



**Eastleigh BID**

Week 43, 2016

24/10/2016 to 30/10/2016



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 %		▼ -1.4 %		▲ 6.8 %	▲ 10.5 %
South East	▼ -3.2 %	▼ -2.2 %	▼ -4.8 %	▲ 2.6 %	▲ 6.7 %	▲ 10.0 %
UK	▼ -1.4 %	▼ -1.5 %	▼ -1.4 %	▼ -3.4 %	▲ 6.0 %	▲ 8.4 %

**Headlines**

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

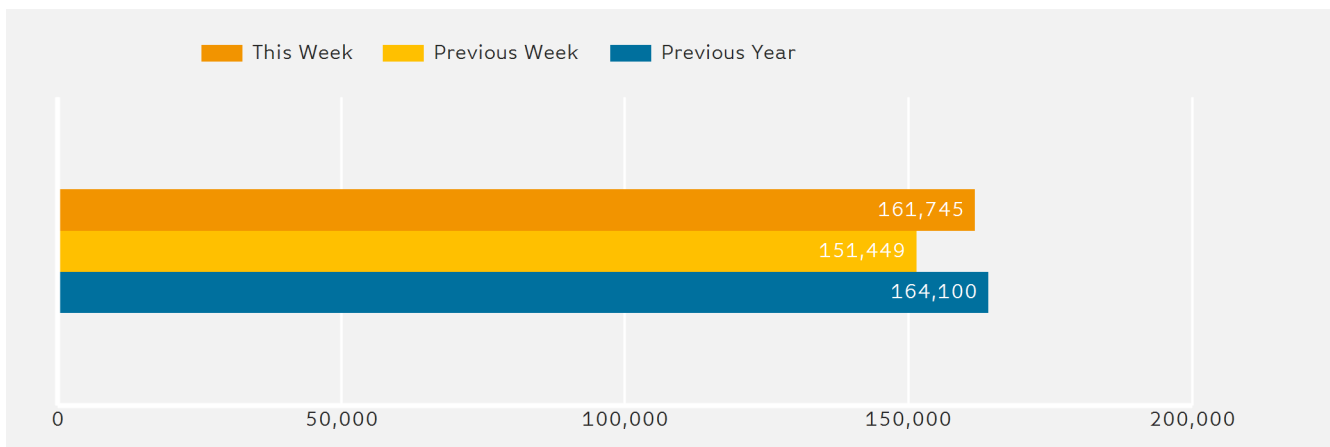
Footfall for the year to date is 0% up on the previous year.

The number of visitors counted for week commencing 24 October 2016 was 161,745.

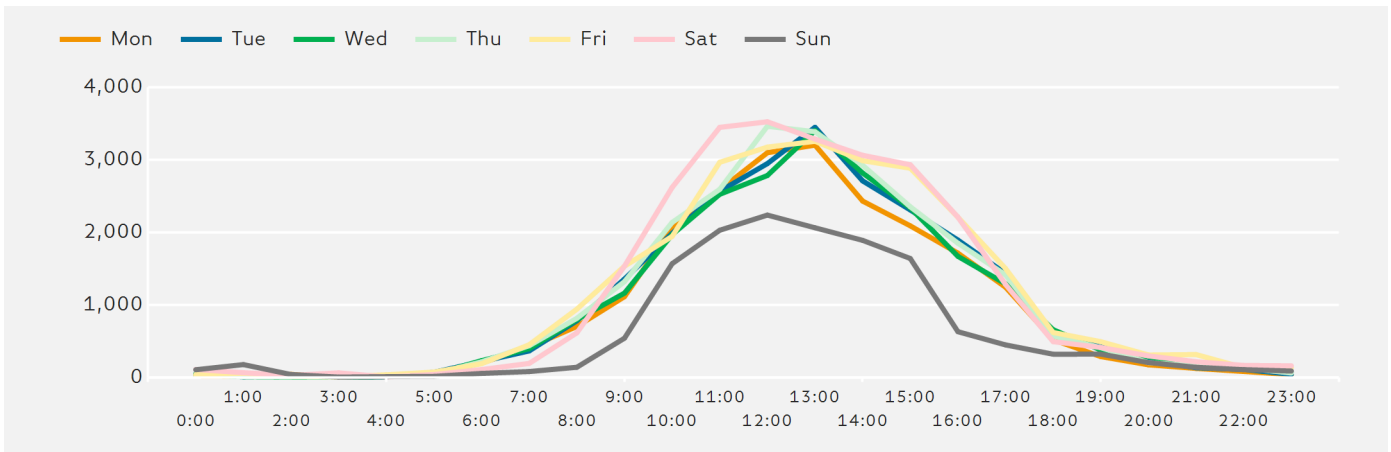
The busiest day in week commencing 24 October 2016 was Saturday with 26,866 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,522

