



**Eastleigh BID**

Week 42, 2017

16/10/2017 to 22/10/2017



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	
	2017	2016	2017	2016	2017	2016
Eastleigh BID	▲ 0.5 %	▲ 0.1 %	▼ -3.1 %	▲ 2.0 %	▼ -2.4 %	▼ -3.7 %
South East	▲ 0.1 %	▼ -3.2 %	▼ -1.1 %	▼ -4.8 %	▼ -3.2 %	▼ -1.1 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -3.5 %	▲ 0.0 %	▼ -3.9 %	▲ 0.2 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 0.6% up on the previous year.

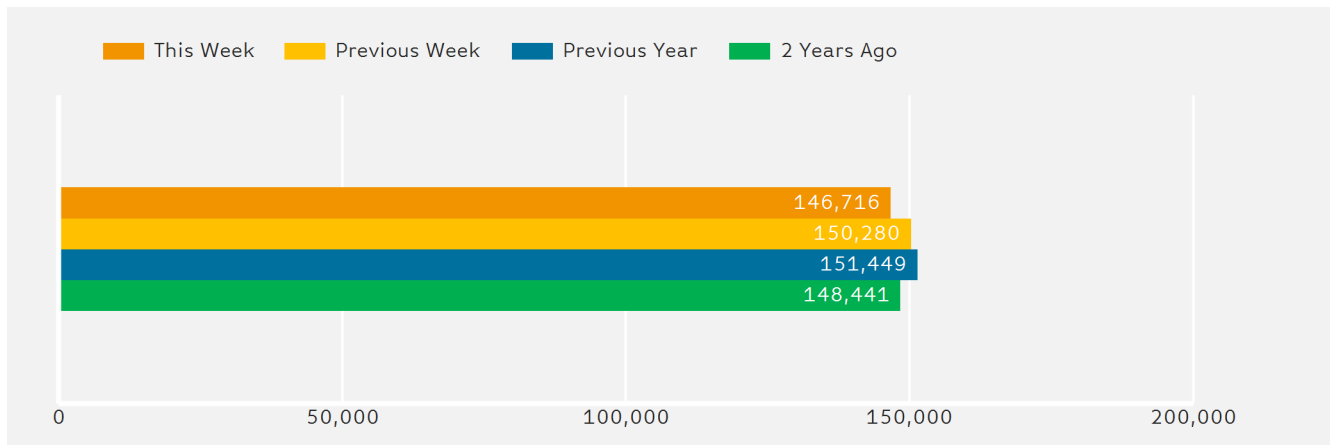
Footfall for the year to date is 0.5% up on the previous year.

The number of visitors counted for week commencing 16 October 2017 was 146,716.

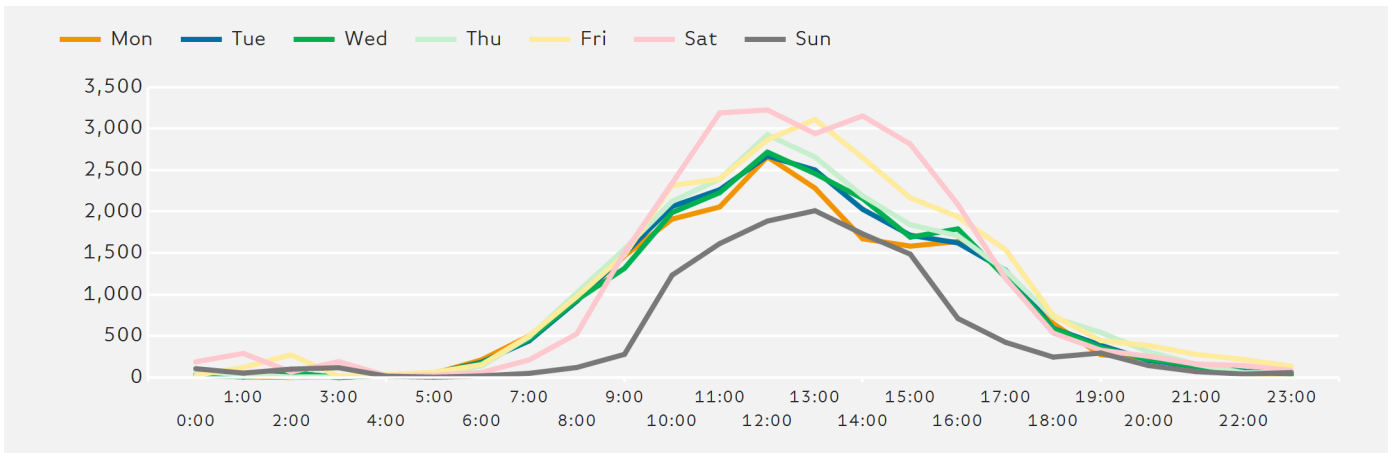
The busiest day in week commencing 16 October 2017 was Saturday with 25,541 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,224

