Hour



Weather

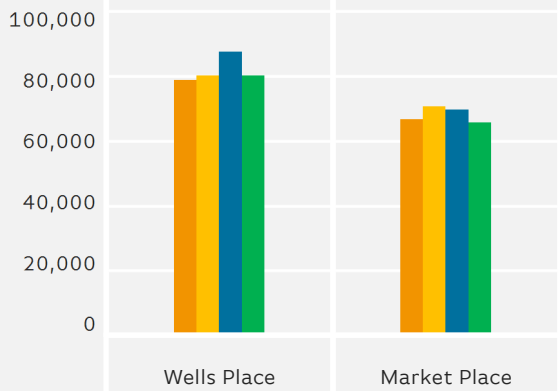
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	12	11	14	12	13	8
Previous Week	12	15	17	14	16	13	11
Previous Year	7	6	10	12	10	11	11

Footfall by Day



Footfall by Location

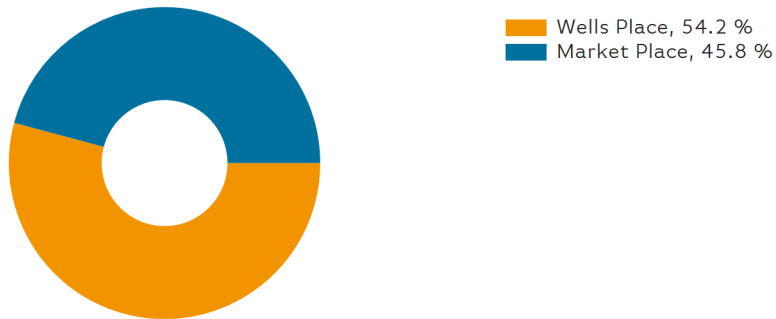
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



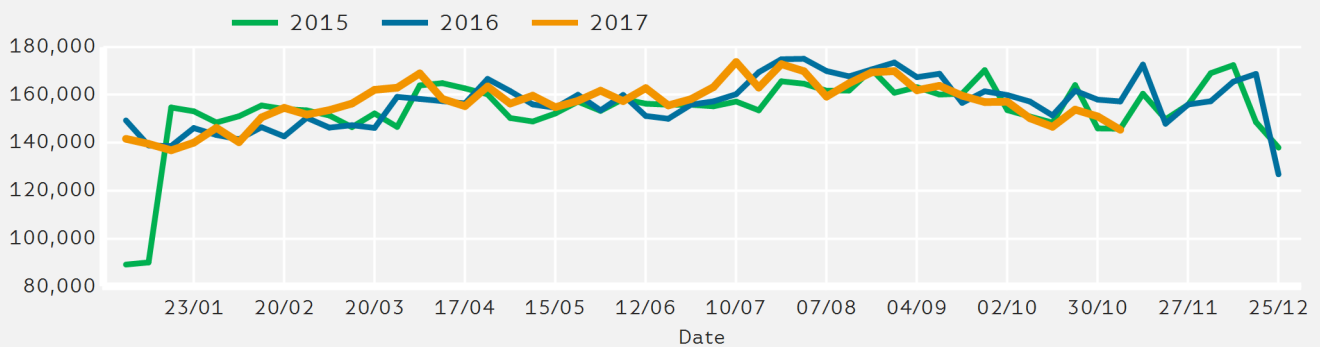
	Wells Place	Market Place
This Week	78,784	66,682
Previous Week	80,269	70,752
Previous Year	87,530	69,764
2 Years Ago	80,129	65,773
Week on Week % Change	-1.9 %	-5.8 %
Year on Year % Change	-10.0 %	-4.4 %

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.