



Boscombe Town Centre

Week 5, 2018

29/01/2018 to 04/02/2018



REGION - South West

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	
	2018	2017	2018	2017	2018	2017
Boscombe Town Centre	▼ -4.3 %	▼ -26.4 %	▼ -1.3 %	▼ -27.0 %	▲ 4.2 %	▲ 5.4 %
Sovereign Shopping Centre, Boscombe	▼ -12.0 %	▼ -9.8 %	▼ -9.8 %	▼ -10.5 %	▲ 2.4 %	▲ 2.3 %
South West	▼ -3.5 %	▼ -2.2 %	▲ 1.9 %	▼ -4.8 %	▲ 1.8 %	▲ 0.7 %
UK	▼ -2.7 %	▼ -0.8 %	▼ -1.9 %	▲ 1.1 %	▼ -0.6 %	▲ 1.8 %

Headlines

The change in footfall for Boscombe Town Centre over the last 52 weeks is 15.8% down on the previous year.

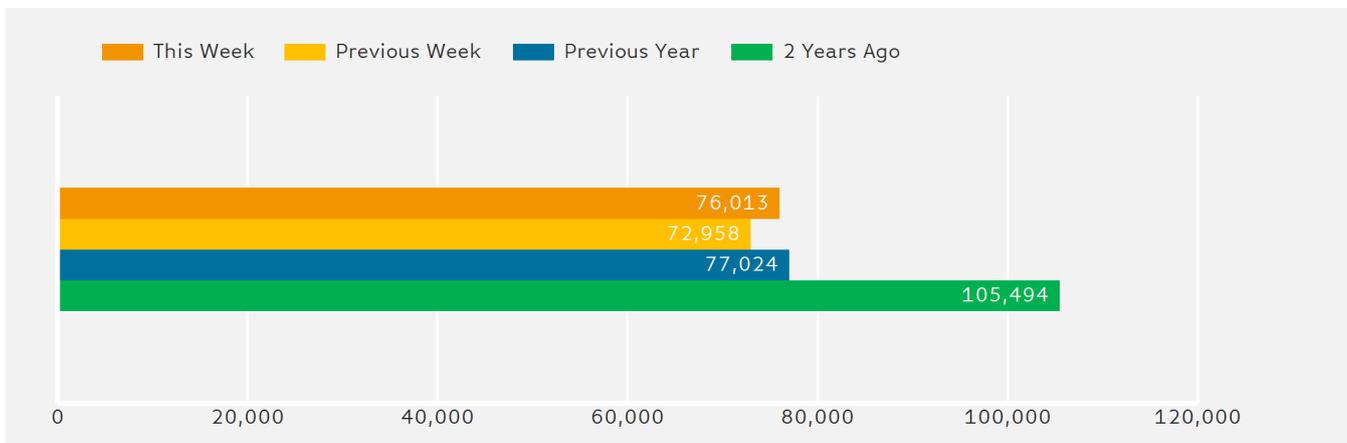
Footfall for the year to date is 4.3% down on the previous year.

The number of visitors counted for week commencing 29 January 2018 was 76,013.

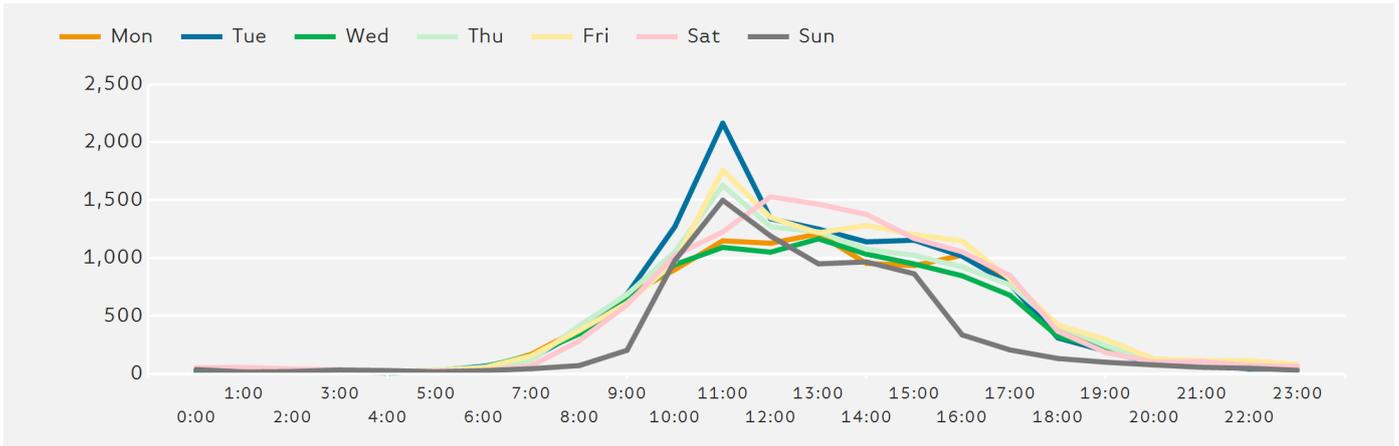
The busiest day in week commencing 29 January 2018 was Friday with 12,280 visitors.

The peak hour of the week was 11:00 on Tuesday with footfall of 2,165

Footfall by Week



Footfall by Hour



Weather

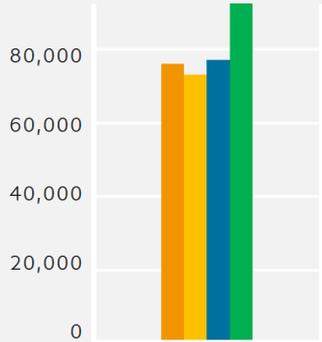
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	9	9	8	8	6	6
Previous Week	10	12	12	9	8	11	12
Previous Year	9	11	10	11	9	8	7

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	10,406	12,258	9,968	11,346	12,280	11,805	7,950	76,013
Previous Week	11,116	9,388	8,124	12,094	12,524	11,544	8,168	72,958
Previous Year	10,254	10,499	11,204	10,534	9,998	16,869	7,666	77,024
2 Years Ago	14,762	14,755	14,013	17,528	14,430	19,628	10,378	105,494
Week on Week % Change	-6.4 %	30.6 %	22.7 %	-6.2 %	-1.9 %	2.3 %	-2.7 %	4.2 %
Year on Year % Change	1.5 %	16.8 %	-11.0 %	7.7 %	22.8 %	-30.0 %	3.7 %	-1.3 %

Footfall by Location

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



Christchurch Road

This Week	76,013
Previous Week	72,958
Previous Year	77,024
2 Years Ago	105,494
Week on Week % Change	4.2 %
Year on Year % Change	-1.3 %

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 5, 2018 Vs Week 1, 2017 to Week 5, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 5, 2018 Vs Week 5, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 5 2018 Vs Week 4 2018