



## Westbourne Town Centre

Week 52, 2017

25/12/2017 to 31/12/2017



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	
	2017	2016	2017	2016	2017	2016
Westbourne Town Centre	▲ 1.5 %	▼ -3.6 %	▲ 0.4 %	▼ -5.1 %	▼ -39.1 %	▼ -21.5 %
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

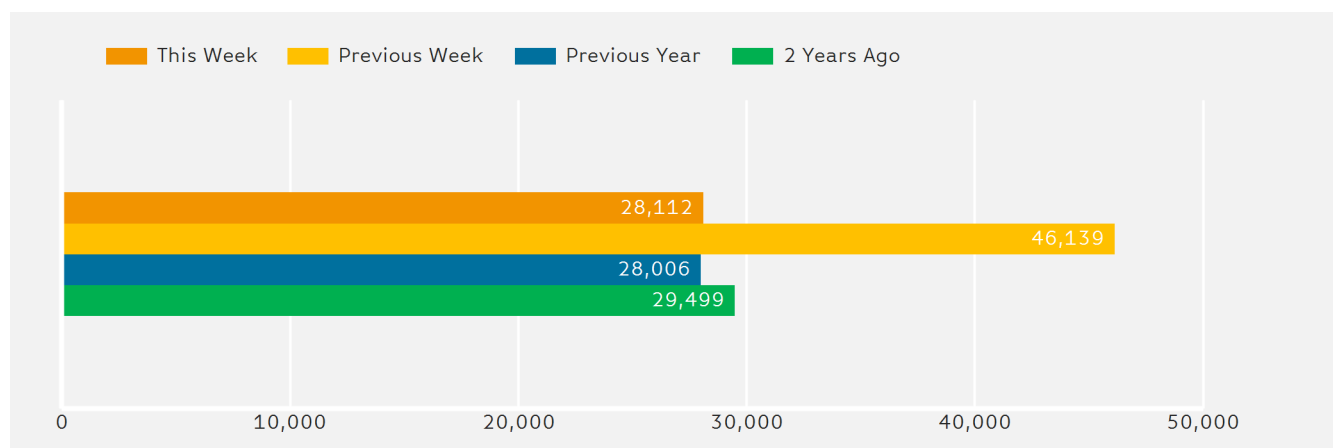
Footfall for the year to date is 1.5% up on the previous year.

The number of visitors counted for week commencing 25 December 2017 was 28,112.

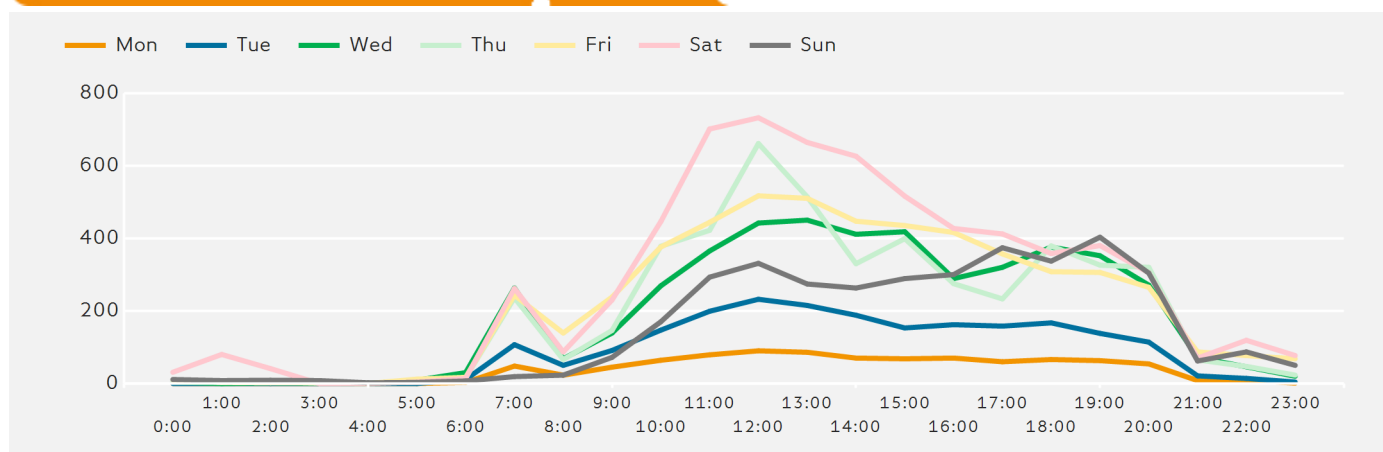
The busiest day in week commencing 25 December 2017 was Saturday with 6,582 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 732





















