



### Eastleigh BID

Week 43, 2018

22/10/2018 to 28/10/2018



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 %	▲ 0.3 %	▼ -5.4 %	▼ -4.9 %	▼ -0.1 %	▲ 4.9 %
South East	▼ -4.1 %	▲ 0.2 %	▼ -8.7 %	▲ 1.4 %	▲ 2.5 %	▲ 9.4 %
High Street Index - BDSU (BDSU - Multifunctional)			▼ -5.4 %		▲ 0.7 %	
UK	▼ -2.5 %	▼ -0.9 %	▼ -4.8 %	▼ -1.4 %	▲ 2.0 %	▲ 10.0 %

### Headlines

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

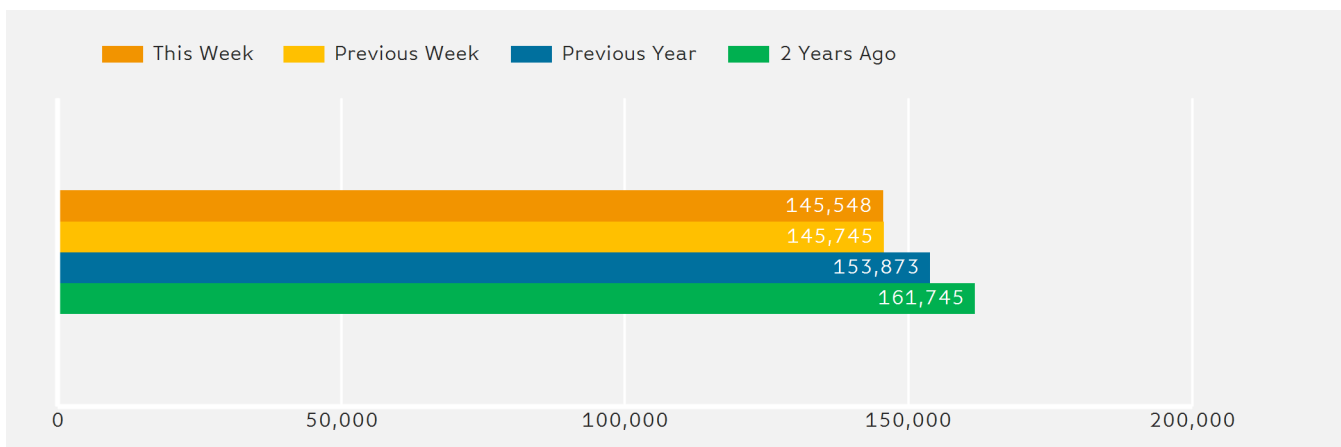
Footfall for the year to date is 2.8% down on the previous year.

The number of visitors counted for week commencing 22 October 2018 was 145,548.

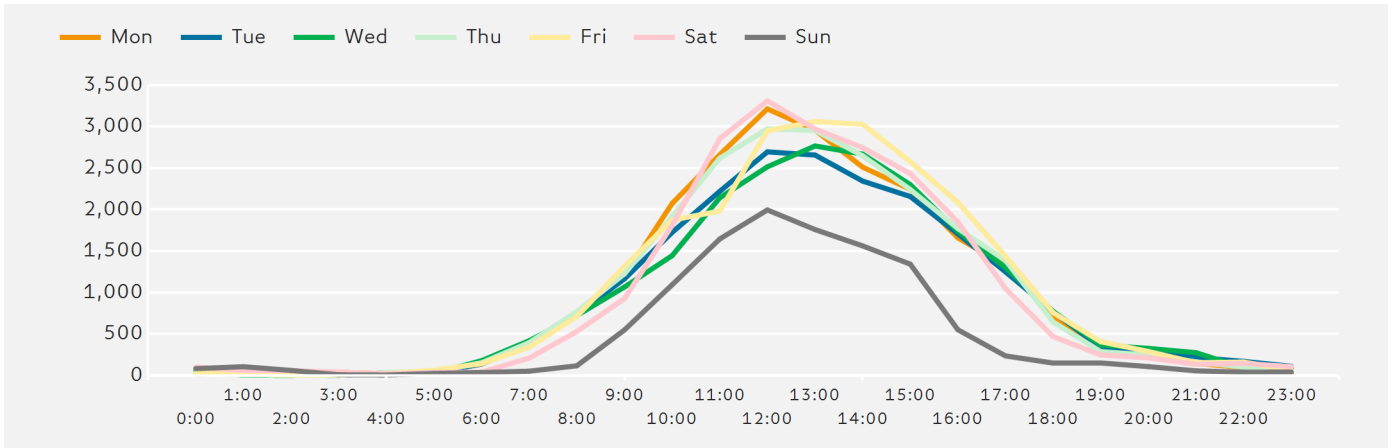
The busiest day in week commencing 22 October 2018 was Friday with 23,484 visitors.

