



Eastleigh BID

Week 42, 2018

15/10/2018 to 21/10/2018



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 %	▼ -0.7 %	▼ -3.1 %	▼ -0.6 %	▼ -2.4 %
South East	▼ -3.9 %	▲ 0.1 %	▼ -2.2 %	▼ -1.1 %	▼ -0.3 %	▼ -3.2 %
High Street Index - BDSU (BDSU - Multifunctional)			▲ 1.1 %		▲ 1.9 %	
UK	▼ -2.4 %	▼ -0.9 %	▲ 1.4 %	▼ -3.5 %	▲ 2.0 %	▼ -3.9 %

Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 3.1% down on the previous year.

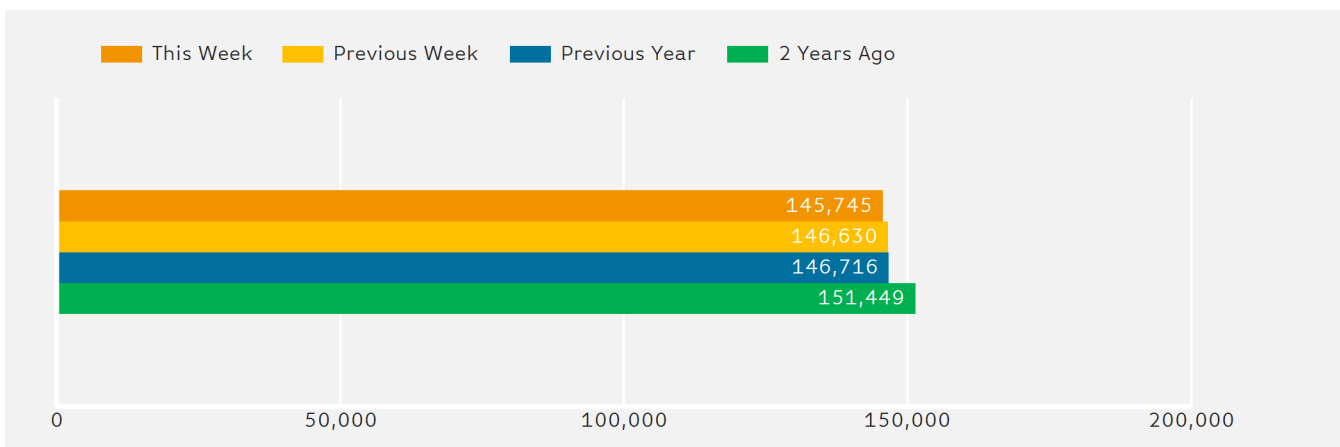
Footfall for the year to date is 2.8% down on the previous year.

The number of visitors counted for week commencing 15 October 2018 was 145,745.

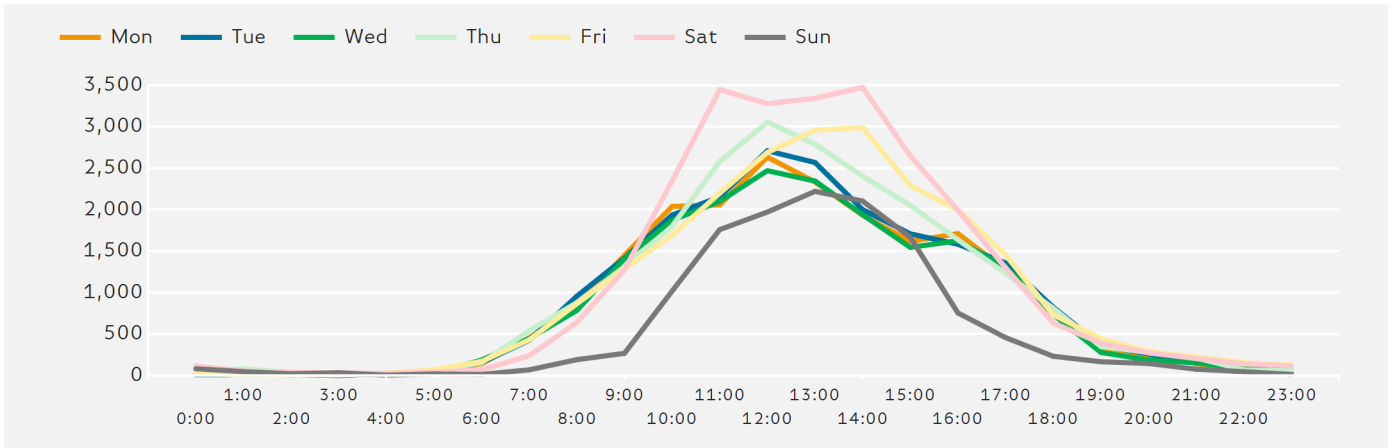
The busiest day in week commencing 15 October 2018 was Saturday with 26,094 visitors.

