



Eastleigh BID

Week 9, 2018

26/02/2018 to 04/03/2018



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	
	2018	2017	2018	2017	2018	2017
Eastleigh BID	▼ -6.2 %	▲ 0.3 %	▼ -17.6 %	▲ 0.9 %	▼ -11.7 %	▼ -1.8 %
South East	▼ -5.5 %	▼ -1.0 %	▼ -17.1 %	▼ -2.3 %	▼ -17.4 %	▲ 1.0 %
UK	▼ -4.3 %	▼ -1.2 %	▼ -19.4 %	▼ -1.4 %	▼ -21.5 %	▼ -0.3 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 1.5% down on the previous year.

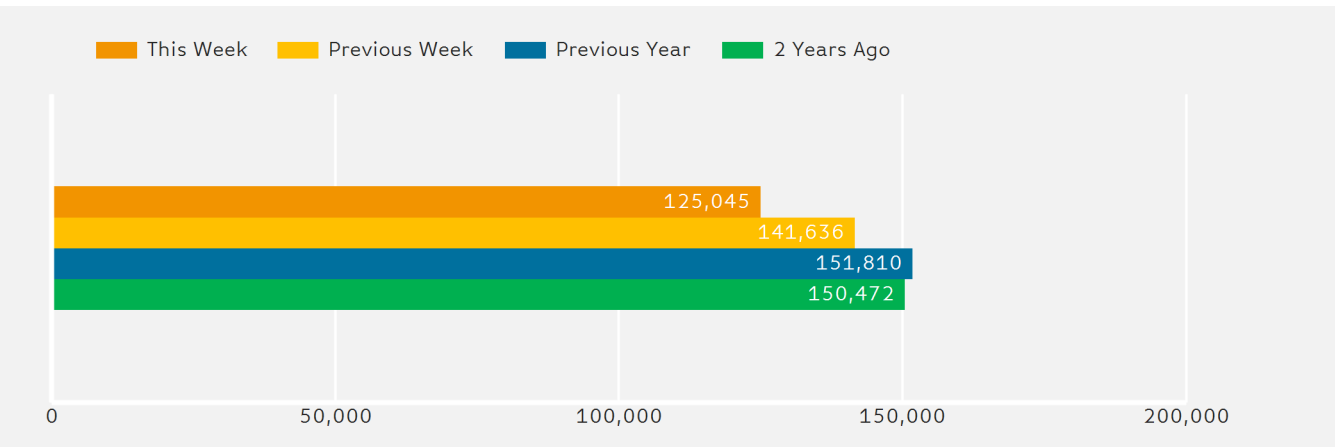
Footfall for the year to date is 6.2% down on the previous year.

The number of visitors counted for week commencing 26 February 2018 was 125,045.

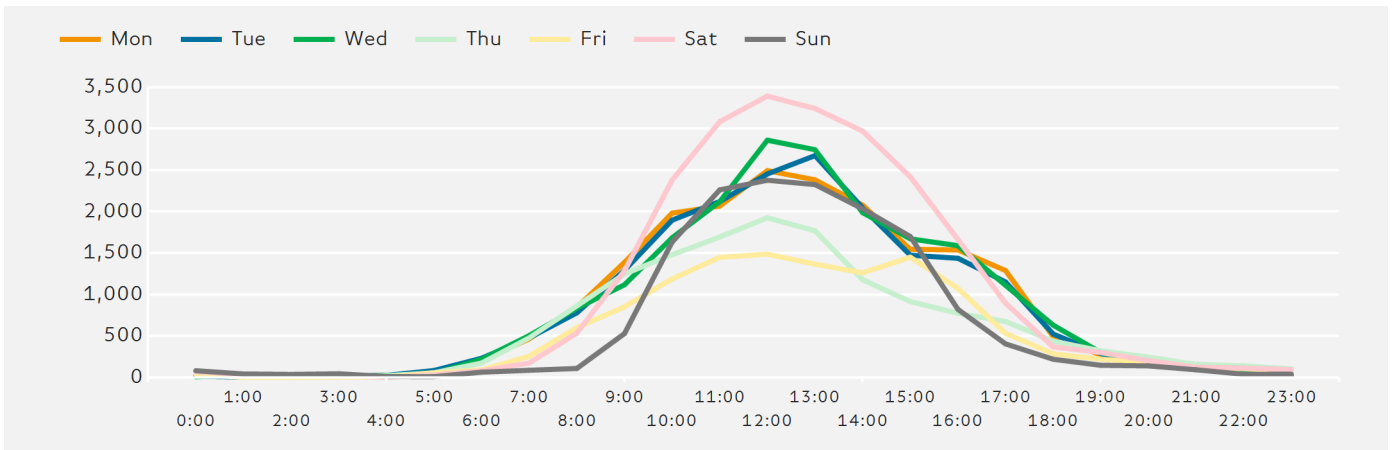
The busiest day in week commencing 26 February 2018 was Saturday with 23,498 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,391

