Southbourne Town Centre

Week 52, 2017

25/12/2017 to 31/12/2017

Monday to Sunday

REGION - South West

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
Southbourne Town Centre	▼ -0.7 %	▼ -0.7 %	▼ -14.3 %	▼ -15.5 %	▼ -34.8 %	▼ -17.2 %
South West	▼ -2.3 %	▼ -0.4 %	▼ -16.3 %	▲ 5.2 %	▼ -29.2 %	▼ -6.9 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -10.3 %	▲ 4.9 %	▼ -29.0 %	▼ -5.6 %

Headlines

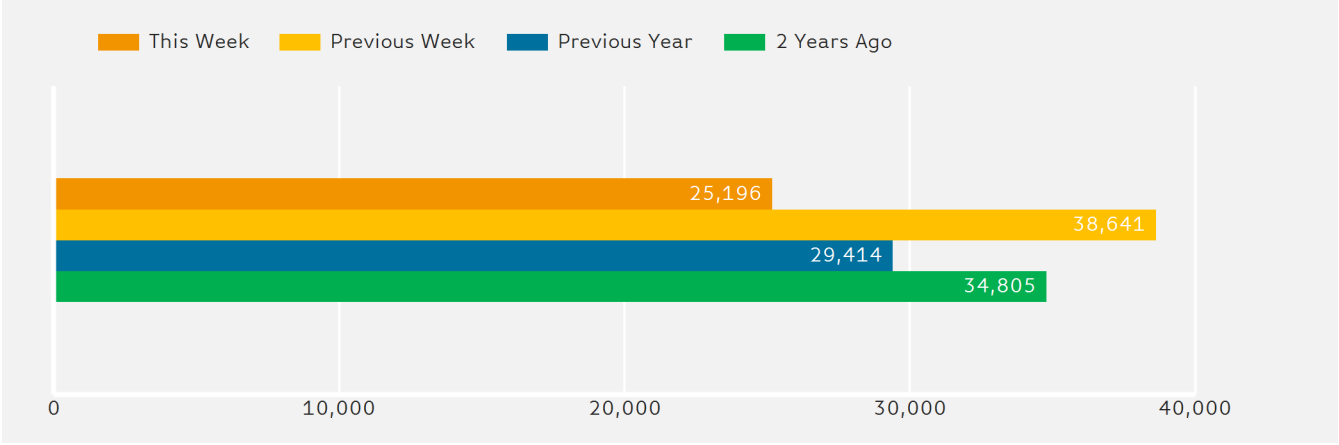
Footfall for the year to date is 0.7% down on the previous year.

The number of visitors counted for week commencing 25 December 2017 was 25,196.

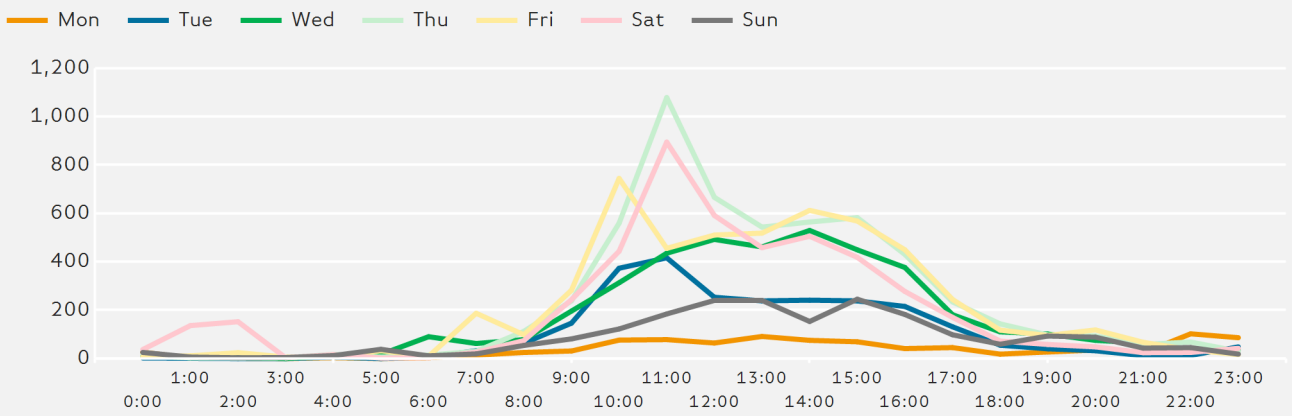
The busiest day in week commencing 25 December 2017 was Thursday with 5,582 visitors.

