



**Eastleigh BID**

Week 40, 2016

03/10/2016 to 09/10/2016



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	
	2016	2015	2016	2015	2016	2015
Eastleigh BID	▼ -0.1 %		▲ 4.1 %		▼ -1.0 %	▼ -9.8 %
South East	▼ -3.1 %	▼ -2.4 %	▲ 1.6 %	▲ 2.5 %	▼ -1.7 %	▼ -6.9 %
UK	▼ -1.5 %	▼ -1.6 %	▲ 1.5 %	▲ 0.1 %	▼ -0.7 %	▼ -8.3 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 0.2% down on the previous year.

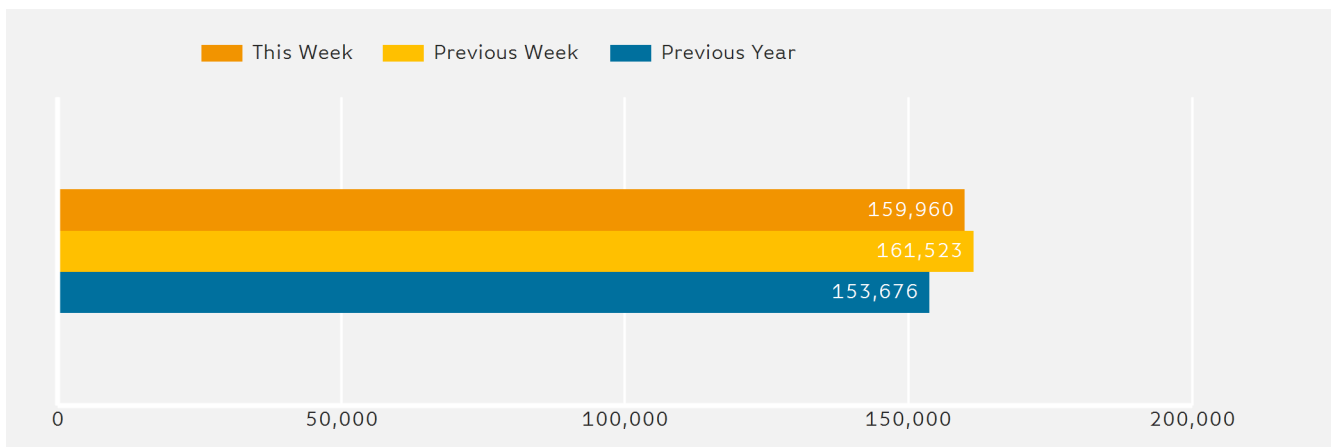
Footfall for the year to date is 0.1% down on the previous year.

The number of visitors counted for week commencing 3 October 2016 was 159,960.

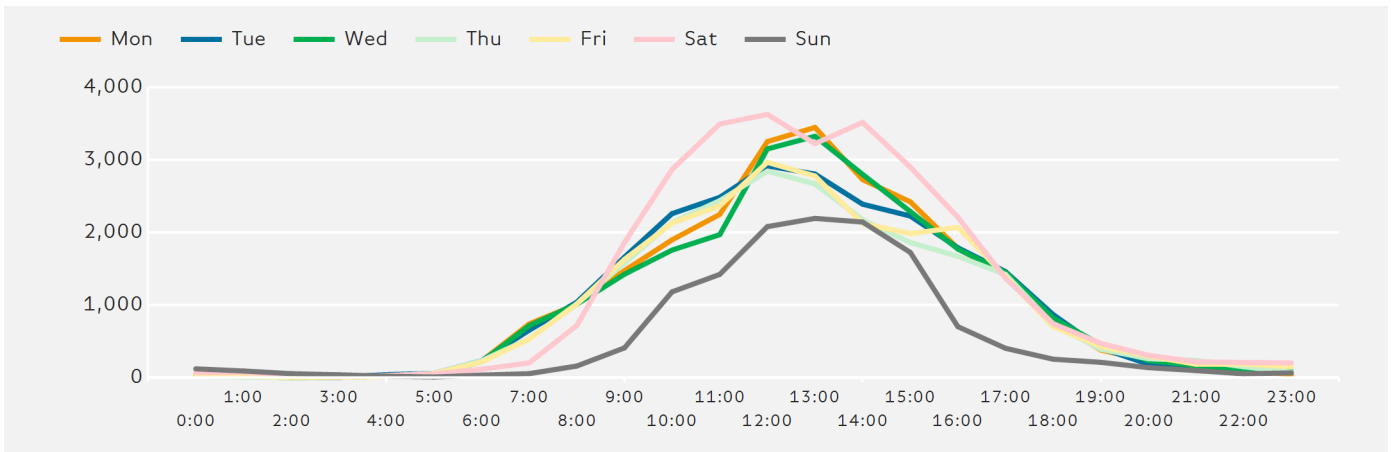
The busiest day in week commencing 3 October 2016 was Saturday with 28,485 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,623

