



Boscombe Town Centre

Week 15, 2018

09/04/2018 to 15/04/2018



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	▼ -10.1 %	▼ -20.7 %	▼ -17.2 %	▼ -15.3 %	▼ -1.3 %	▼ -2.4 %
Sovereign Shopping Centre, Boscombe	▼ -13.8 %	▼ -8.4 %	▼ -13.7 %	▼ -3.4 %	▼ -4.3 %	▼ -4.1 %
South West	▼ -4.9 %	▼ -1.7 %	▼ -8.8 %	▲ 2.0 %	▼ -3.1 %	▼ -2.4 %
UK	▼ -5.5 %	▲ 0.5 %	▼ -6.3 %	▲ 2.8 %	▼ -0.3 %	▼ -4.4 %

Headlines

The change in footfall for Boscombe Town Centre over the last 52 weeks is 14.9% down on the previous year.

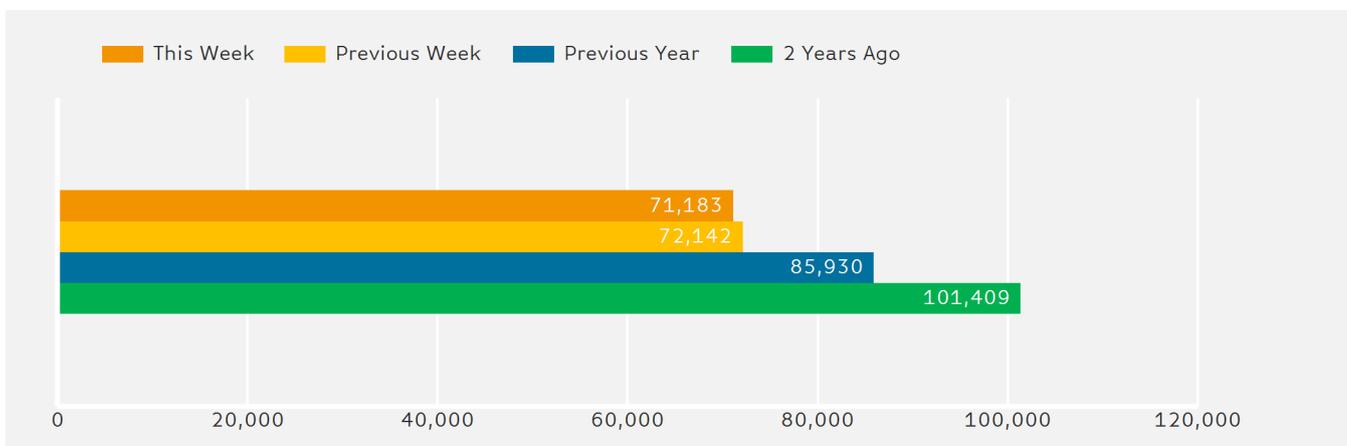
Footfall for the year to date is 10.1% down on the previous year.

The number of visitors counted for week commencing 9 April 2018 was 71,183.

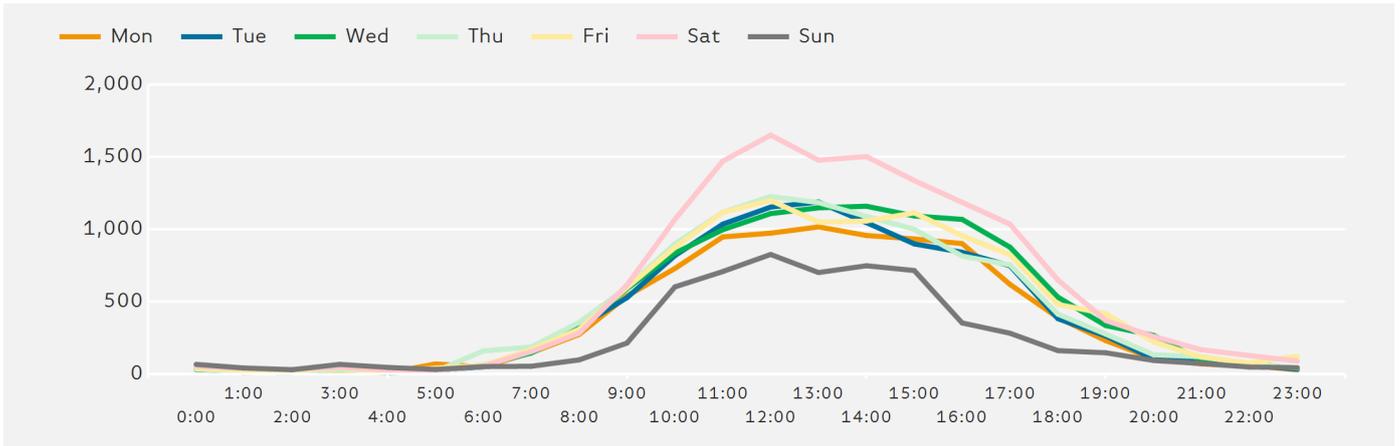
The busiest day in week commencing 9 April 2018 was Saturday with 13,694 visitors.

The peak hour of the week was 12:00 on Saturday 14 April 2018 with footfall of 1,649

Footfall by Week



Footfall by Hour



Weather

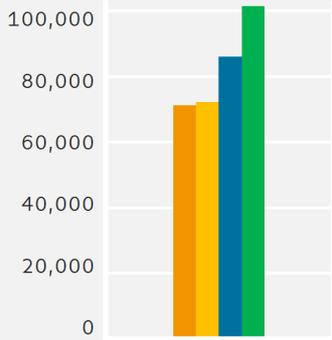
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	13	14	15	13	14	12
Previous Week	12	12	10	11	11	13	11
Previous Year	14	14	14	12	13	13	14

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	9,114	9,857	10,843	10,562	10,931	13,694	6,182	71,183
Previous Week	8,129	11,186	9,032	12,185	11,921	13,074	6,615	72,142
Previous Year	13,079	12,476	12,208	14,604	12,194	16,233	5,136	85,930
2 Years Ago	13,377	14,714	14,659	17,214	11,710	20,038	9,697	101,409
Week on Week % Change	12.1 %	-11.9 %	20.1 %	-13.3 %	-8.3 %	4.7 %	-6.5 %	-1.3 %
Year on Year % Change	-30.3 %	-21.0 %	-11.2 %	-27.7 %	-10.4 %	-15.6 %	20.4 %	-17.2 %

Footfall by Location

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



Christchurch Road

This Week	71,183
Previous Week	72,142
Previous Year	85,930
2 Years Ago	101,409
Week on Week % Change	-1.3 %
Year on Year % Change	-17.2 %

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 15, 2018 Vs Week 1, 2017 to Week 15, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2018 Vs Week 15, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2018 Vs Week 14 2018