



**Eastleigh BID**

Week 34, 2018

20/08/2018 to 26/08/2018



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

**Benchmark calculations**

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	▼ -3.2 %	▲ 1.1 %	▼ -4.0 %	▼ -0.7 %	▲ 1.4 %	▲ 2.8 %
South East	▼ -4.4 %	▲ 0.5 %	▼ -6.5 %	▲ 1.8 %	▼ -0.7 %	▲ 0.8 %
UK	▼ -2.6 %	▼ -0.5 %	▼ -5.4 %	▼ -1.4 %	▼ -1.3 %	▲ 1.2 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 3.3% down on the previous year.

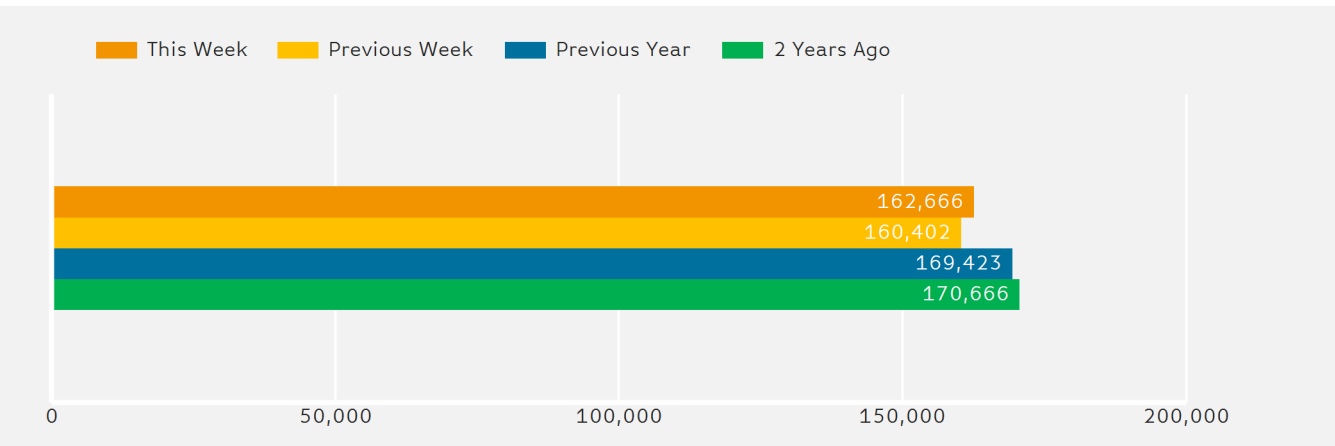
Footfall for the year to date is 3.2% down on the previous year.

The number of visitors counted for week commencing 20 August 2018 was 162,666.

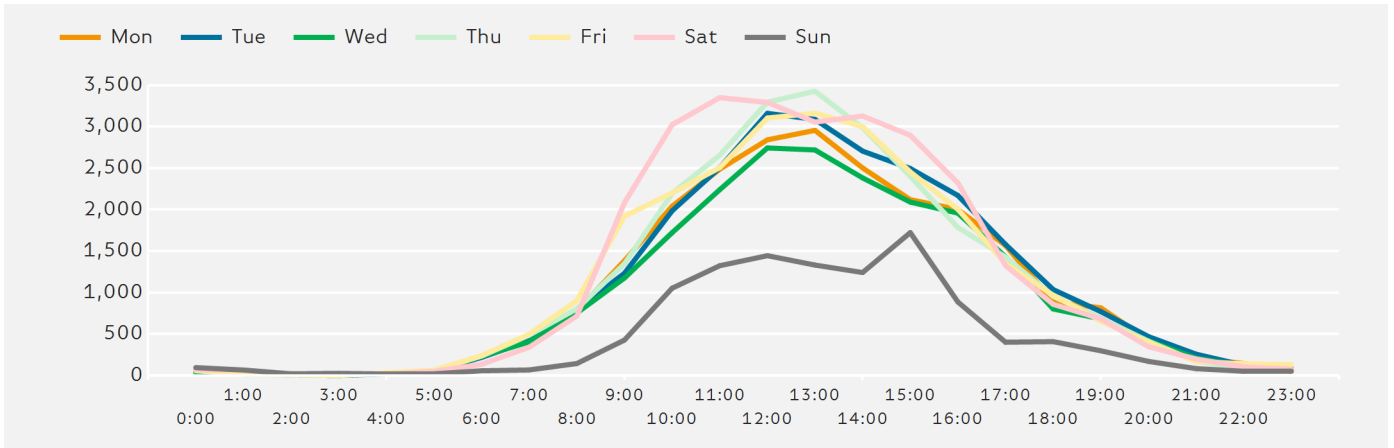
The busiest day in week commencing 20 August 2018 was Saturday with 28,165 visitors.

