



**Eastleigh BID**

Week 39, 2018

24/09/2018 to 30/09/2018



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

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	▼ -2.8 %	▲ 0.7 %	▲ 2.8 %	▼ -2.8 %	▲ 8.6 %	▼ -1.7 %
South East	▼ -4.0 %	▲ 0.2 %	▲ 2.6 %	▼ -1.8 %	▲ 8.7 %	▲ 0.1 %
UK	▼ -2.5 %	▼ -0.8 %	▲ 1.5 %	▼ -2.6 %	▲ 8.1 %	▼ -0.2 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 3.2% down on the previous year.

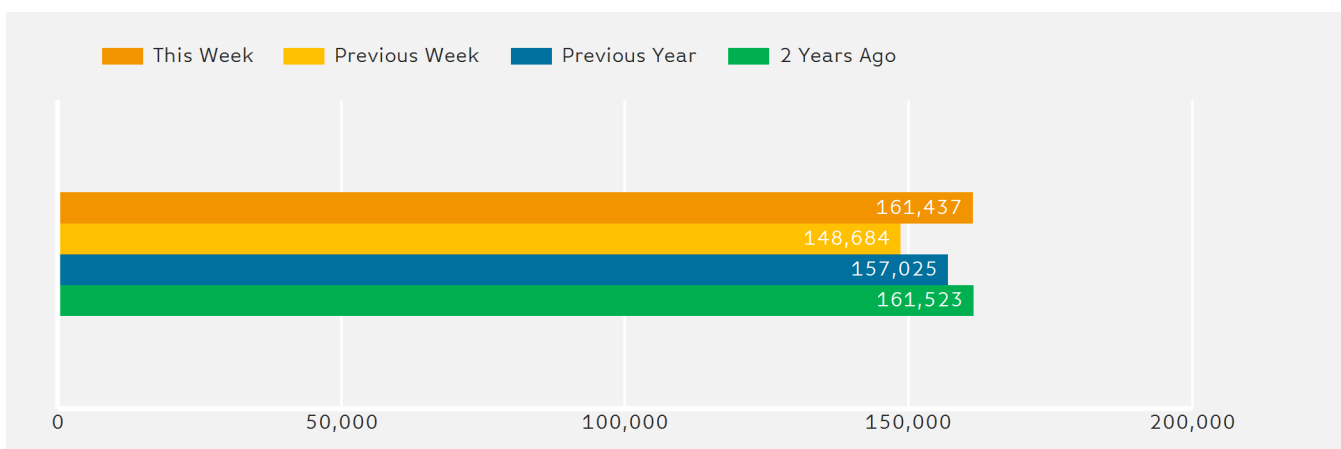
Footfall for the year to date is 2.8% down on the previous year.

The number of visitors counted for week commencing 24 September 2018 was 161,437.

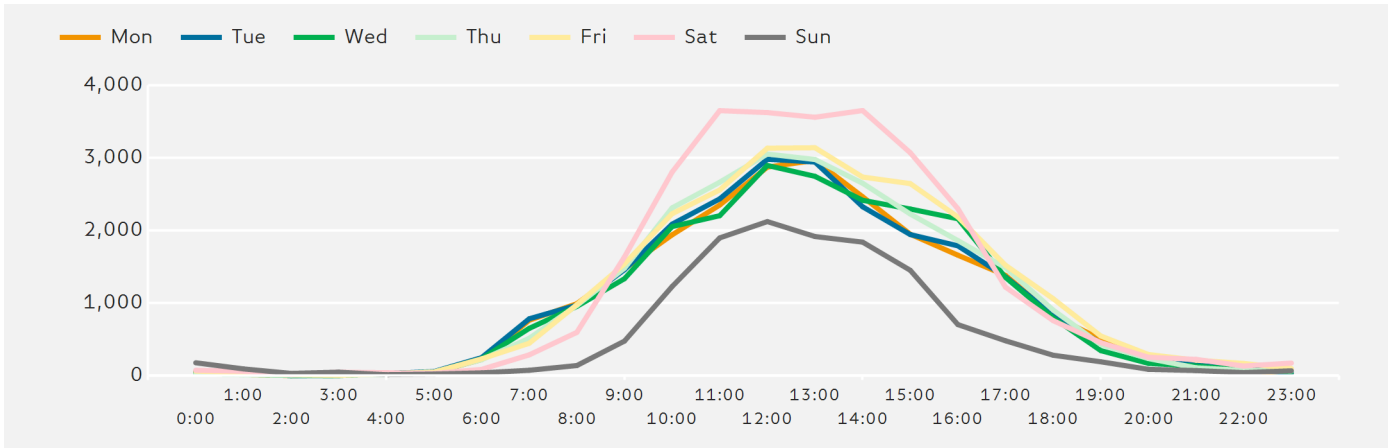
The busiest day in week commencing 24 September 2018 was Saturday with 28,694 visitors.