The peak hour of the week was 12:00 on Saturday 27 October 2018 with footfall of 3,310

### Footfall by Week



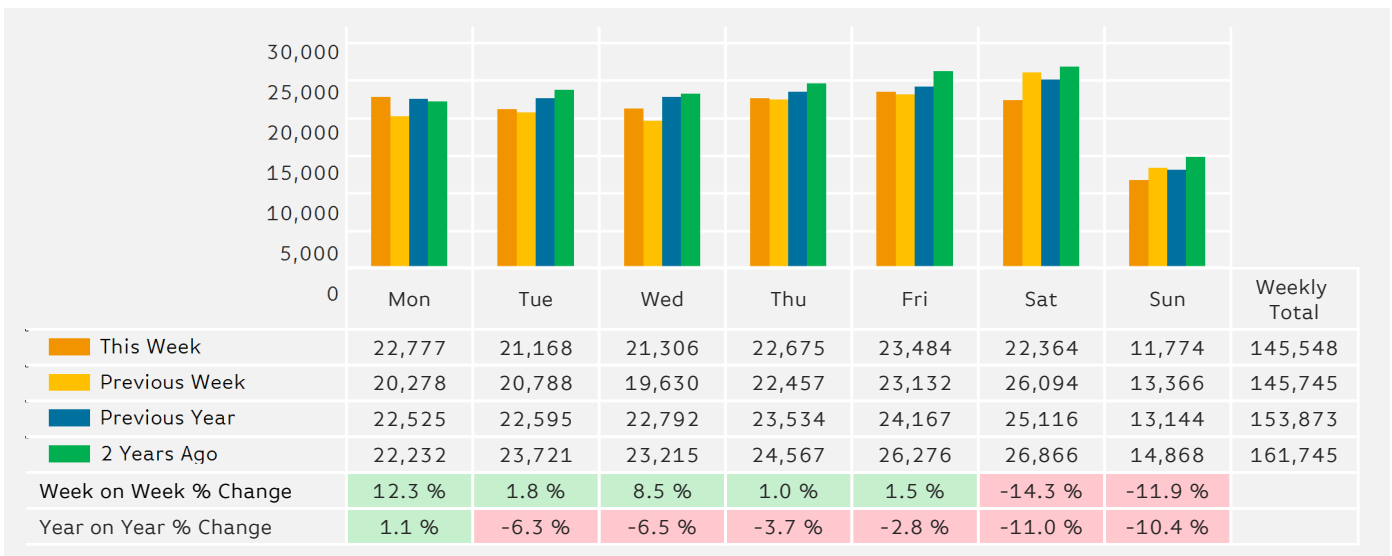
### Footfall by Hour



### Weather

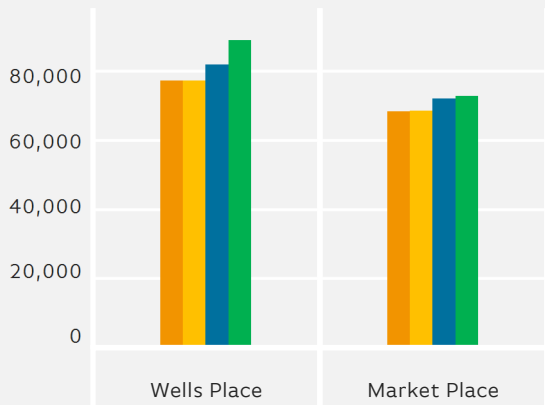
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	18	18	10	11	8	11
Previous Week	16	FOG 19	14	16	17	18	19
Previous Year	17	17	18	18	13	16	14

### Footfall by Day



### Footfall by Location

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



	Wells Place	Market Place
This Week	77,225	68,323
Previous Week	77,174	68,571
Previous Year	81,850	72,023
2 Years Ago	88,885	72,860
Week on Week % Change	0.1 %	-0.4 %
Year on Year % Change	-5.7 %	-5.1 %

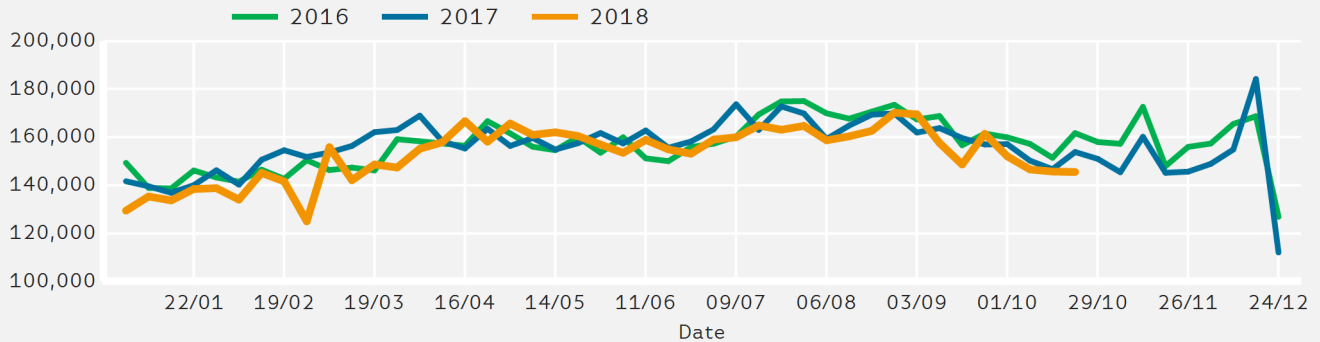
### Footfall by location

Counting By Location - Main Locations Only



■ Wells Place, 53.1 %  
■ Market Place, 46.9 %

### 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 43, 2018 Vs Week 1, 2017 to Week 43, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 43, 2018 Vs Week 43, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 43 2018 Vs Week 42 2018