



Eastleigh BID

Week 49, 2017

04/12/2017 to 10/12/2017



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	▼ -0.4 %	▲ 0.3 %	▼ -5.4 %	▼ -6.9 %	▲ 2.2 %	▲ 0.9 %
South East	▲ 0.1 %	▼ -3.2 %	▼ -3.9 %	▼ -8.0 %	▲ 0.0 %	▲ 0.4 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.3 %	▼ -0.5 %	▲ 0.5 %	▲ 0.1 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.4% down on the previous year.

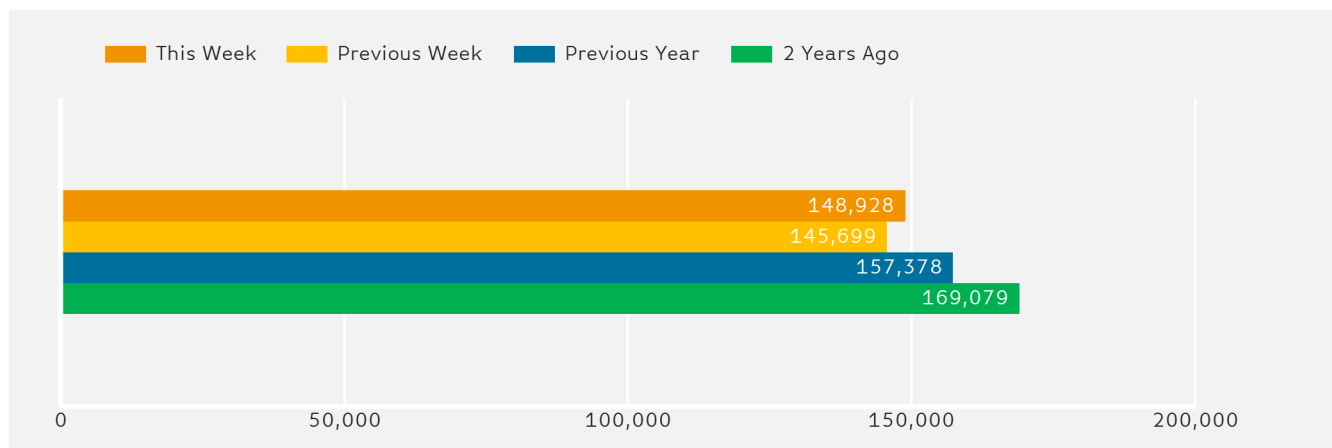
Footfall for the year to date is 0.4% down on the previous year.

The number of visitors counted for week commencing 4 December 2017 was 148,928.

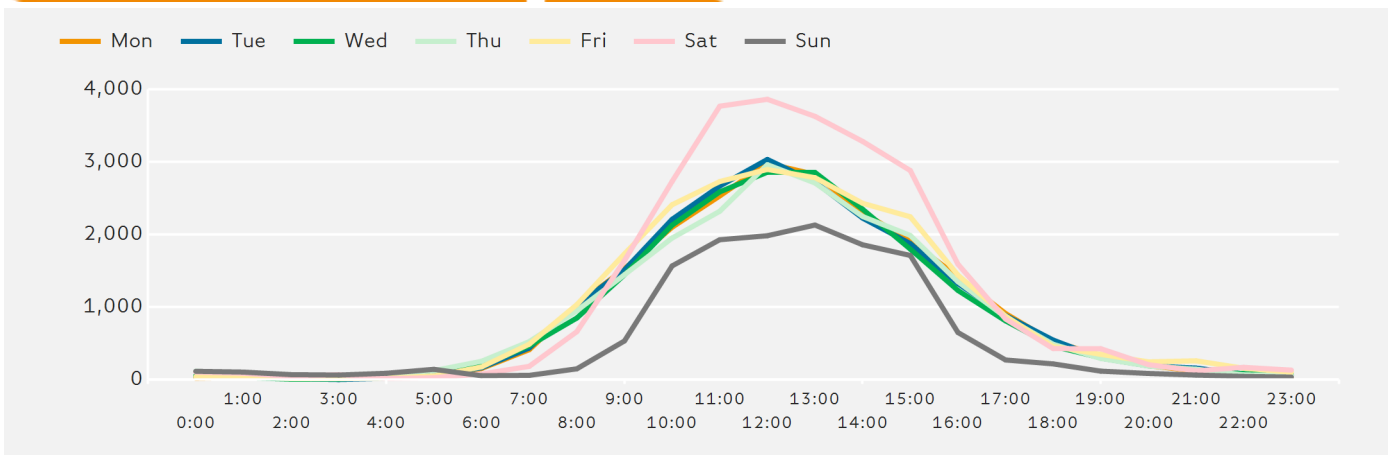
The busiest day in week commencing 4 December 2017 was Saturday with 26,912 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,859

