



Eastleigh BID

Week 40, 2018

01/10/2018 to 07/10/2018



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 %	▼ -3.2 %	▼ -1.8 %	▼ -5.8 %	▲ 0.1 %
South East	▼ -4.0 %	▲ 0.1 %	▼ -4.5 %	▼ -2.6 %	▼ -2.5 %	▲ 3.1 %
UK	▼ -2.5 %	▼ -0.9 %	▼ -2.7 %	▼ -2.1 %	▼ -5.2 %	▲ 0.2 %

Headlines

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

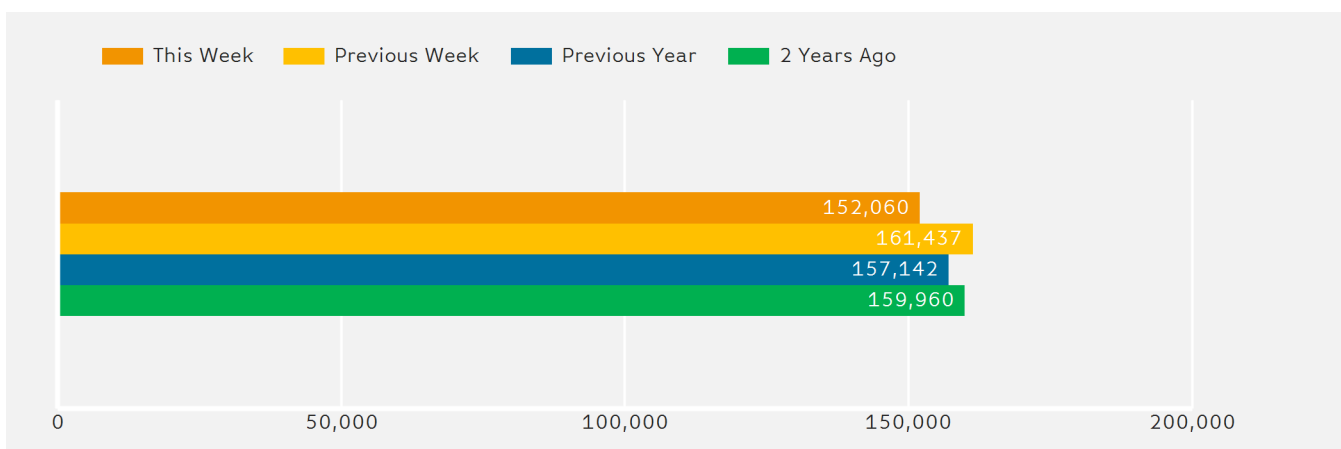
Footfall for the year to date is 2.8% down on the previous year.

The number of visitors counted for week commencing 1 October 2018 was 152,060.

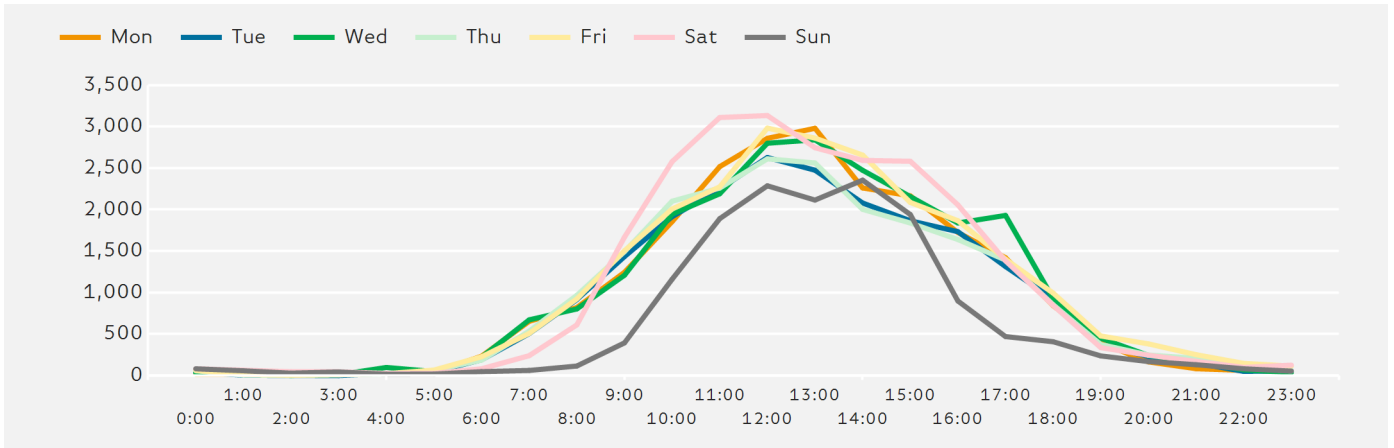
The busiest day in week commencing 1 October 2018 was Saturday with 24,878 visitors.

