



Eastleigh BID

Week 41, 2016

10/10/2016 to 16/10/2016



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	▼ 0.0 %		▲ 4.1 %		▼ -1.7 %	▼ -1.7 %
South East	▼ -3.1 %	▼ -2.3 %	▼ -4.2 %	▲ 0.9 %	▼ -0.8 %	▲ 0.8 %
UK	▼ -1.5 %	▼ -1.5 %	▼ -1.0 %	▲ 1.3 %	▼ -3.2 %	▼ -0.6 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.1% down on the previous year.

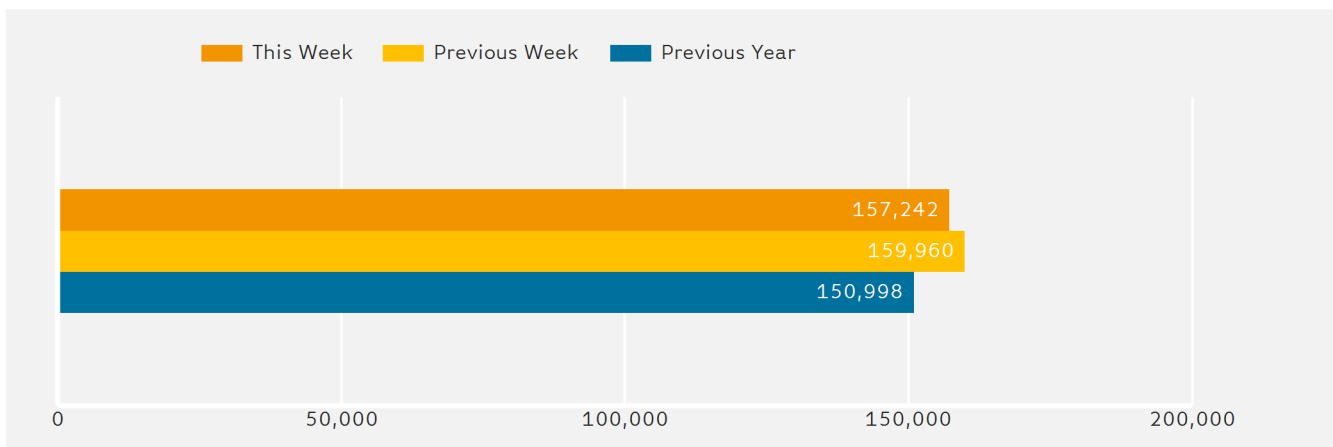
Footfall for the year to date is 0% up on the previous year.

The number of visitors counted for week commencing 10 October 2016 was 157,242.

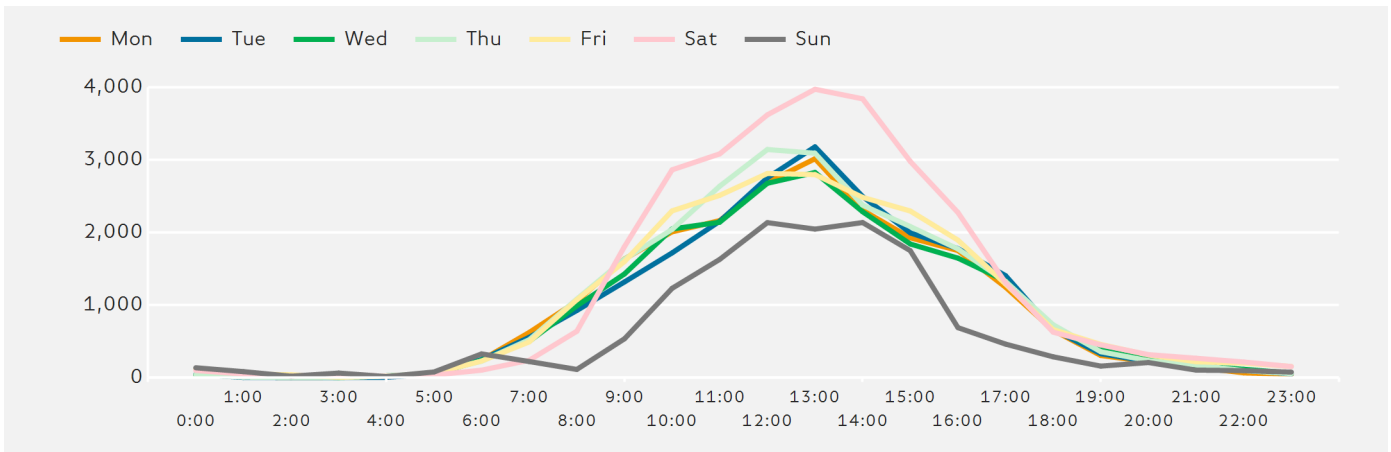
The busiest day in week commencing 10 October 2016 was Saturday with 28,974 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 3,970