**Footfall Totals by Week**



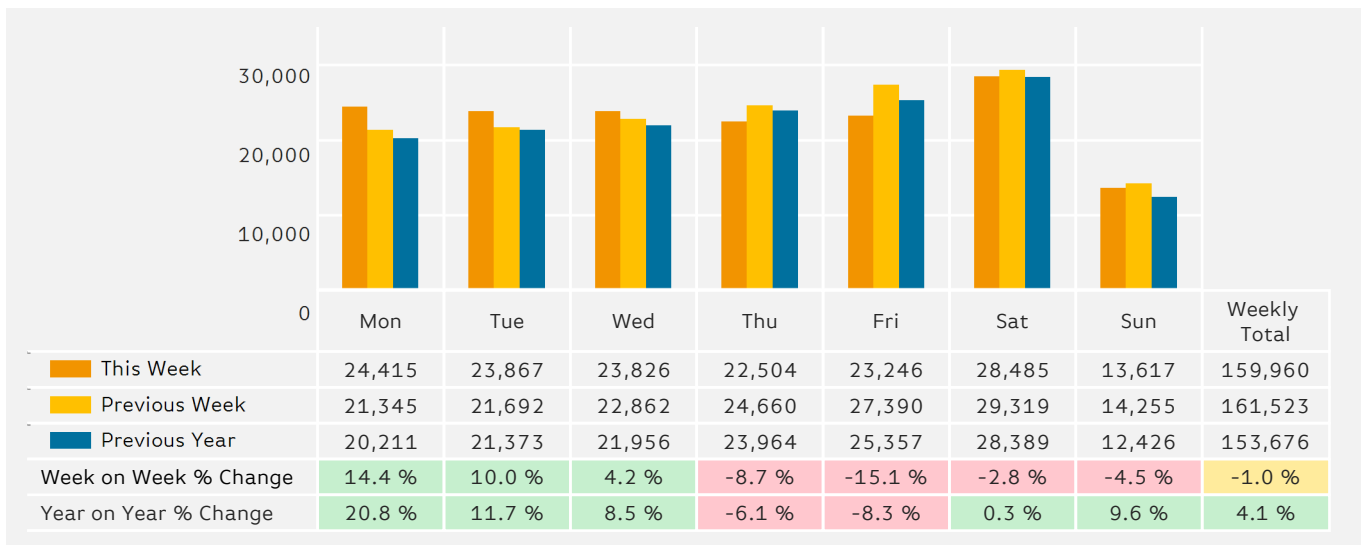
### Footfall by Hour



### Weather

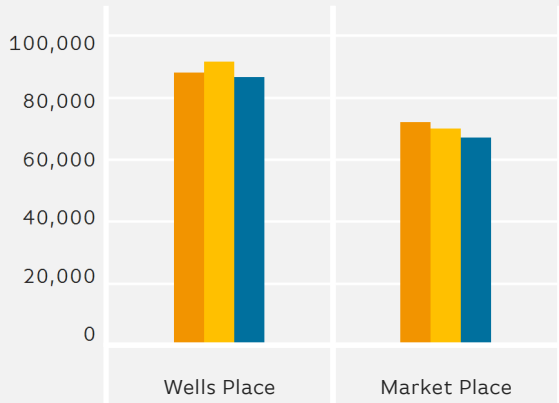
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	18	17	14	16	17	15
Previous Week	17	20	22	18	17	16	17
Previous Year	16	17	14	15	16	15	15

### Footfall by Day



### Footfall Totals

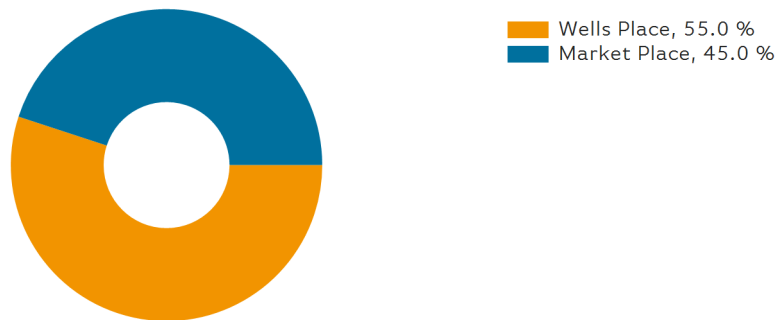
This Week Previous Week Previous Year



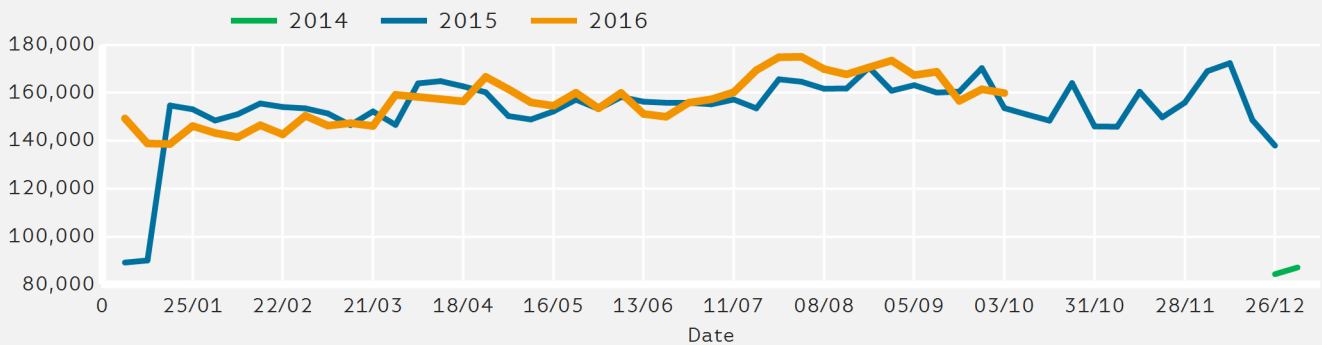
This Week	88,020	71,940
Previous Week	91,510	70,013
Previous Year	86,653	67,023
Week on Week % Change	-3.8 %	2.8 %
Year on Year % Change	1.6 %	7.3 %

### Footfall Totals

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.