

Boscombe Town Centre

Week 6, 2018 05/02/2018 to 11/02/2018

Monday to Sunday



REGION - South West

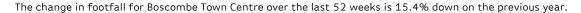
COUNT TYPE: Footfall Counts

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				
	2018		2017		2018		2017		2018		2017	
Boscombe Town Centre	•	-4.4 %	•	-26.4 %	•	-5.0 %	•	-26.7 %	•	-5.5 %	•	-1.9 %
Sovereign Shopping Centre, Boscombe	•	-12.2 %	•	-11.1 %	•	-13.3 %	•	-17.1 %	•	-10.5 %	•	-6.9 %
South West	•	-3.4 %	•	-2.8 %	•	-2.9 %	•	-5.9 %	•	-0.3 %	A	2.4 %
UK	•	-2.3 %	•	-1.7 %		0.0 %	•	-6.1 %	•	-1.8 %	•	-3.5 %

Headlines



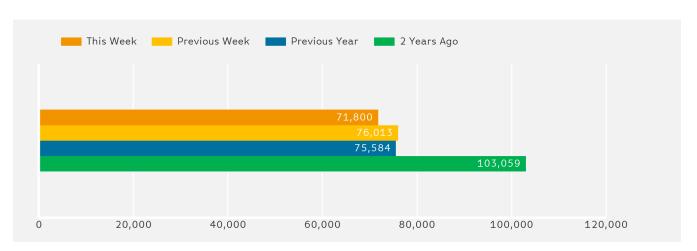
Footfall for the year to date is 4.4% down on the previous year.

The number of visitors counted for week commencing 5 February 2018 was 71,800.

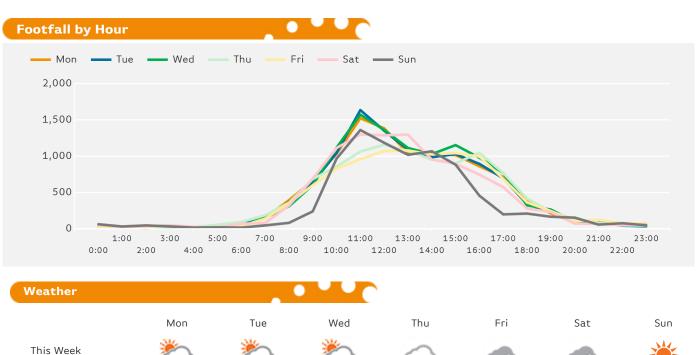
The busiest day in week commencing 5 February 2018 was Wednesday with 11,142 visitors.

The peak hour of the week was 11:00 on Tuesday with footfall of 1,634





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Footfall by Day 20,000 15,000 10,000 5,000 Weekly 0 Mon Tue Wed Thu Fri Sat Sun Total This Week 10,859 10,887 11,142 10,284 9,932 10,269 8,427 71,800 Previous Week 10,406 12,258 9,968 11,346 12,280 11,805 7,950 76,013 Previous Year 10,103 12,493 10,956 10,779 10,843 13,364 7,046 75,584 2 Years Ago 11,883 14,164 15,112 17,884 14,423 18,826 10,767 103,059 Week on Week % Change 4.4 % -11.2 % 11.8 % -9.4 % -19.1 % -13.0 % 6.0 % -5.5 % Year on Year % Change 7.5 % -12.9 % -4.6 % -23.2 % 19.6 % -5.0 % 1.7 % -8.4 %

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Footfall by Location This Week Previous Week Previous Year 2 Years Ago 80,000 60,000 40,000 20,000 0 Christchurch Road This Week 71,800 Previous Week 76,013 Previous Year 75,584 2 Years Ago 103,059 Week on Week % -5.5 % Change Year on Year % -5.0 % Change

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 6, 2018 Vs Week 1, 2017 to Week 6, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 6, 2018 Vs Week 6, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 6 2018 Vs Week 5 2018

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