Footfall Totals by Week



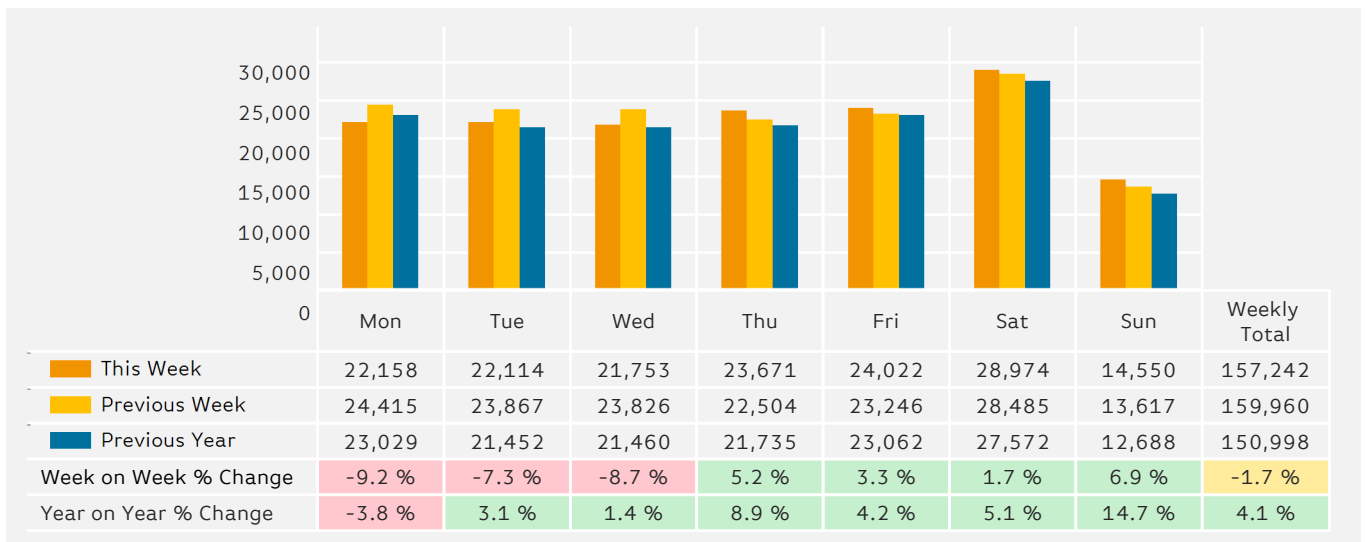
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	16	16	14	15	17	16
Previous Week	18	18	17	14	16	17	15
Previous Year	13	12	12	12	13	12	14

Footfall by Day



Footfall Totals

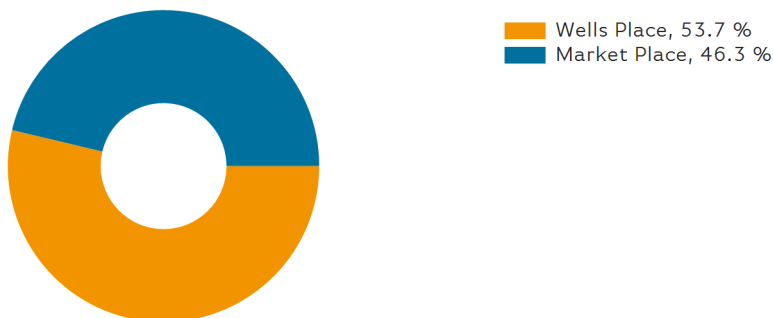
■ This Week
 ■ Previous Week
 ■ Previous Year



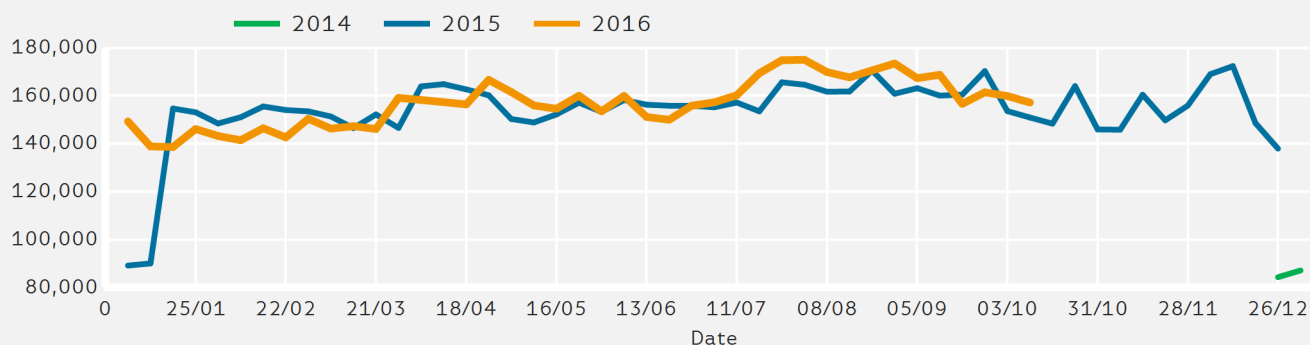
This Week	84,468	72,774
Previous Week	88,020	71,940
Previous Year	84,201	66,797
Week on Week % Change	-4.0 %	1.2 %
Year on Year % Change	0.3 %	8.9 %

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.