



**Eastleigh BID**

Week 46, 2017

13/11/2017 to 19/11/2017



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	▼ -0.1 %	▲ 0.5 %	▼ -7.2 %	▲ 7.6 %	▲ 10.1 %	▲ 9.8 %
South East	▲ 0.3 %	▼ -3.1 %	▲ 1.4 %	▼ -3.9 %	▲ 0.9 %	▲ 2.6 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 2.9 %	▼ -1.5 %	▲ 3.1 %	▲ 0.3 %

**Headlines**

The change in footfall for Eastleigh BID over the last 52 weeks is 0.3% down on the previous year.

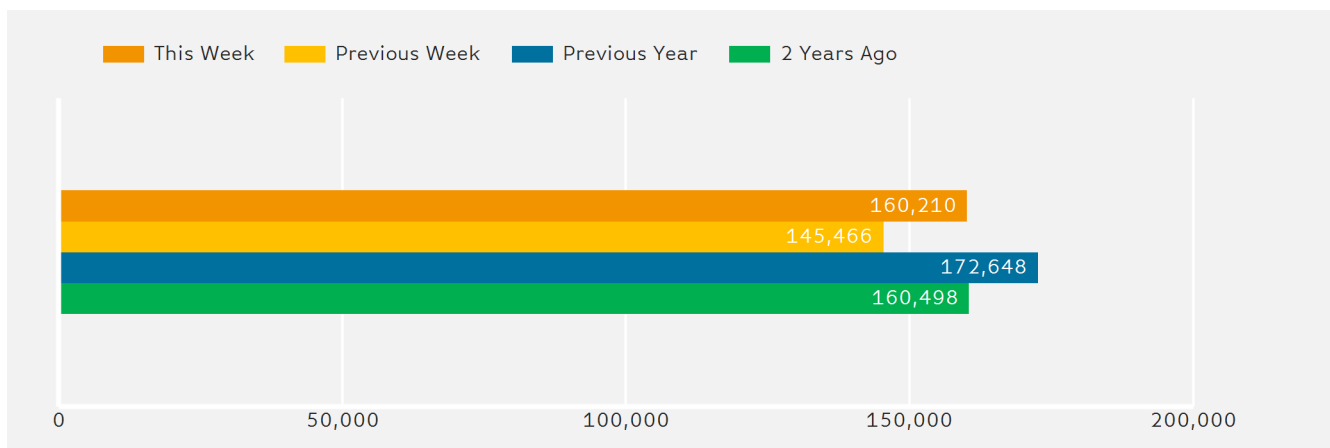
Footfall for the year to date is 0.1% down on the previous year.

The number of visitors counted for week commencing 13 November 2017 was 160,210.

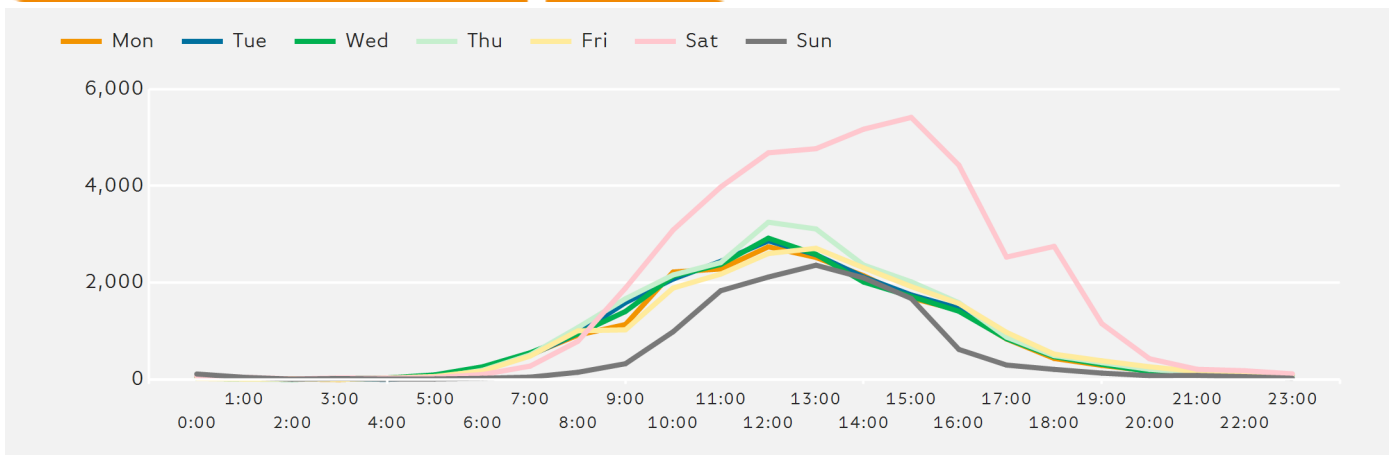
The busiest day in week commencing 13 November 2017 was Saturday with 42,193 visitors.

