



### Eastleigh BID

Week 41, 2018

08/10/2018 to 14/10/2018



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 %	▲ 0.5 %	▼ -2.4 %	▼ -4.4 %	▼ -3.6 %	▼ -4.4 %
South East	▼ -4.0 %	▲ 0.2 %	▼ -4.6 %	▲ 1.5 %	▼ -0.7 %	▼ -1.5 %
UK	▼ -2.5 %	▼ -0.8 %	▼ -3.4 %	▲ 0.0 %	▼ -2.7 %	▼ -1.9 %

### Headlines

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

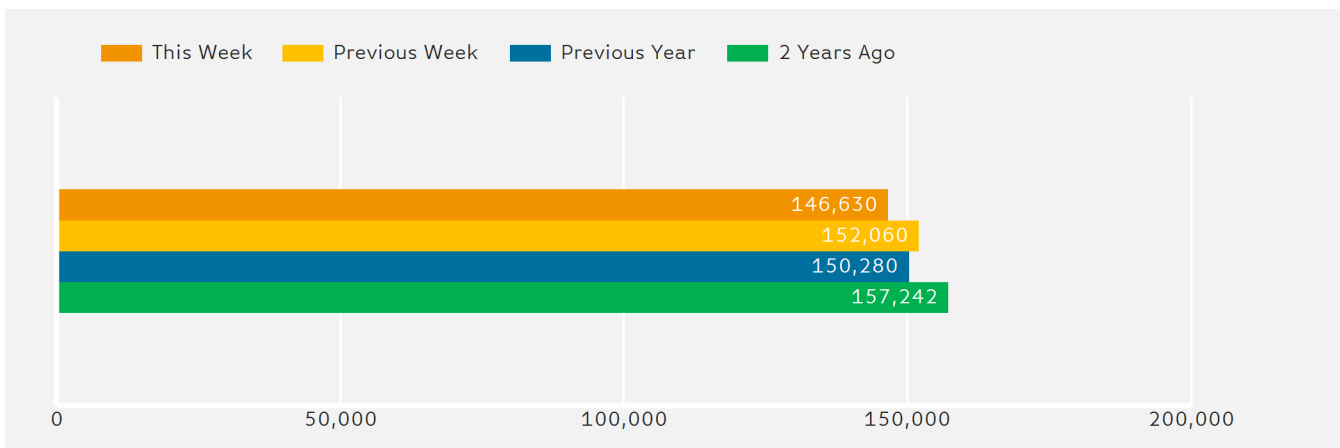
Footfall for the year to date is 2.8% down on the previous year.

The number of visitors counted for week commencing 8 October 2018 was 146,630.

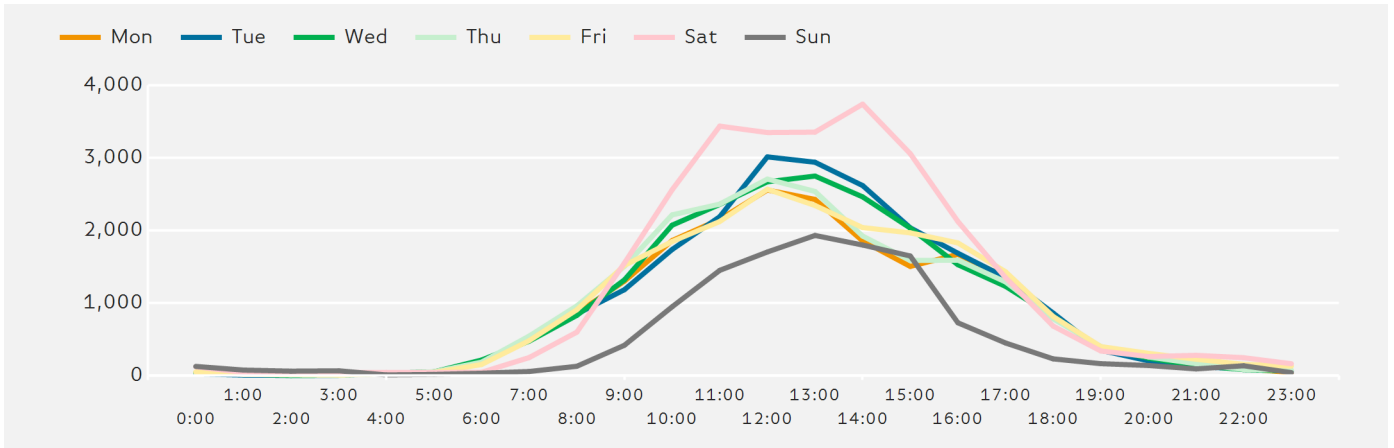
The busiest day in week commencing 8 October 2018 was Saturday with 27,684 visitors.