### Footfall by Week



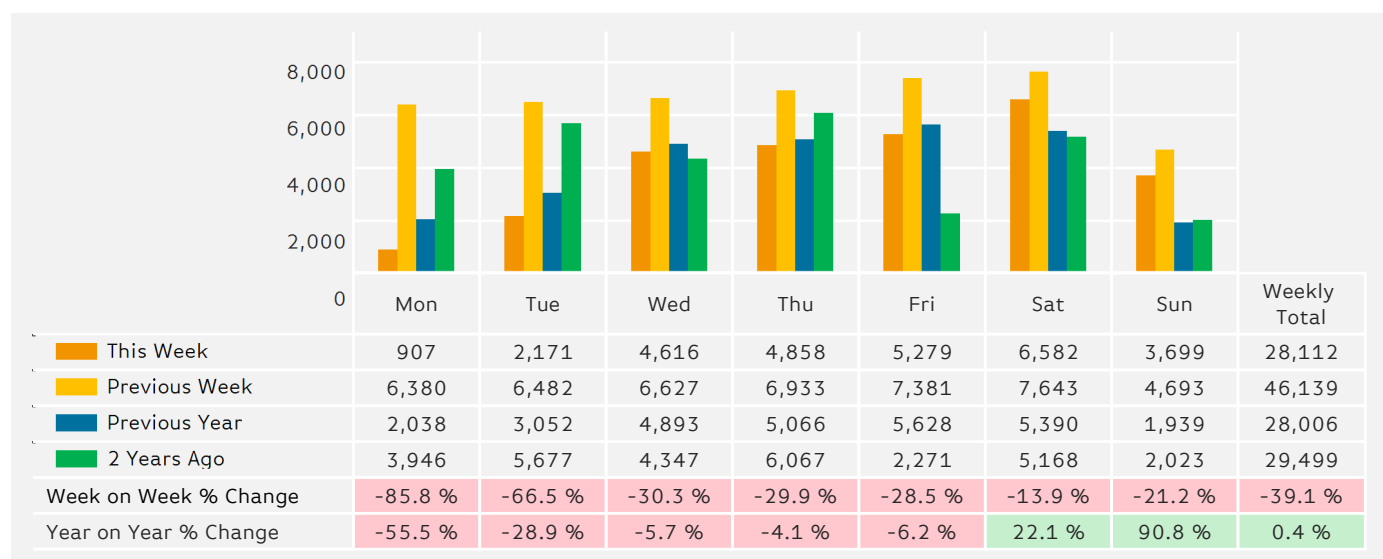
## Footfall by Hour



## Weather

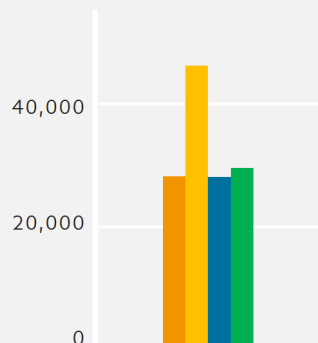
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 8	 5	 6	 8	 13	 12
Previous Week	 7	 10	 12	 11	 12	 11	 11
Previous Year	 12	 5	 10	 11	FOG 5	 9	 10

## Footfall by Day



## Footfall by Location

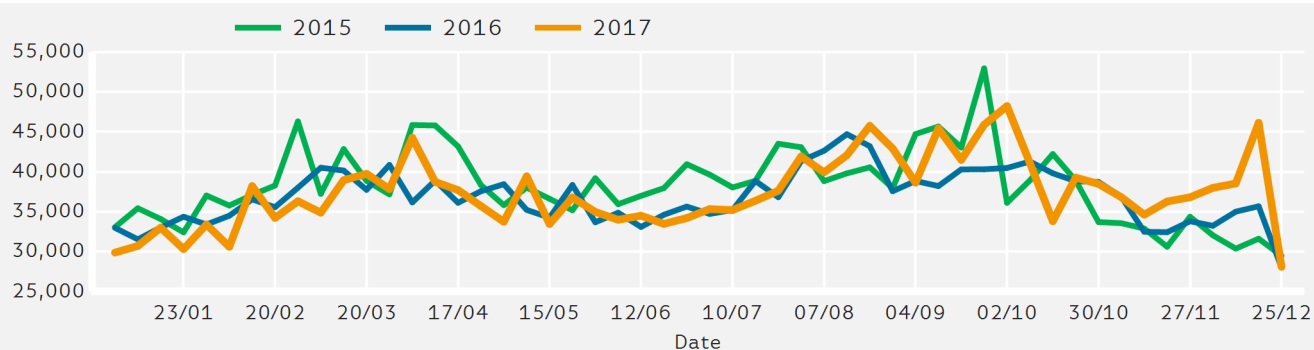
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	28,112
Previous Week	46,139
Previous Year	28,006
2 Years Ago	29,499
Week on Week % Change	-39.1 %
Year on Year % Change	0.4 %

## 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.