The peak hour of the week was 12:00 on Saturday 6 October 2018 with footfall of 3,133

Footfall by Week



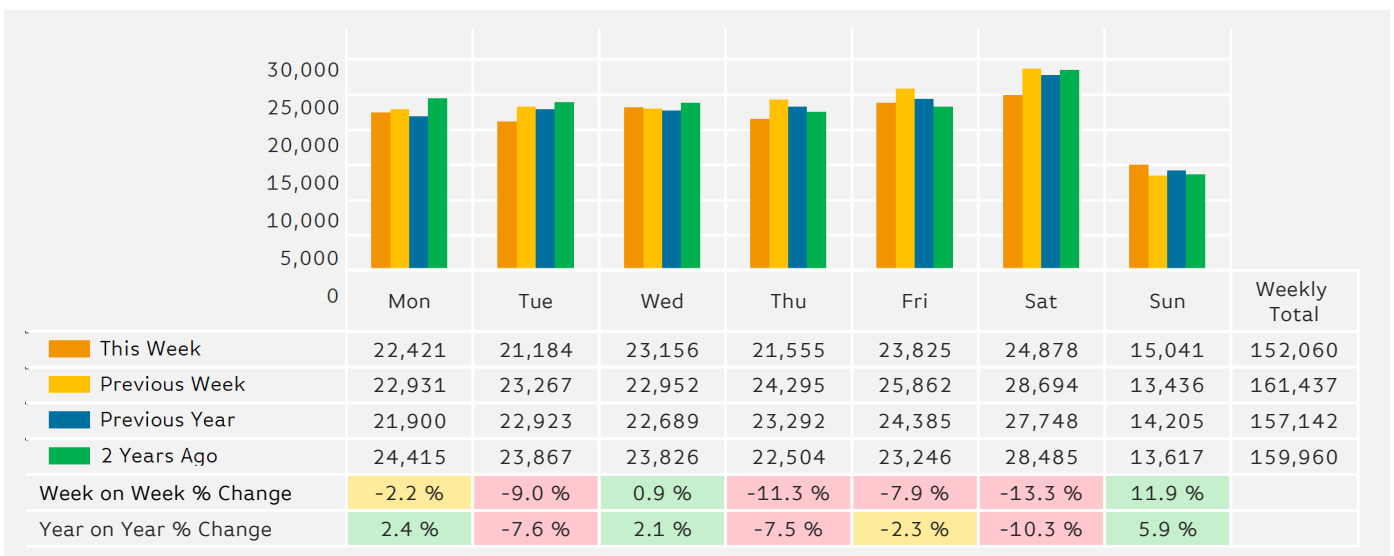
Footfall by Hour



Weather

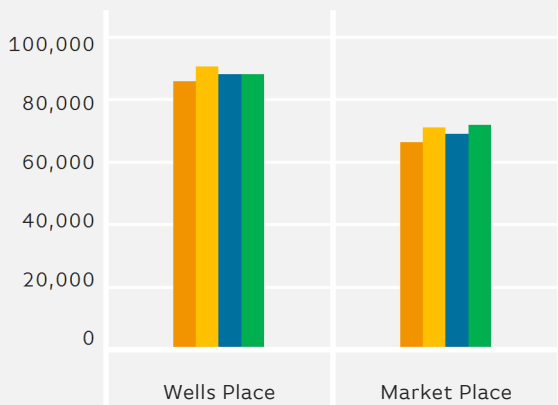
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	16	22	18	19	21	13	16
Previous Week	16	17	21	23	17	18	16
Previous Year	17	16	17	17	16	17	17

Footfall by Day



Footfall by Location

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



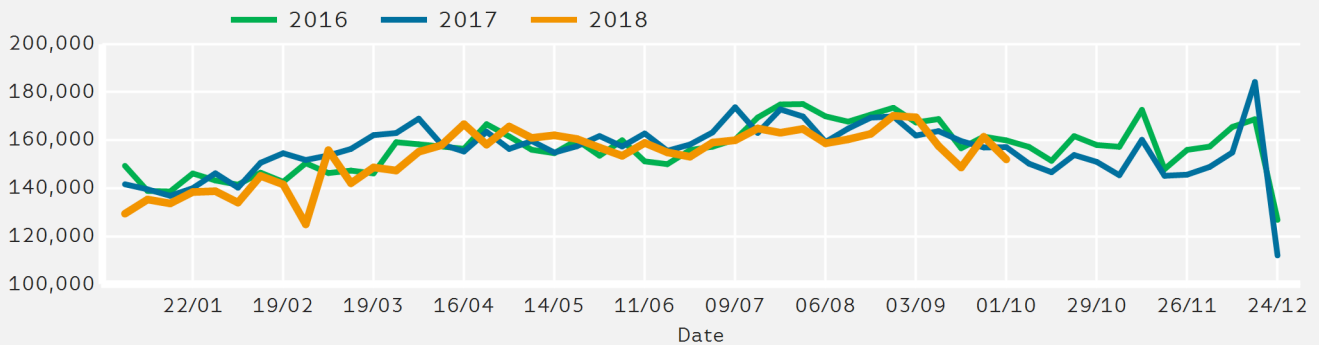
	Wells Place	Market Place
This Week	85,693	66,367
Previous Week	90,481	70,956
Previous Year	88,076	69,066
2 Years Ago	88,020	71,940
Week on Week % Change	-5.3 %	-6.5 %
Year on Year % Change	-2.7 %	-3.9 %

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 40, 2018 Vs Week 1, 2017 to Week 40, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 40, 2018 Vs Week 40, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 40 2018 Vs Week 39 2018