Footfall by Week



Footfall by Hour



Weather

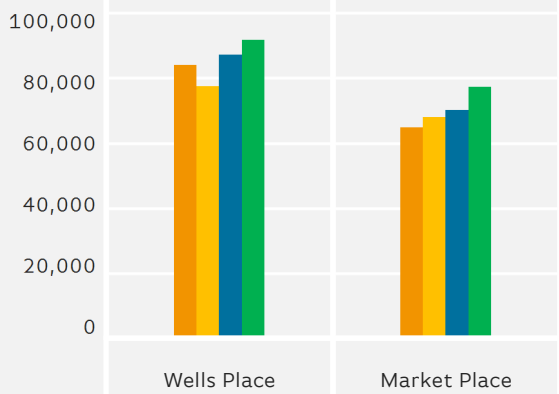
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	9	11	13	6	6	8
Previous Week	11	7	6	4	6	6	10
Previous Year	10	10	12	12	13	12	9

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	21,474	21,529	20,936	21,160	22,934	26,912	13,983	148,928
Previous Week	19,860	20,592	20,258	21,626	22,301	26,615	14,447	145,699
Previous Year	21,758	21,726	21,927	22,989	24,404	28,459	16,115	157,378
2 Years Ago	22,686	22,858	23,080	24,756	24,253	33,179	18,267	169,079
Week on Week % Change	8.1 %	4.6 %	3.3 %	-2.2 %	2.8 %	1.1 %	-3.2 %	2.2 %
Year on Year % Change	-1.3 %	-0.9 %	-4.5 %	-8.0 %	-6.0 %	-5.4 %	-13.2 %	-5.4 %

Footfall by Location

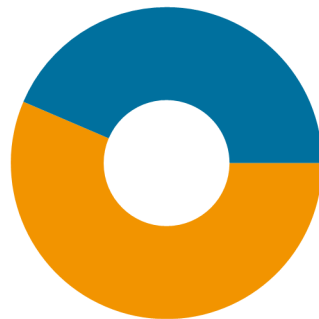
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	84,051	64,877
Previous Week	77,600	68,099
Previous Year	87,169	70,209
2 Years Ago	91,845	77,234
Week on Week % Change	8.3 %	-4.7 %
Year on Year % Change	-3.6 %	-7.6 %

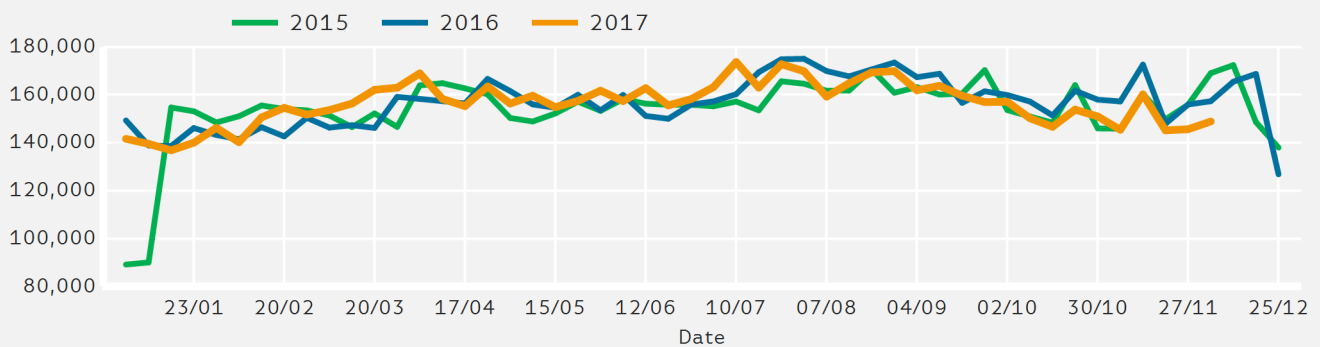
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 56.4 %
■ Market Place, 43.6 %

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.