



### Eastleigh BID

Week 48, 2017

27/11/2017 to 03/12/2017



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 %	▲ 0.5 %	▼ -6.6 %	▲ 0.0 %	▲ 0.3 %	▲ 5.4 %
South East	▲ 0.2 %	▼ -3.1 %	▼ -2.9 %	▼ -5.6 %	▼ -3.1 %	▲ 0.5 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.6 %	▼ -1.2 %	▲ 0.6 %	▲ 2.9 %

#### Headlines

The change in footfall for Eastleigh BID over the last 52 weeks is 0.4% down on the previous year.

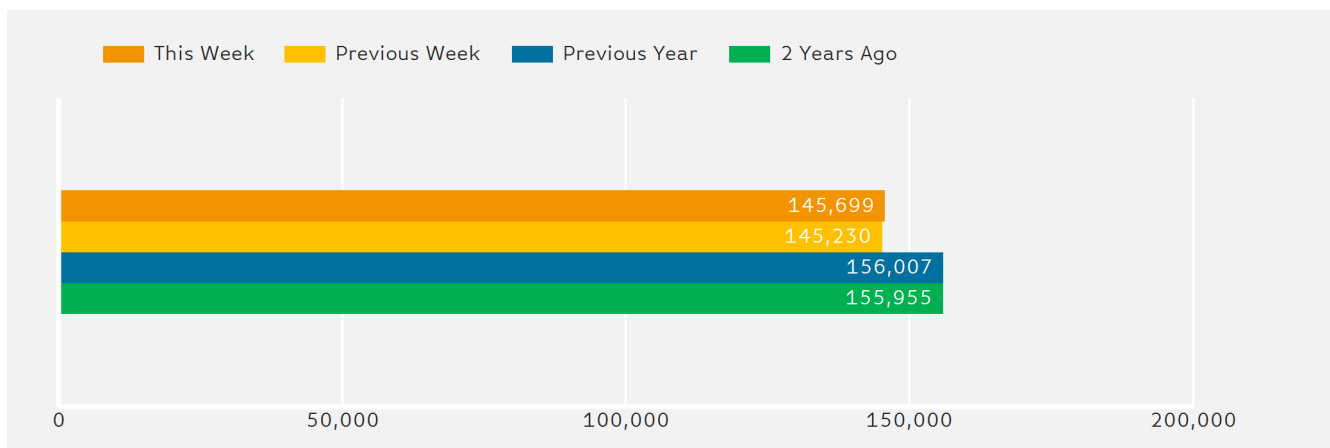
Footfall for the year to date is 0.3% down on the previous year.

The number of visitors counted for week commencing 27 November 2017 was 145,699.

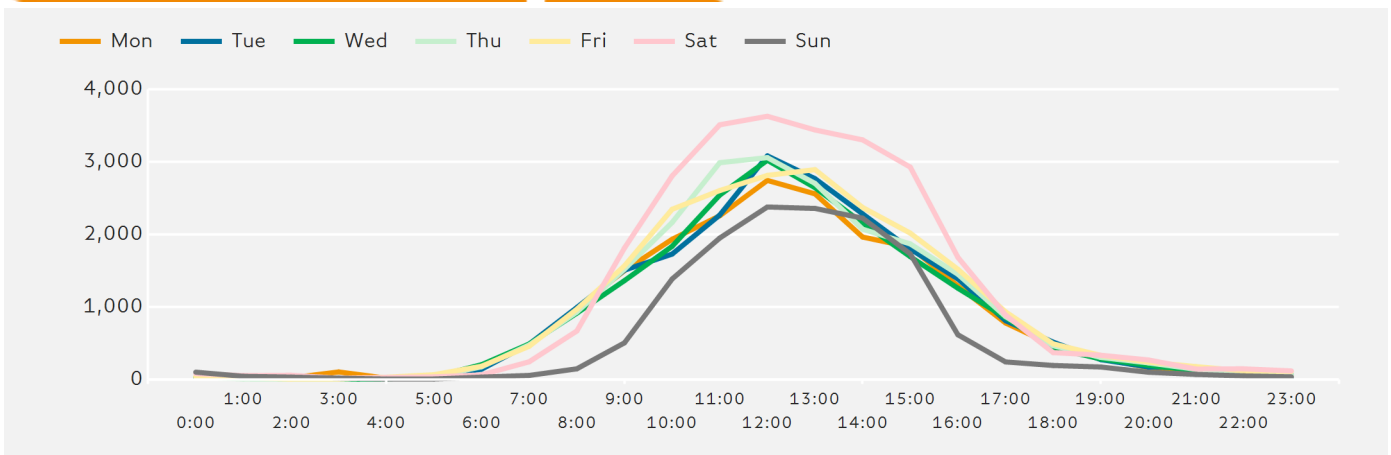
The busiest day in week commencing 27 November 2017 was Saturday with 26,615 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,625