The peak hour of the week was 13:00 on Thursday 23 August 2018 with footfall of 3,426

**Footfall by Week**



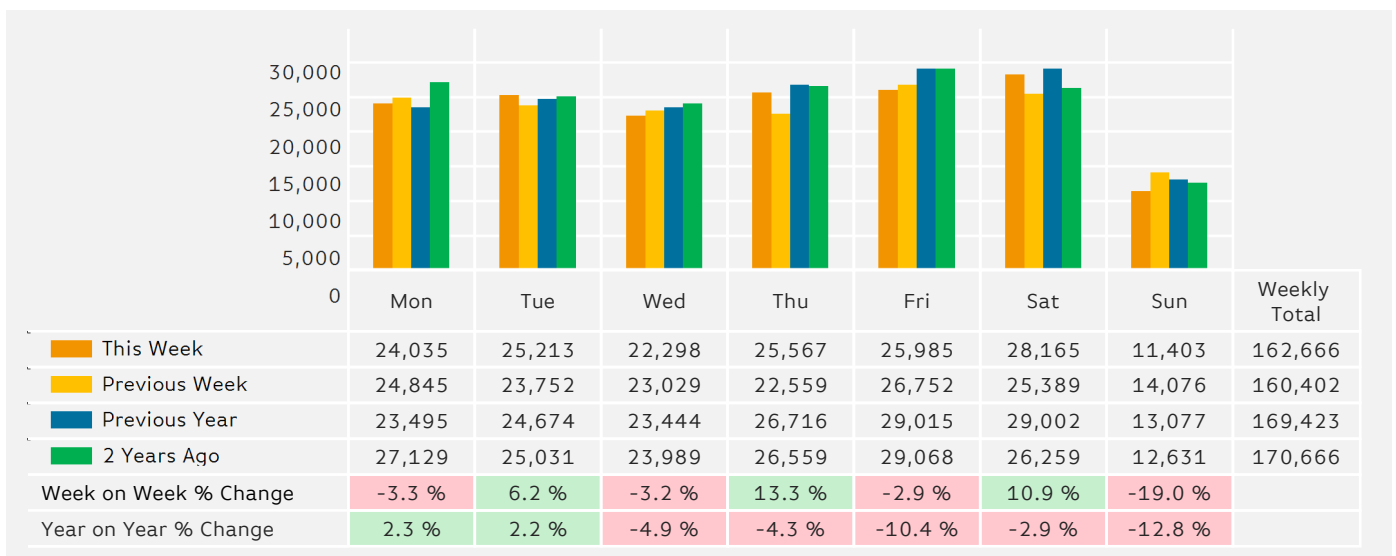
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	24	23	24	22	18	19	18
Previous Week	23	25	23	19	21	23	25
Previous Year	22	22	21	21	22	23	25

### Footfall by Day



### Footfall by Location

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



	Wells Place	Market Place
This Week	94,780	67,886
Previous Week	93,180	67,222
Previous Year	96,783	72,640
2 Years Ago	94,600	76,066
Week on Week % Change	1.7 %	1.0 %
Year on Year % Change	-2.1 %	-6.5 %

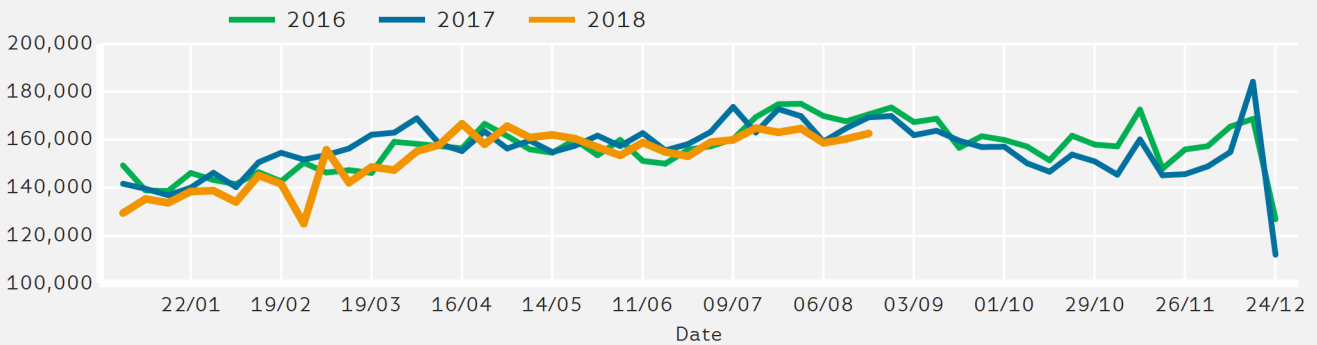
### Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 58.3 %  
■ Market Place, 41.7 %

### 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 34, 2018 Vs Week 1, 2017 to Week 34, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 34, 2018 Vs Week 34, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 34 2018 Vs Week 33 2018