



## Southbourne Town Centre

Week 4, 2018

22/01/2018 to 28/01/2018



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
Southbourne Town Centre	▼ -0.4 %	▼ -7.2 %	▲ 4.8 %	▼ -9.9 %	▼ -2.5 %	▼ -4.2 %
South West	▼ -4.9 %	▼ -1.6 %	▲ 0.2 %	▼ -5.0 %	▲ 7.1 %	▼ -4.3 %
UK	▼ -2.9 %	▼ -1.3 %	▼ -0.4 %	▼ -2.5 %	▲ 5.6 %	▼ -2.9 %

### Headlines

The change in footfall for Southbourne Town Centre over the last 52 weeks is 0.2% down on the previous year.

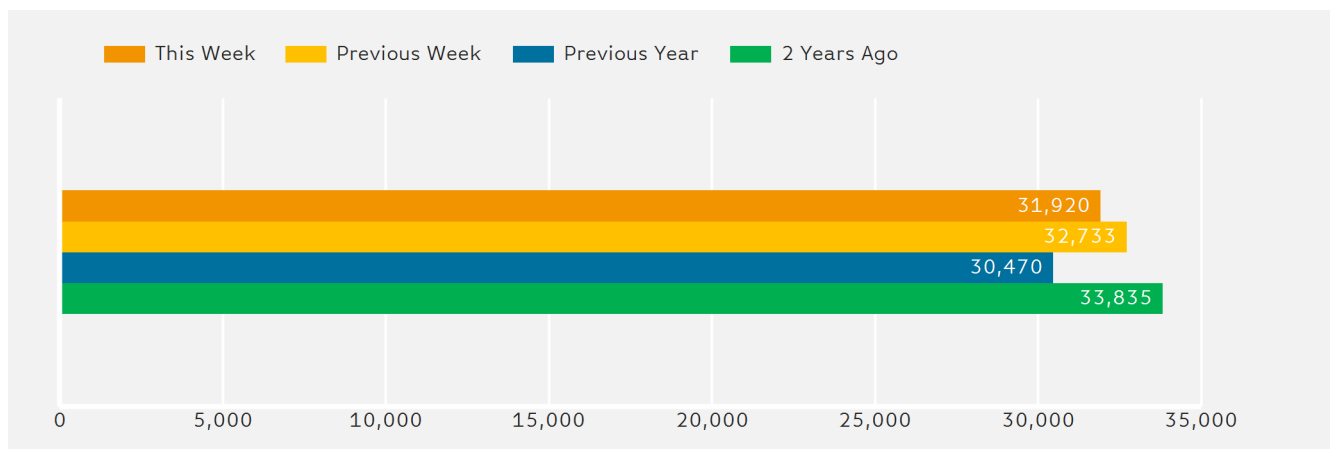
Footfall for the year to date is 0.4% down on the previous year.

The number of visitors counted for week commencing 22 January 2018 was 31,920.

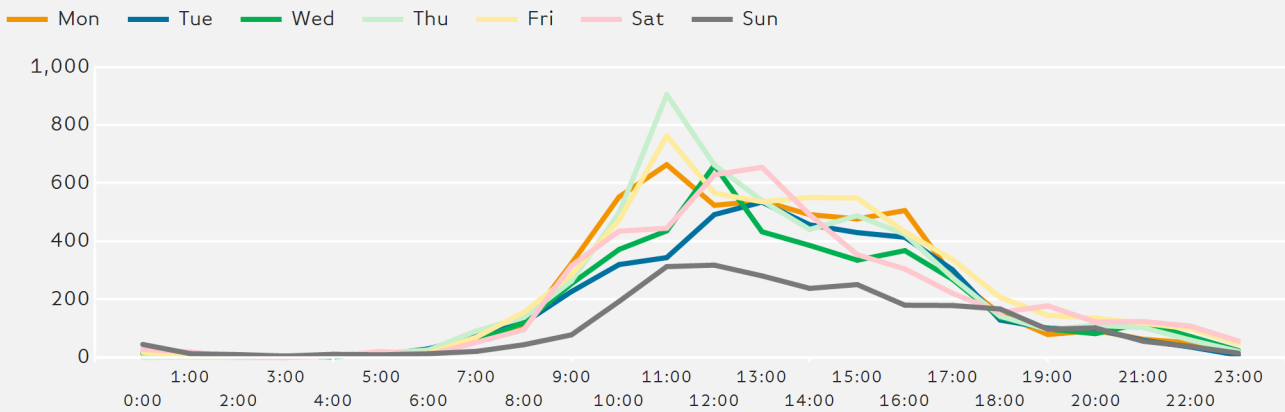
The busiest day in week commencing 22 January 2018 was Friday with 5,531 visitors.