#### Footfall by Week



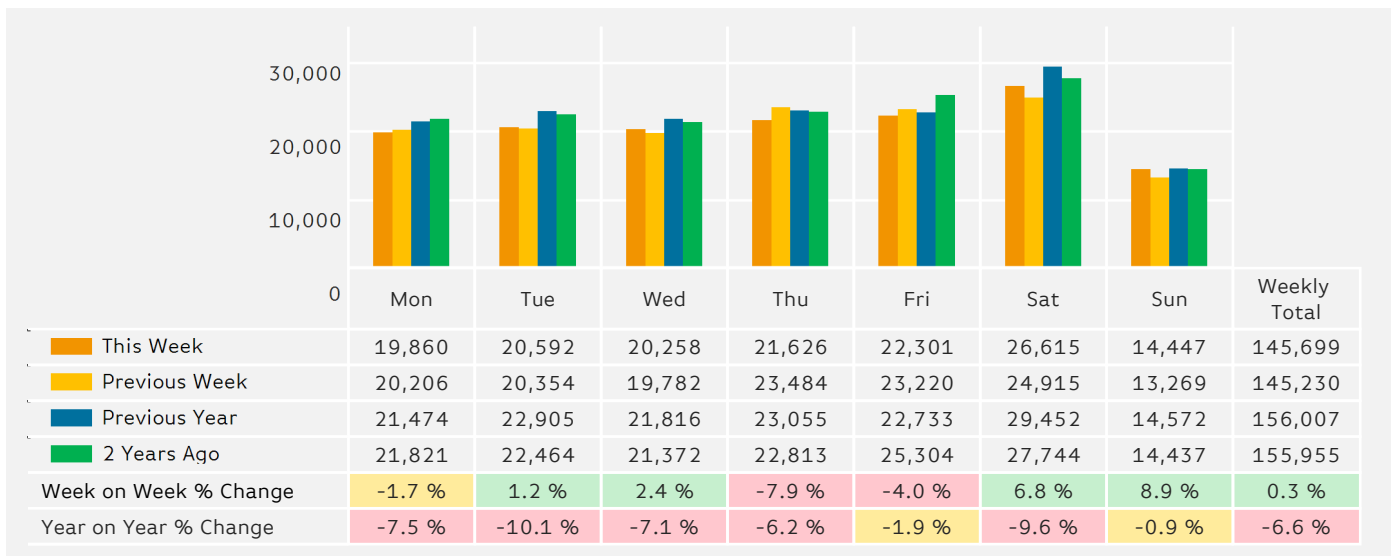
### Footfall by Hour



### Weather

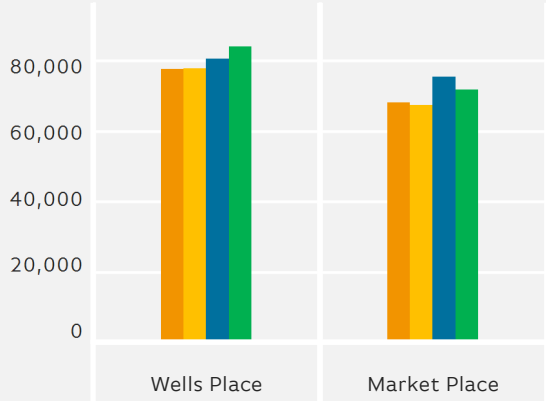
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	7	6	4	6	6	10
Previous Week	13	13	16	12	9	7	8
Previous Year	8	5	7	6	7	8	6

### Footfall by Day



### Footfall by Location

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



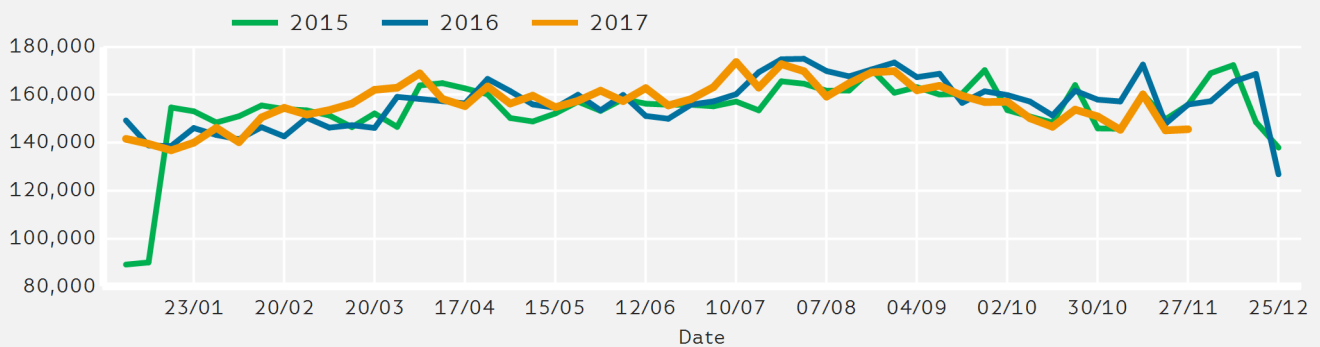
	Wells Place	Market Place
This Week	77,600	68,099
Previous Week	77,870	67,360
Previous Year	80,552	75,455
2 Years Ago	84,119	71,836
Week on Week % Change	-0.3 %	1.1 %
Year on Year % Change	-3.7 %	-9.7 %

### 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.