The peak hour of the week was 14:00 on Saturday 29 September 2018 with footfall of 3,649

**Footfall by Week**



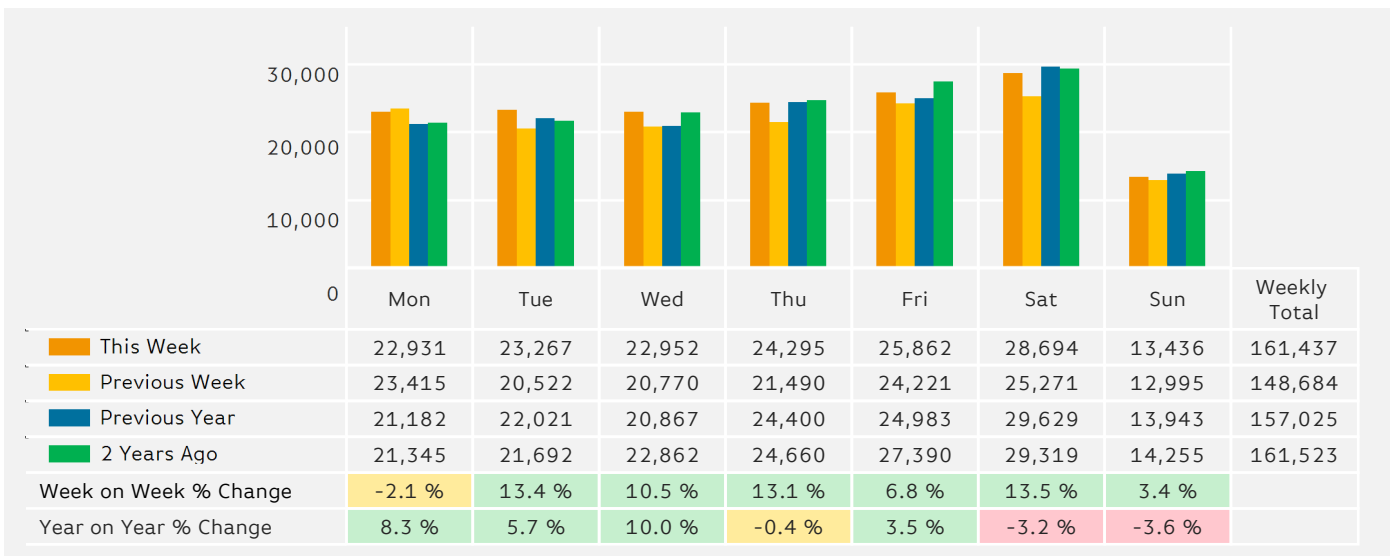
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	16	17	21	23	17	18	16
Previous Week	22	21	20	19	17	13	13
Previous Year	18	21	20	18	18	17	18

### Footfall by Day



### Footfall by Location

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



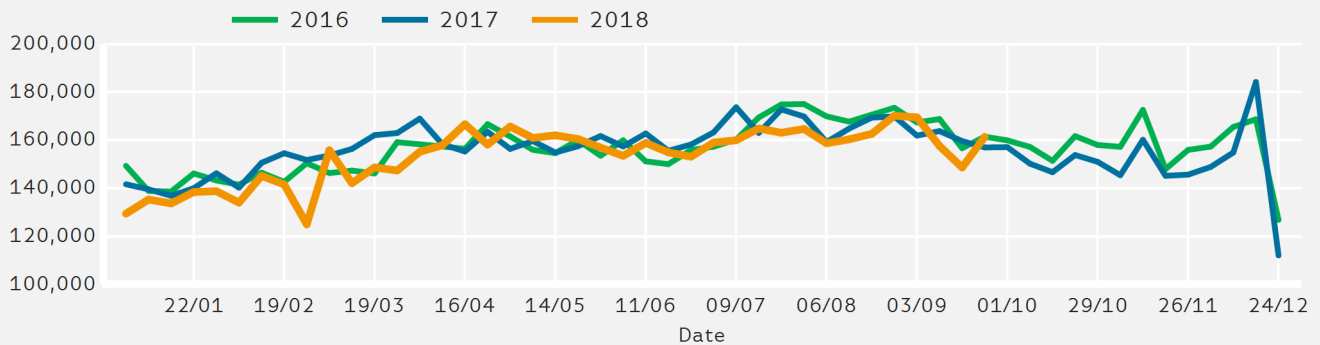
	Wells Place	Market Place
This Week	90,481	70,956
Previous Week	86,303	62,381
Previous Year	90,580	66,445
2 Years Ago	91,510	70,013
Week on Week % Change	4.8 %	13.7 %
Year on Year % Change	-0.1 %	6.8 %

### 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 39, 2018 Vs Week 1, 2017 to Week 39, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 39, 2018 Vs Week 39, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 39 2018 Vs Week 38 2018