**Footfall Totals by Week**



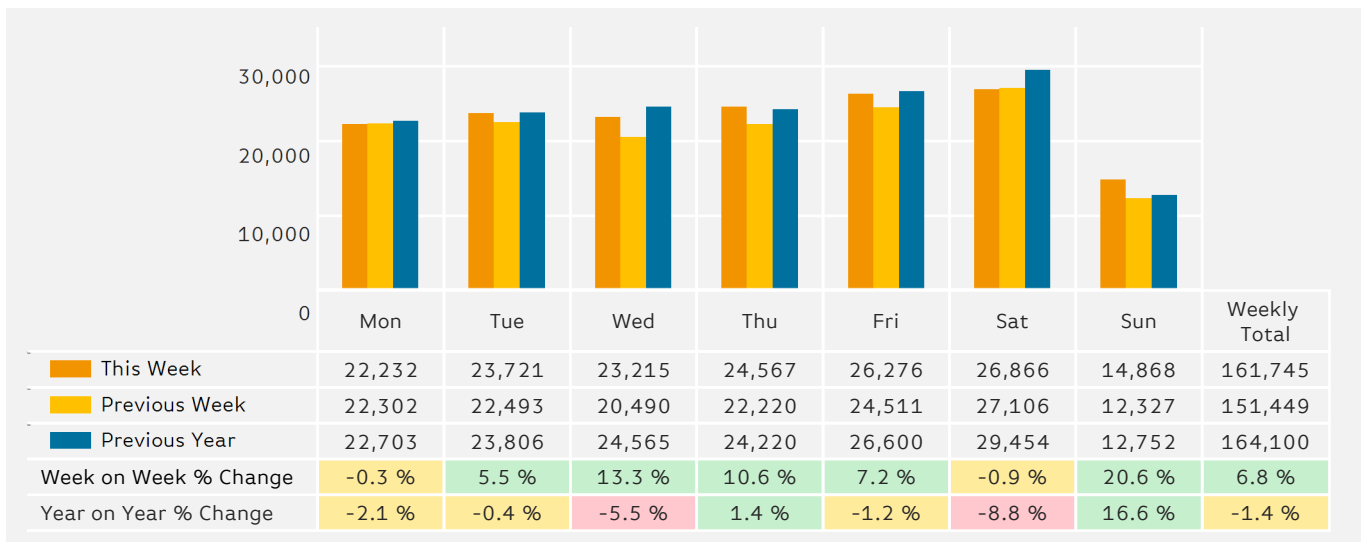
### Footfall by Hour



### Weather

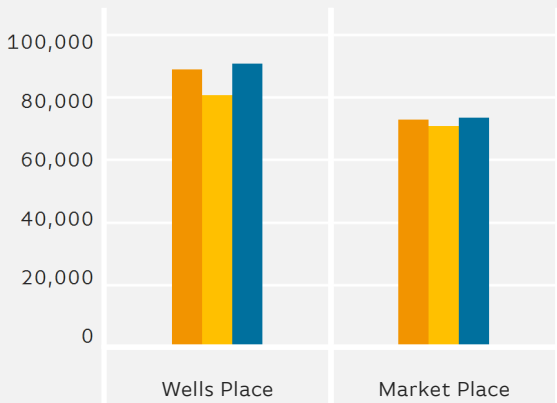
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week							
	12			14	14	13	15
Previous Week							
	15		13	13	12	11	12
Previous Year							FOG
	14	15	15	14	15	15	13

### Footfall by Day



### Footfall Totals

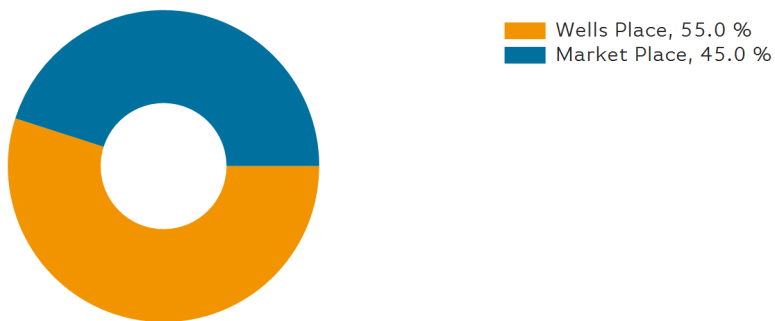
This Week Previous Week Previous Year



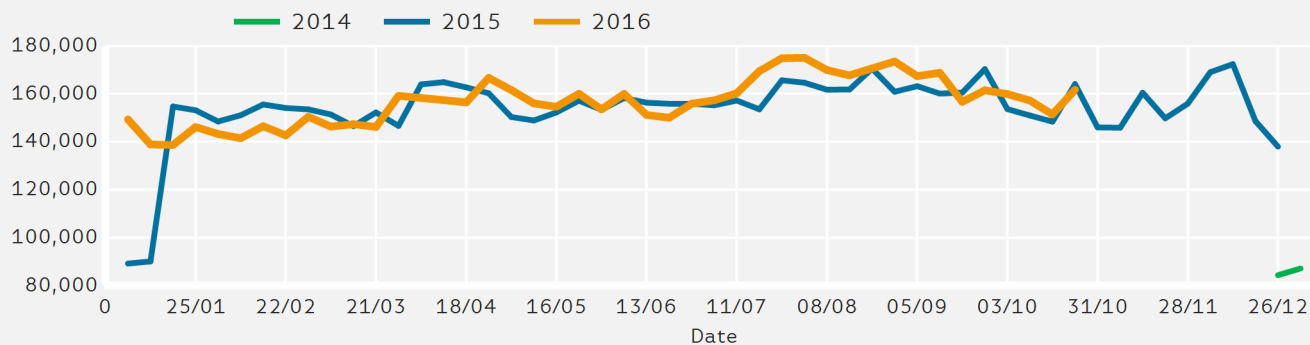
This Week	88,885	72,860
Previous Week	80,705	70,744
Previous Year	90,662	73,438
Week on Week % Change	10.1 %	3.0 %
Year on Year % Change	-2.0 %	-0.8 %

### 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.