The peak hour of the week was 14:00 on Saturday 20 October 2018 with footfall of 3,472

Footfall by Week



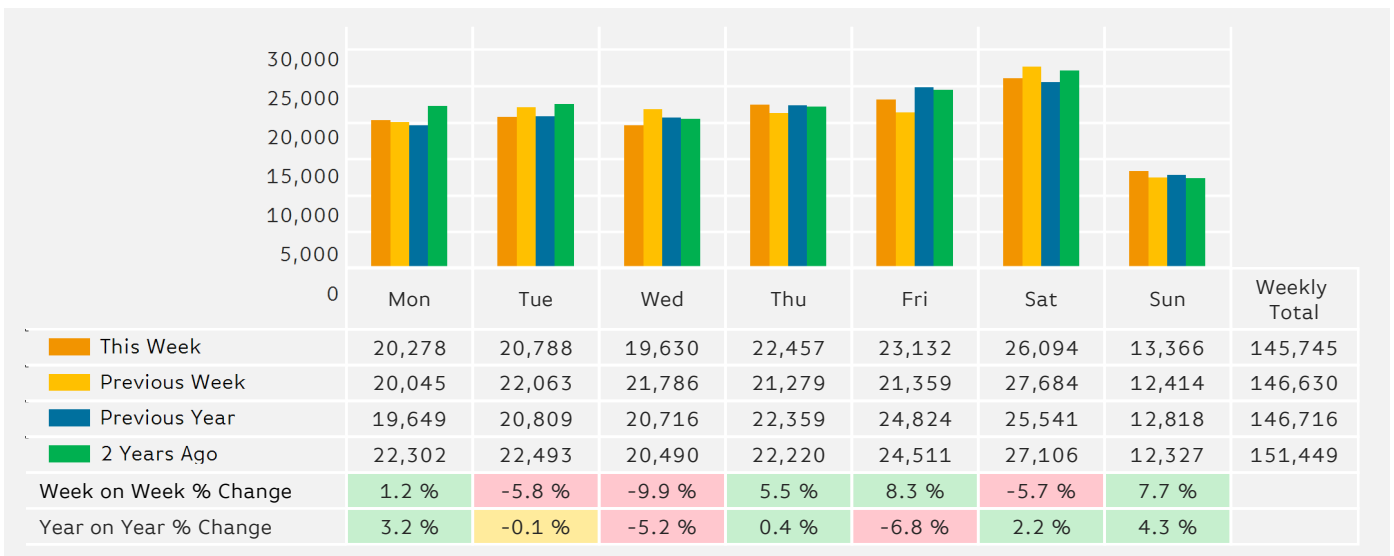
Footfall by Hour



Weather

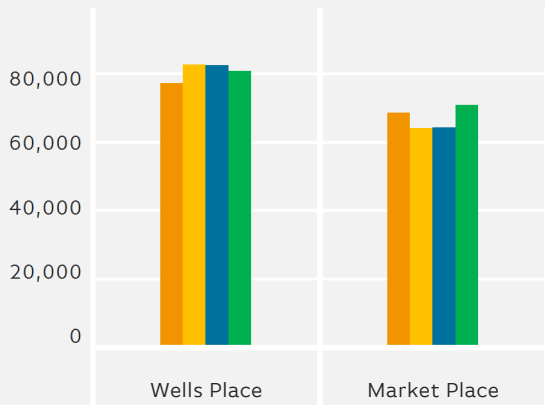
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	16	FOG 19	14	16	17	18	19
Previous Week	18	19	21	19	20	23	14
Previous Year	21	16	18	17	14	14	14

Footfall by Day



Footfall by Location

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



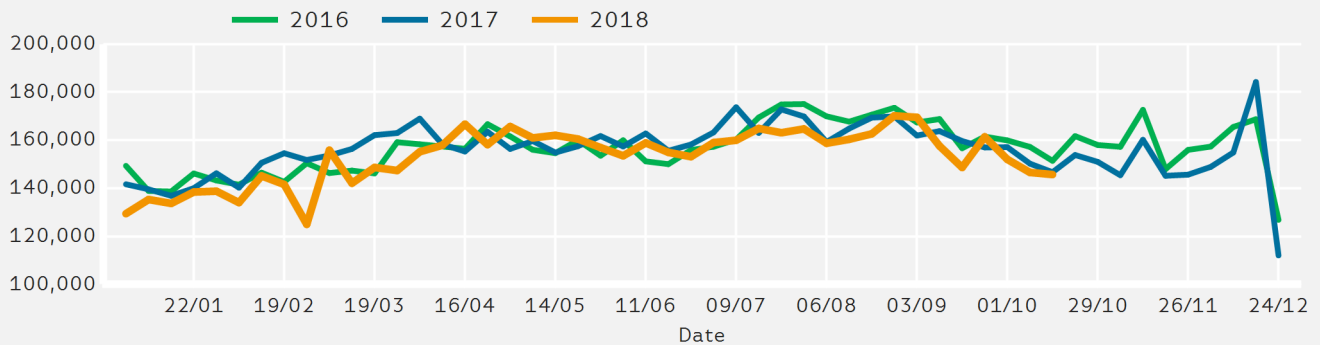
	Wells Place	Market Place
This Week	77,174	68,571
Previous Week	82,580	64,050
Previous Year	82,496	64,220
2 Years Ago	80,705	70,744
Week on Week % Change	-6.5 %	7.1 %
Year on Year % Change	-6.5 %	6.8 %

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 42, 2018 Vs Week 1, 2017 to Week 42, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 42, 2018 Vs Week 42, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 42 2018 Vs Week 41 2018