The peak hour of the week was 14:00 on Saturday 13 October 2018 with footfall of 3,737

### Footfall by Week



### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	19	21	19	20	23	14
Previous Week	16	22	18	19	21	13	16
Previous Year	18	15	15	17	17	20	18

### Footfall by Day

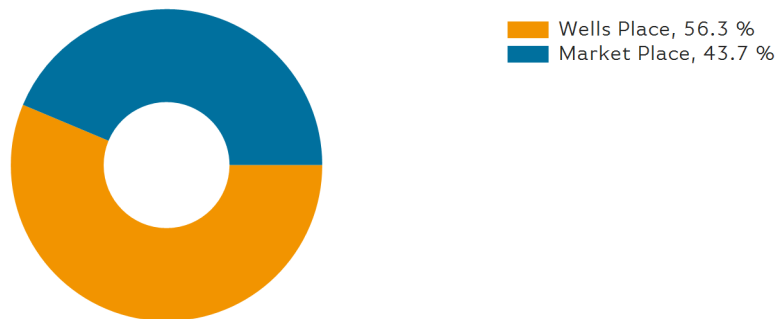
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	20,045	22,063	21,786	21,279	21,359	27,684	12,414	146,630
Previous Week	22,421	21,184	23,156	21,555	23,825	24,878	15,041	152,060
Previous Year	21,051	21,302	20,693	23,003	23,044	27,542	13,645	150,280
2 Years Ago	22,158	22,114	21,753	23,671	24,022	28,974	14,550	157,242
Week on Week % Change	-10.6 %	4.1 %	-5.9 %	-1.3 %	-10.4 %	11.3 %	-17.5 %	
Year on Year % Change	-4.8 %	3.6 %	5.3 %	-7.5 %	-7.3 %	0.5 %	-9.0 %	

### Footfall by Location

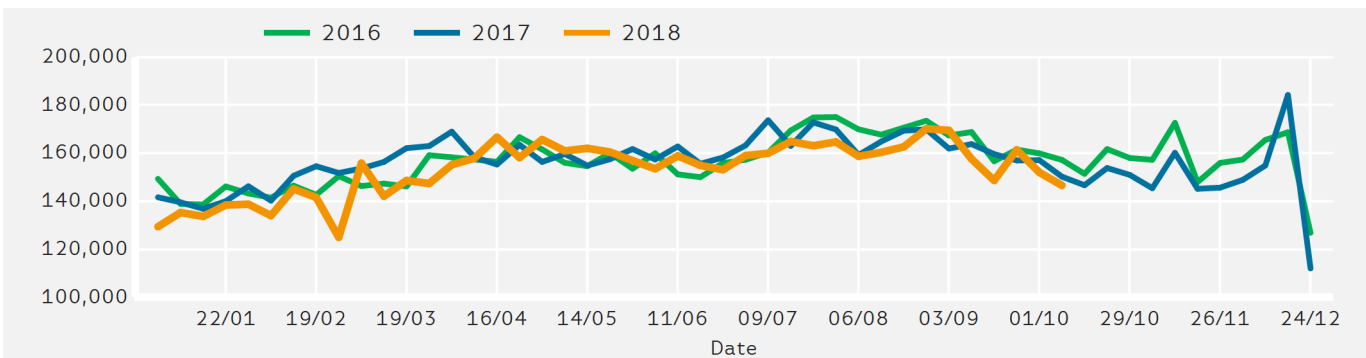


### Footfall by location

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 41, 2018 Vs Week 1, 2017 to Week 41, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 41, 2018 Vs Week 41, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 41 2018 Vs Week 40 2018