



Eastleigh BID

Week 50, 2017

11/12/2017 to 17/12/2017



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	▼ -0.5 %	▲ 0.2 %	▼ -6.4 %	▼ -4.0 %	▲ 4.0 %	▲ 5.2 %
South East	▼ -0.1 %	▼ -3.3 %	▼ -9.7 %	▼ -7.0 %	▼ -1.0 %	▲ 4.5 %
UK	▼ -1.1 %	▼ -1.4 %	▼ -8.8 %	▼ -1.8 %	▼ 0.0 %	▲ 4.9 %

Headlines

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

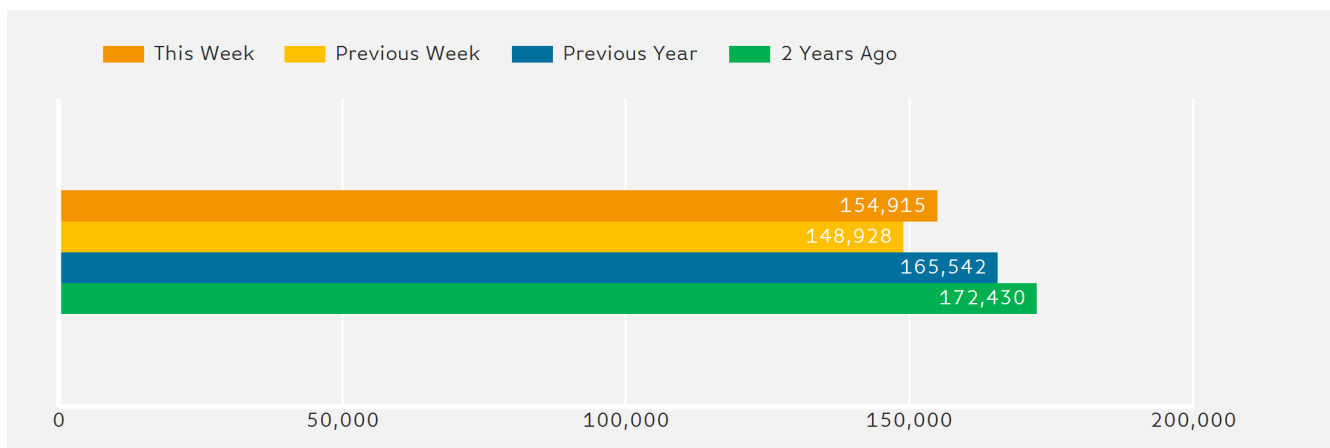
Footfall for the year to date is 0.5% down on the previous year.

The number of visitors counted for week commencing 11 December 2017 was 154,915.

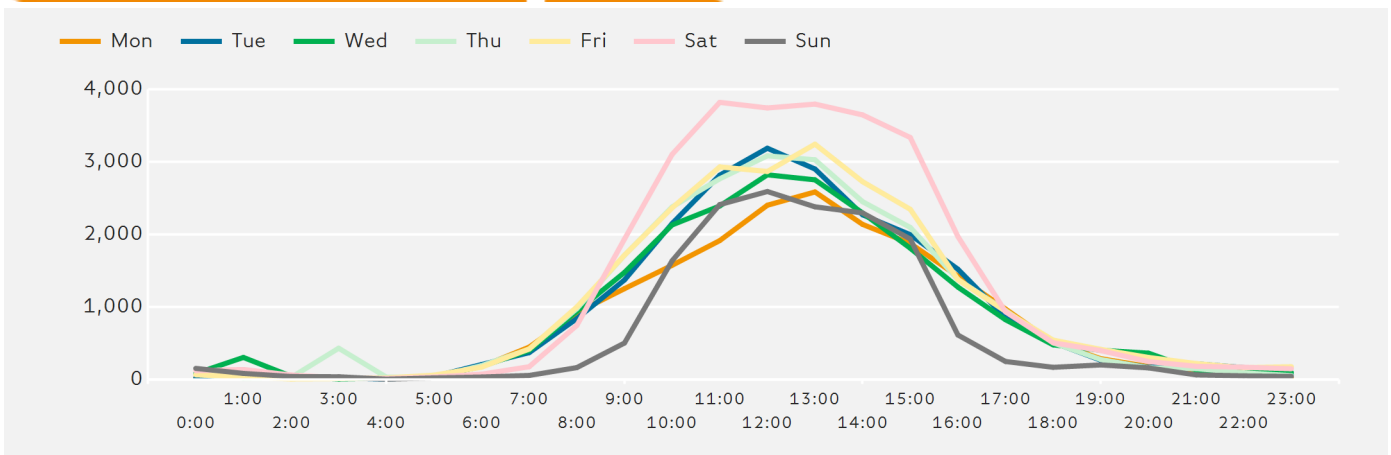
The busiest day in week commencing 11 December 2017 was Saturday with 29,300 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,817