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	2	2	1	-2	0	6	8
Previous Week	12	9	8	6	6	7	6
Previous Year	8	7	8	11	10	10	10

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	19,564	19,378	19,947	14,735	12,674	23,498	15,249	125,045
Previous Week	19,452	20,366	19,663	21,260	21,956	26,254	12,685	141,636
Previous Year	20,156	22,309	21,257	23,490	23,487	27,635	13,476	151,810
2 Years Ago	22,231	20,952	20,683	22,354	23,941	28,968	11,343	150,472
Week on Week % Change	0.6 %	-4.9 %	1.4 %	-30.7 %	-42.3 %	-10.5 %	20.2 %	-11.7 %
Year on Year % Change	-2.9 %	-13.1 %	-6.2 %	-37.3 %	-46.0 %	-15.0 %	13.2 %	-17.6 %

Footfall by Location

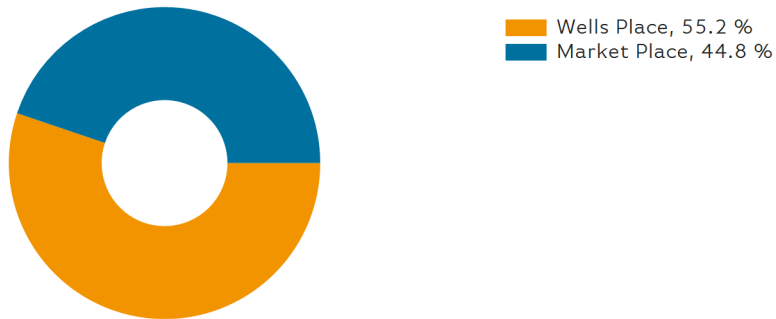
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



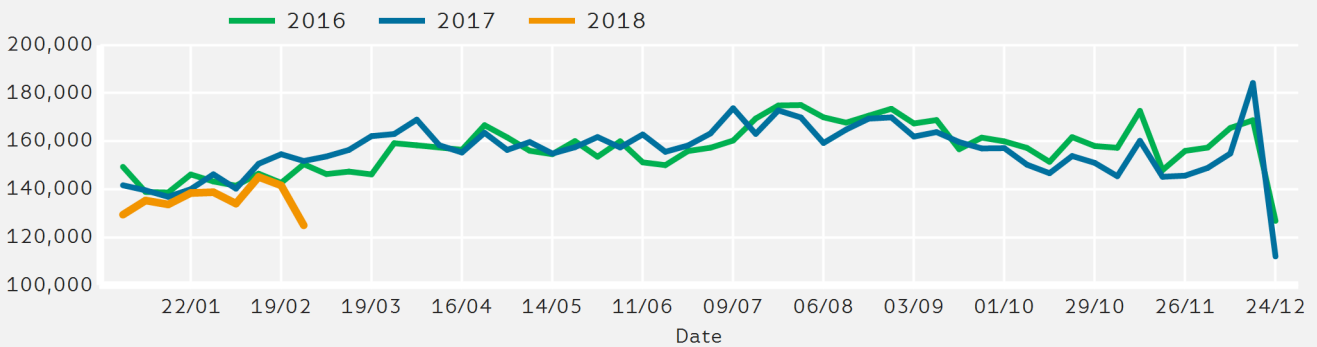
	Wells Place	Market Place
This Week	69,005	56,040
Previous Week	75,472	66,164
Previous Year	85,063	66,747
2 Years Ago	84,869	65,603
Week on Week % Change	-8.6 %	-15.3 %
Year on Year % Change	-18.9 %	-16.0 %

Footfall by location

Counting By Location - Main Locations Only



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 9, 2018 Vs Week 1, 2017 to Week 9, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 9, 2018 Vs Week 9, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 9 2018 Vs Week 8 2018