**Footfall by Week**



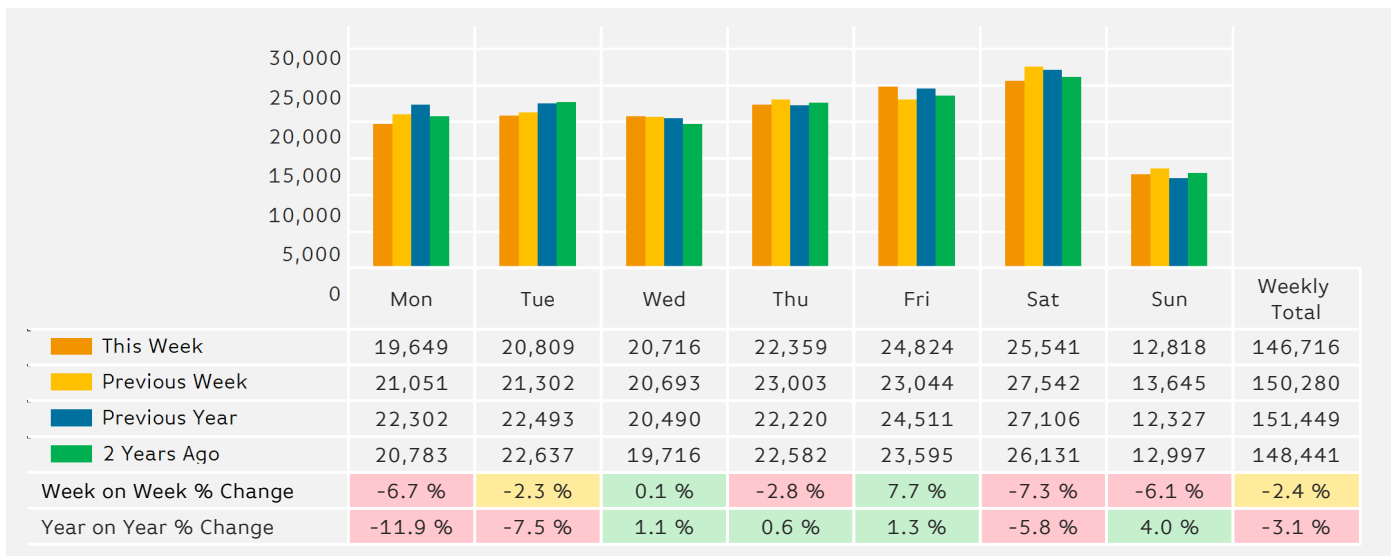
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	16	18	17	14	14	14
Previous Week	18	15	15	17	17	20	18
Previous Year	15	13	13	13	12	11	12

### Footfall by Day



### Footfall by Location

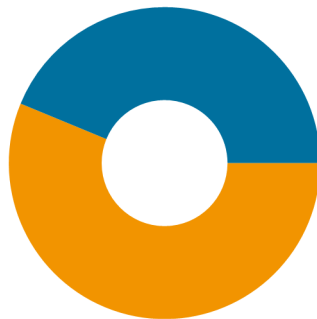
■ This Week  
 ■ Previous Week  
 ■ Previous Year  
 ■ 2 Years Ago



	Wells Place	Market Place
This Week	82,496	64,220
Previous Week	84,818	65,462
Previous Year	80,705	70,744
2 Years Ago	83,105	65,336
Week on Week % Change	-2.7 %	-1.9 %
Year on Year % Change	2.2 %	-9.2 %

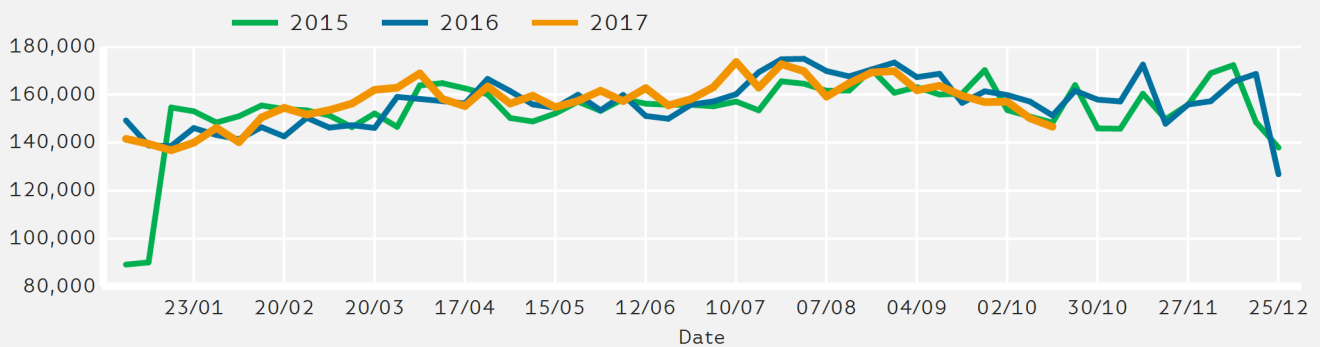
### Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 56.2 %  
■ Market Place, 43.8 %

### 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.