The peak hour of the week was 11:00 on Thursday with footfall of 1,078

Footfall by Week



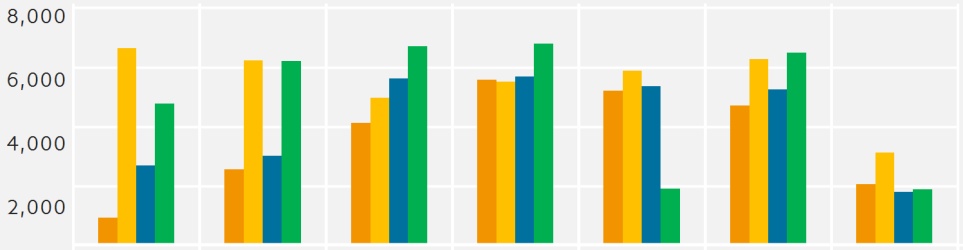
Footfall by Hour



Weather

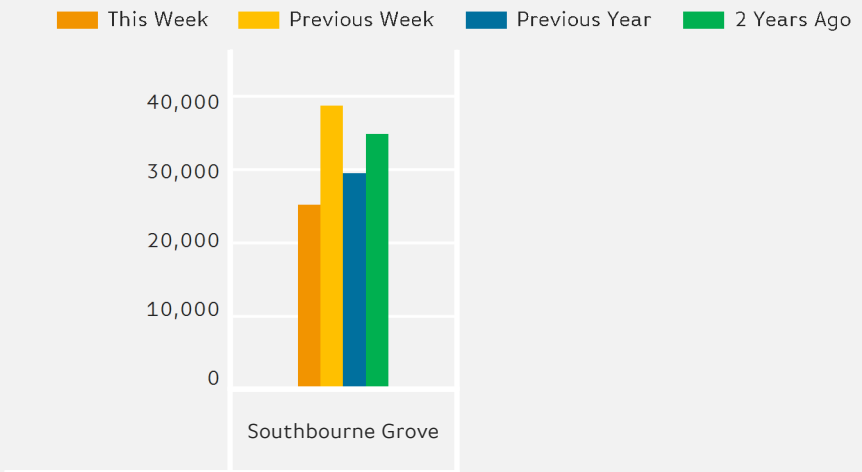
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	8	5	6	8	13	12
Previous Week	7	10	12	11	12	11	11
Previous Year	12	5	10	11	FOG 5	9	10

Footfall by Day



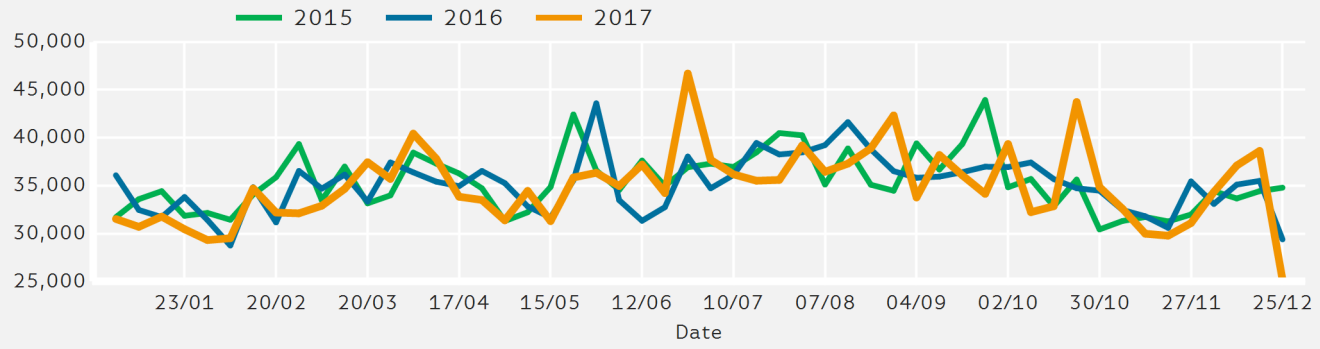
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	935	2,560	4,127	5,582	5,212	4,717	2,063	25,196
Previous Week	6,649	6,233	4,973	5,516	5,871	6,264	3,135	38,641
Previous Year	2,686	3,008	5,630	5,695	5,351	5,245	1,799	29,414
2 Years Ago	4,784	6,210	6,714	6,800	1,912	6,498	1,887	34,805
Week on Week % Change	-85.9 %	-58.9 %	-17.0 %	1.2 %	-11.2 %	-24.7 %	-34.2 %	-34.8 %
Year on Year % Change	-65.2 %	-14.9 %	-26.7 %	-2.0 %	-2.6 %	-10.1 %	14.7 %	-14.3 %

Footfall by Location



	Southbourne Grove
This Week	25,196
Previous Week	38,641
Previous Year	29,414
2 Years Ago	34,805
Week on Week % Change	-34.8 %
Year on Year % Change	-14.3 %

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.