Footfall by Week



Footfall by Hour



Weather

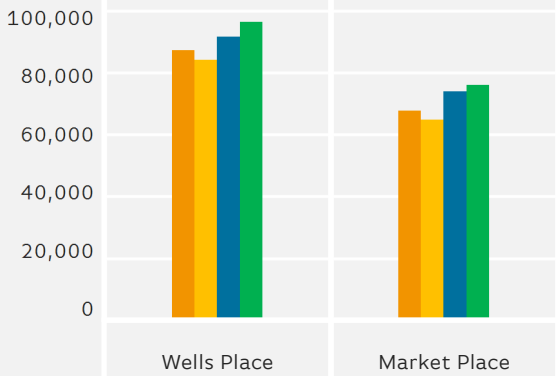
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	5	9	7	6	6	11
Previous Week	11	9	11	13	6	6	8
Previous Year	11	12	11	11	11	10	7

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	18,993	22,002	21,361	23,266	24,107	29,300	15,886	154,915
Previous Week	21,474	21,529	20,936	21,160	22,934	26,912	13,983	148,928
Previous Year	21,459	22,541	23,362	24,918	27,165	30,046	16,051	165,542
2 Years Ago	22,969	21,906	23,074	25,414	27,612	31,637	19,818	172,430
Week on Week % Change	-11.6 %	2.2 %	2.0 %	10.0 %	5.1 %	8.9 %	13.6 %	4.0 %
Year on Year % Change	-11.5 %	-2.4 %	-8.6 %	-6.6 %	-11.3 %	-2.5 %	-1.0 %	-6.4 %

Footfall by Location

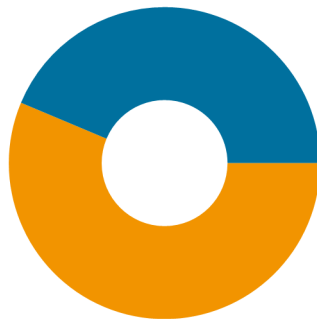
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	87,260	67,655
Previous Week	84,051	64,877
Previous Year	91,578	73,964
2 Years Ago	96,430	76,000
Week on Week % Change	3.8 %	4.3 %
Year on Year % Change	-4.7 %	-8.5 %

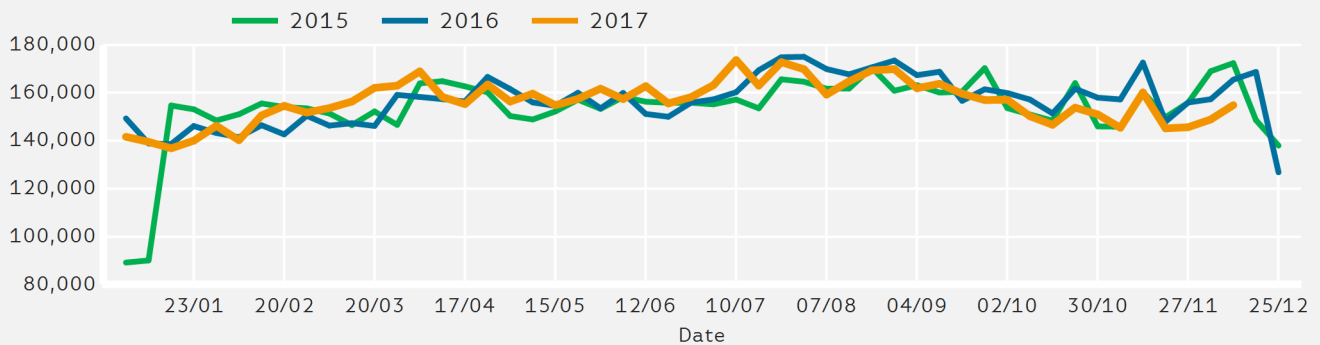
Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 56.3 %
■ Market Place, 43.7 %

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.