Westbourne Town Centre

Week 2, 2018

08/01/2018 to 14/01/2018

Monday to Sunday

springboard

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	
	2018	2017	2018	2017	2018	2017
Westbourne Town Centre	▲ 5.8 %	▼ -6.1 %	▲ 5.4 %	▼ -2.6 %	▲ 2.0 %	▲ 2.8 %
South West	▼ -6.2 %	▲ 0.1 %	▼ -4.0 %	▼ -1.0 %	▼ -1.8 %	▼ -4.7 %
UK	▼ -3.1 %	▼ -1.9 %	▼ -1.5 %	▼ -3.9 %	▲ 1.4 %	▼ -3.2 %

Headlines

The change in footfall for Westbourne Town Centre over the last 52 weeks is 1.9% up on the previous year.
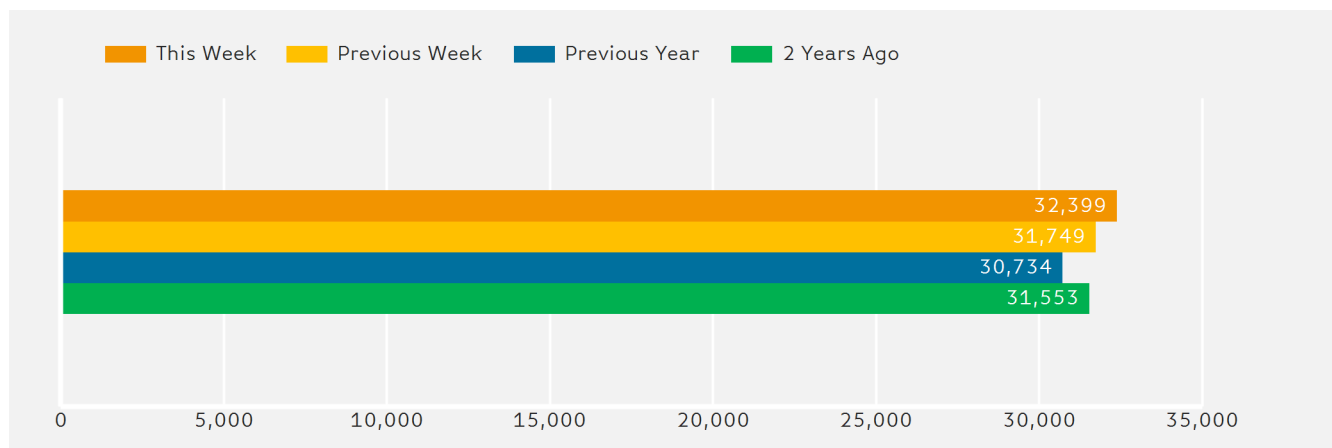
Footfall for the year to date is 5.8% up on the previous year.

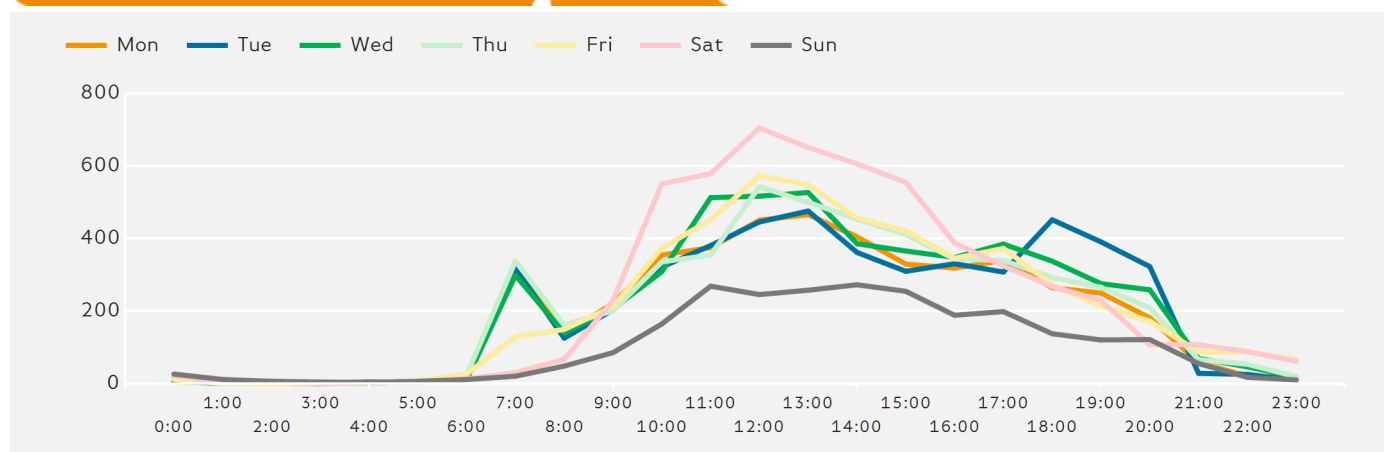The number of visitors counted for week commencing 8 January 2018 was 32,399.