The peak hour of the week was 11:00 on Thursday with footfall of 905



















### Footfall by Week



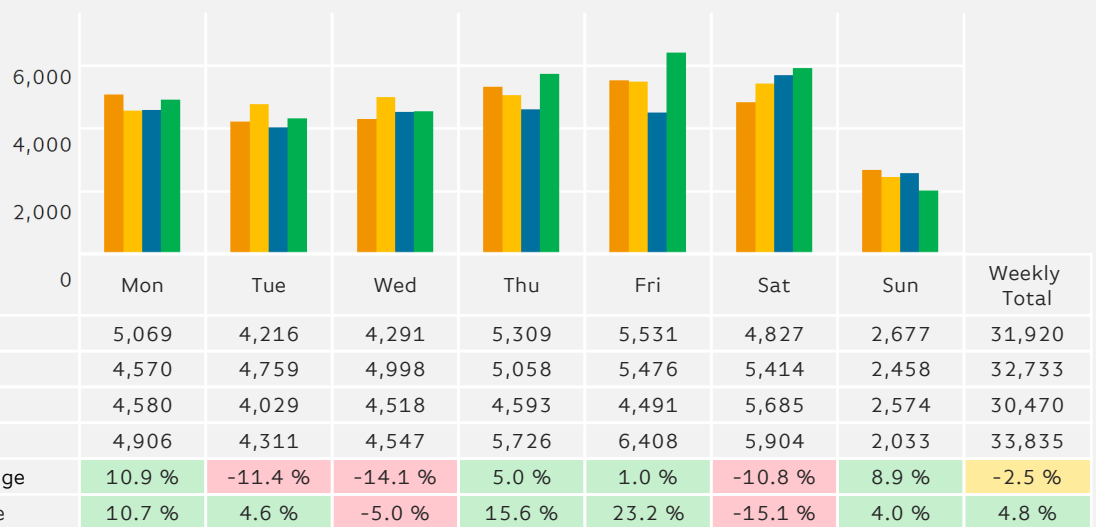
## Footfall by Hour



## Weather

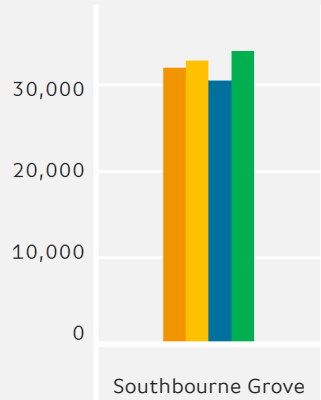
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 10	 12	 12	 9	 8	 12	 12
Previous Week	 11	 7	 7	 8	 7	 8	 12
Previous Year	FOG 2	FOG 2	FOG 8	 4	 8	 10	 11

## Footfall by Day



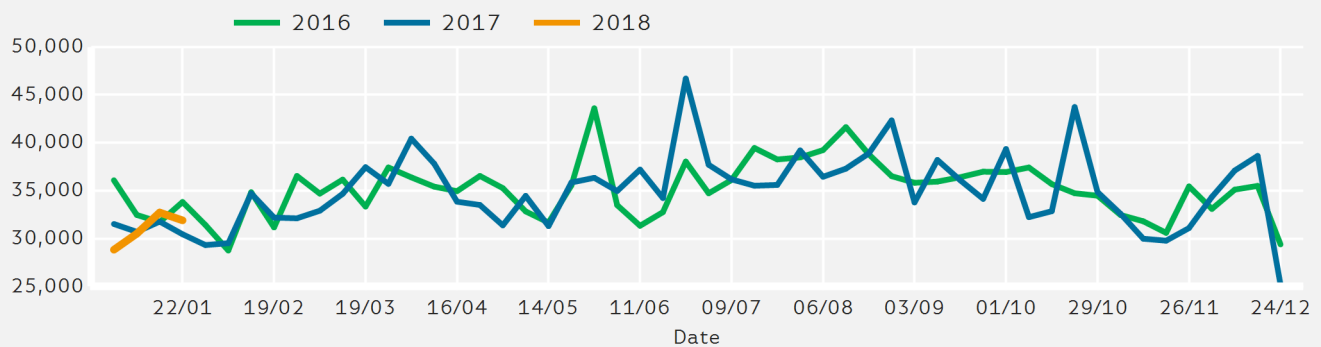
## Footfall by Location

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



This Week	31,920
Previous Week	32,733
Previous Year	30,470
2 Years Ago	33,835
Week on Week % Change	-2.5 %
Year on Year % Change	4.8 %

## 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 4, 2018 Vs Week 1, 2017 to Week 4, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 4, 2018 Vs Week 4, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 4 2018 Vs Week 3 2018