



Eastleigh BID

Week 43, 2017

23/10/2017 to 29/10/2017



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	▲ 0.3 %	▲ 0.0 %	▼ -4.9 %	▼ -1.4 %	▲ 4.9 %	▲ 6.8 %
South East	▲ 0.2 %	▼ -3.2 %	▲ 1.4 %	▼ -4.8 %	▲ 9.4 %	▲ 6.7 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -1.4 %	▼ -1.4 %	▲ 10.0 %	▲ 6.0 %

Headlines

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

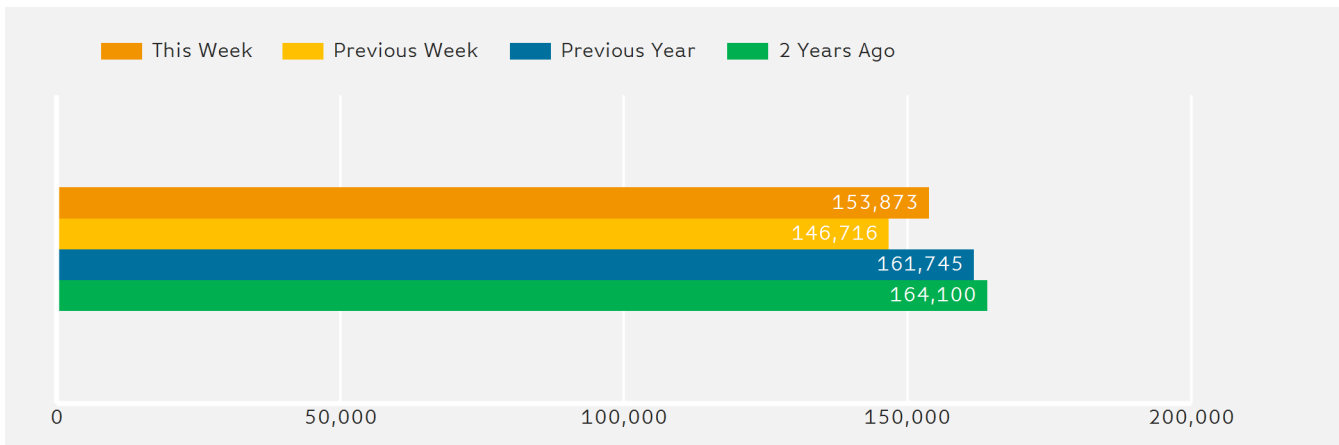
Footfall for the year to date is 0.3% up on the previous year.

The number of visitors counted for week commencing 23 October 2017 was 153,873.

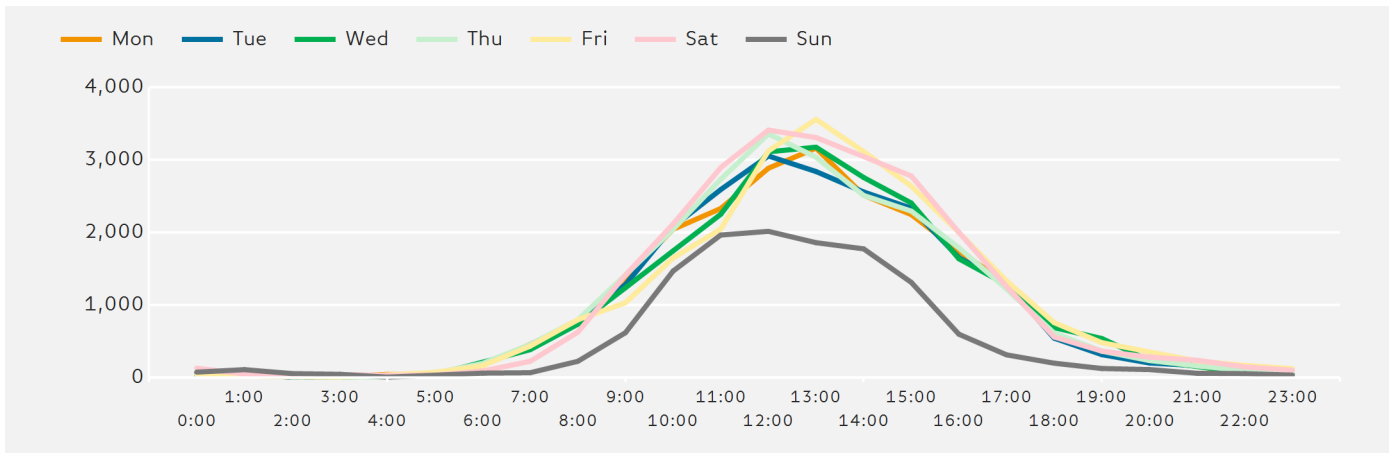
The busiest day in week commencing 23 October 2017 was Saturday with 25,116 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 3,555






