The busiest day in week commencing 8 January 2018 was Saturday with 5,588 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 704

Footfall by Week

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

	Value
This Week	32,399
Previous Week	31,749
Previous Year	30,734
2 Years Ago	31,553

(0 — 5,000 — 10,000 — 15,000 — 20,000 — 25,000 — 30,000 — 35,000)

Footfall by Hour

Legend: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	8	9	7	9	8	7
Previous Week	8	12	10	11	9	6	6
Previous Year	10	10	12	8	6	9	10

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	4,531	4,853	5,012	4,916	4,973	5,588	2,526	32,399
Previous Week	2,529	4,753	4,965	4,745	5,516	5,964	3,277	31,749
Previous Year	4,501	4,621	4,707	4,068	5,224	5,232	2,381	30,734
2 Years Ago	4,725	4,296	4,316	4,739	5,371	5,714	2,392	31,553
Week on Week % Change	79.2 %	2.1 %	0.9 %	3.6 %	-9.8 %	-6.3 %	-22.9 %	2.0 %
Year on Year % Change	0.7 %	5.0 %	6.5 %	20.8 %	-4.8 %	6.8 %	6.1 %	5.4 %

Footfall by Location

Legend: This Week · Previous Week · Previous Year · 2 Years Ago
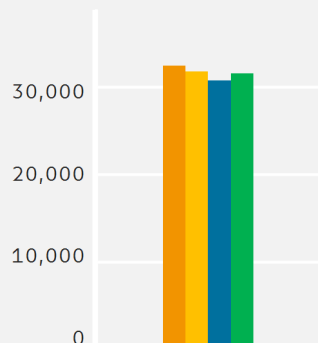
	Poole Road
This Week	32,399
Previous Week	31,749
Previous Year	30,734
2 Years Ago	31,553
Week on Week % Change	2.0 %
Year on Year % Change	5.4 %

Footfall by Week

Legend: 2016 · 2017 · 2018
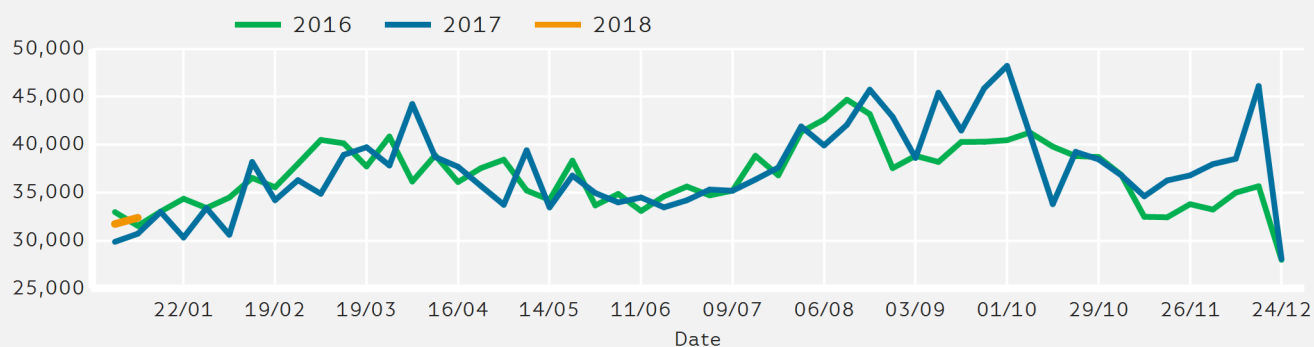
Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
Week on Week % Change is the % change in footfall for this week from the previous week.