The peak hour of the week was 15:00 on Saturday with footfall of 5,414

**Footfall by Week**



### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	12	13	13	10	12	9
Previous Week	12	12	11	14	12	13	8
Previous Year	12	15	13	12	6	8	7

### Footfall by Day

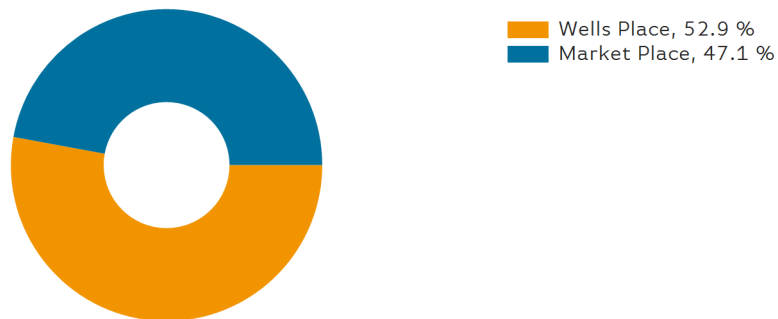
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	20,020	20,792	20,652	22,673	20,549	42,193	13,331	160,210
Previous Week	18,927	20,239	19,060	22,664	22,199	27,221	15,156	145,466
Previous Year	22,748	23,308	23,537	23,445	22,886	41,722	15,002	172,648
2 Years Ago	21,843	19,500	20,786	21,849	23,236	40,576	12,708	160,498
Week on Week % Change	5.8 %	2.7 %	8.4 %	0.0 %	-7.4 %	55.0 %	-12.0 %	10.1 %
Year on Year % Change	-12.0 %	-10.8 %	-12.3 %	-3.3 %	-10.2 %	1.1 %	-11.1 %	-7.2 %

### Footfall by Location

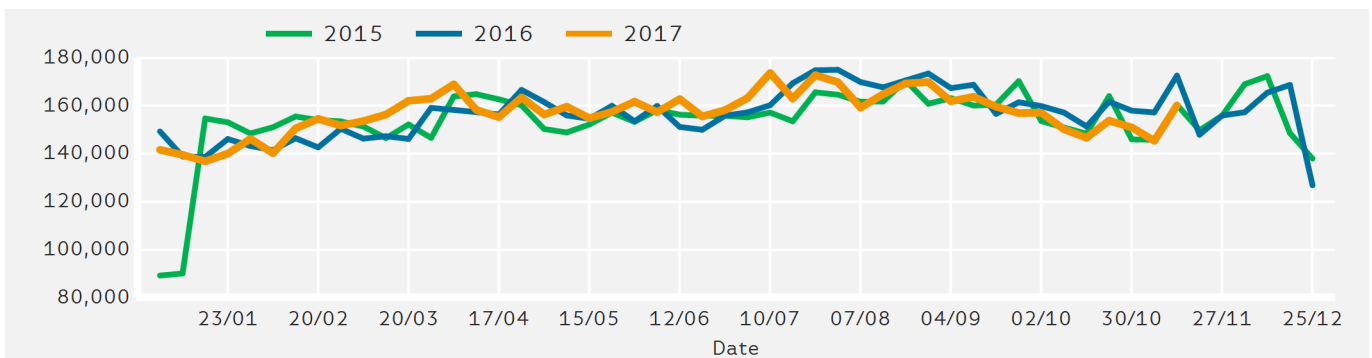


### Footfall by location

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.