Footfall by Week



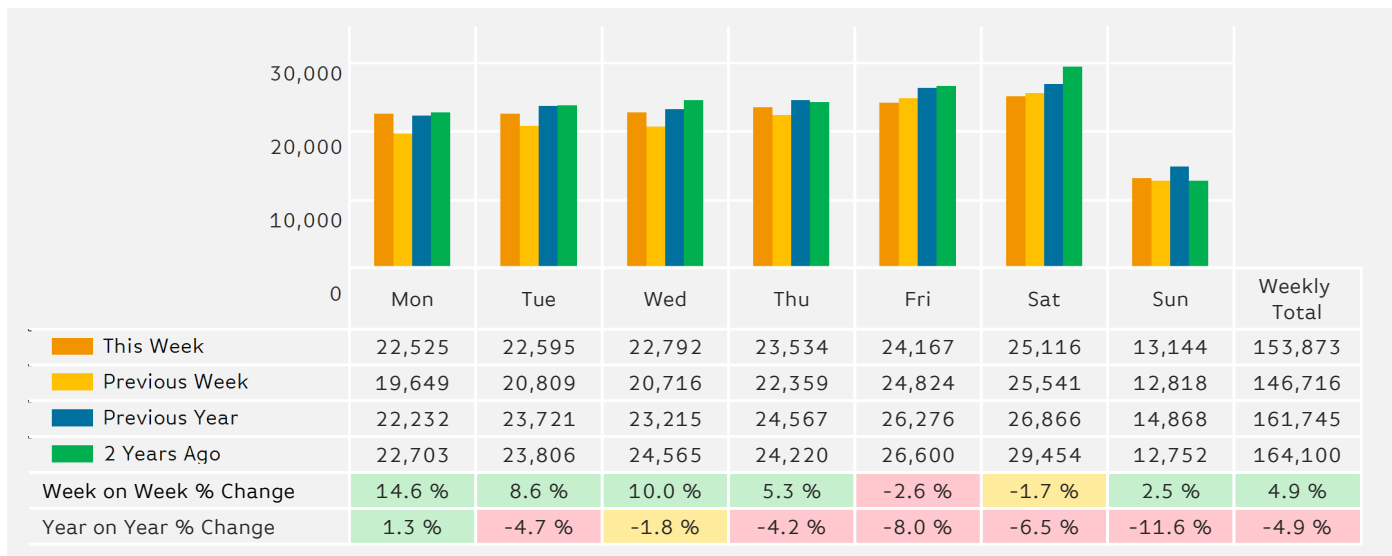
Footfall by Hour



Weather

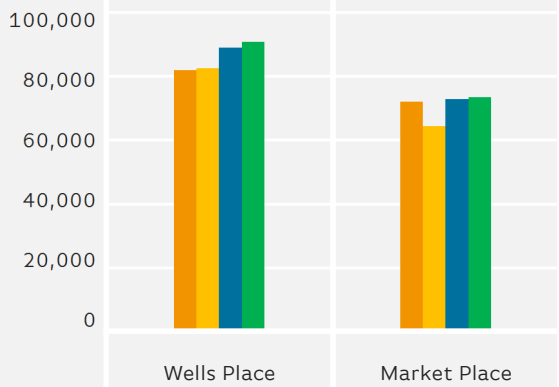
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 17	 17	 18	 18	 13	 16	 14
Previous Week	 21	 16	 18	 17	 14	 14	 14
Previous Year	 12	 15	 15	 14	 14	 13	 15

Footfall by Day



Footfall by Location

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



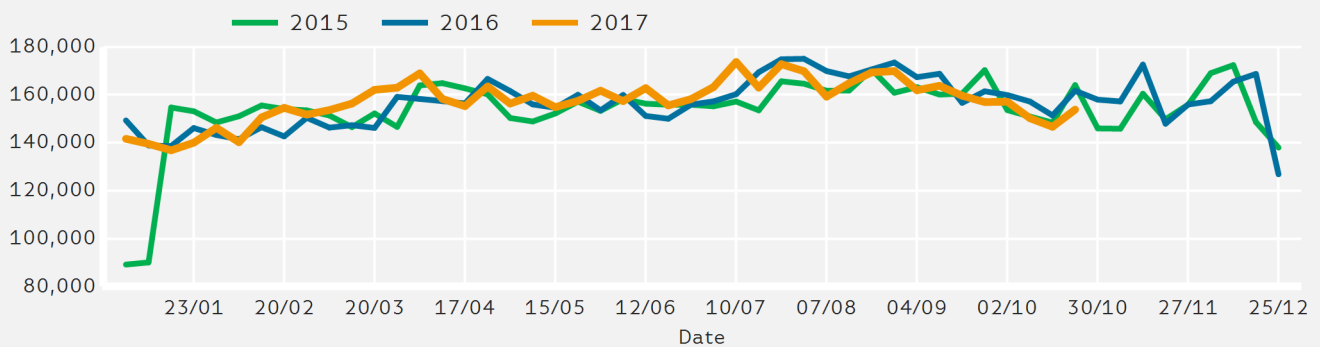
	Wells Place	Market Place
This Week	81,850	72,023
Previous Week	82,496	64,220
Previous Year	88,885	72,860
2 Years Ago	90,662	73,438
Week on Week % Change	-0.8 %	12.2 %
Year on Year % Change	-7.9 %	-1.1 %

Footfall by location

Counting By Location - Main Locations Only



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.