



Southbourne Town Centre

Week 1, 2018

01/01/2018 to 07/01/2018



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	▼ -8.5 %	▼ -12.6 %	▼ -8.5 %	▼ -12.6 %	▲ 14.5 %	▲ 7.2 %
South West	▼ -8.4 %	▲ 1.3 %	▼ -8.4 %	▲ 1.3 %	▼ -10.2 %	▼ -7.5 %
UK	▼ -4.7 %	▲ 0.1 %	▼ -4.7 %	▲ 0.1 %	▼ -6.9 %	▼ -8.9 %

Headlines

The change in footfall for Southbourne Town Centre over the last 52 weeks is 0.6% down on the previous year.

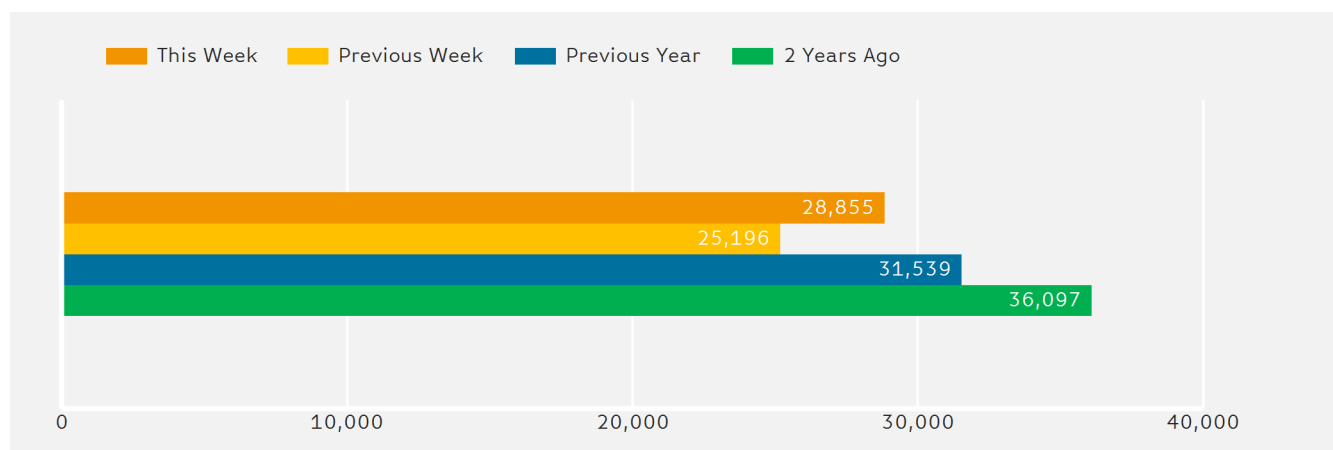
Footfall for the year to date is 8.5% down on the previous year.

The number of visitors counted for week commencing 1 January 2018 was 28,855.

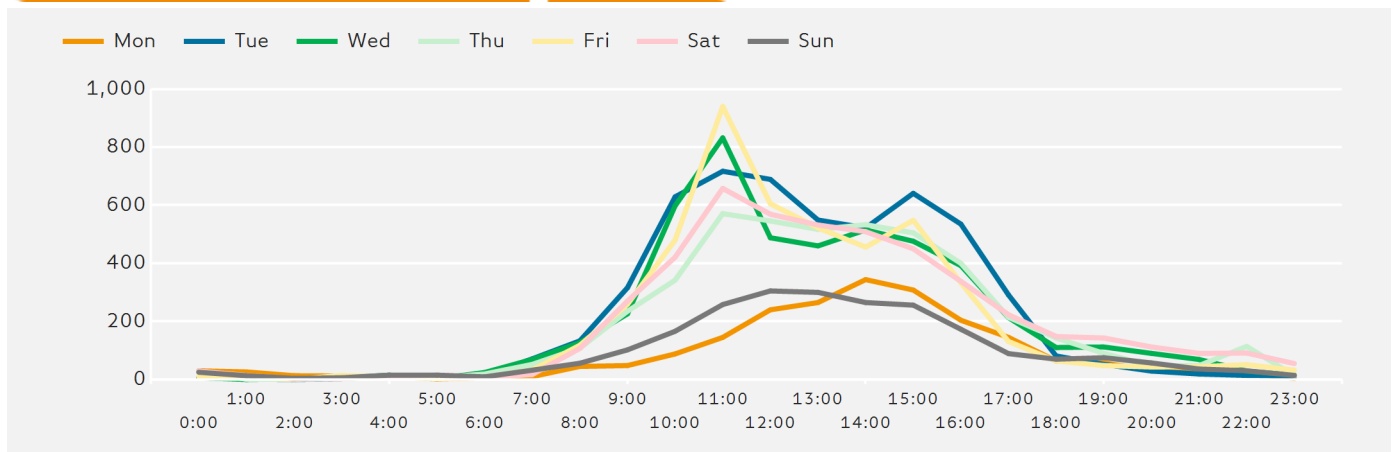
The busiest day in week commencing 1 January 2018 was Tuesday with 5,339 visitors.

The peak hour of the week was 11:00 on Friday with footfall of 940






















Footfall by Week



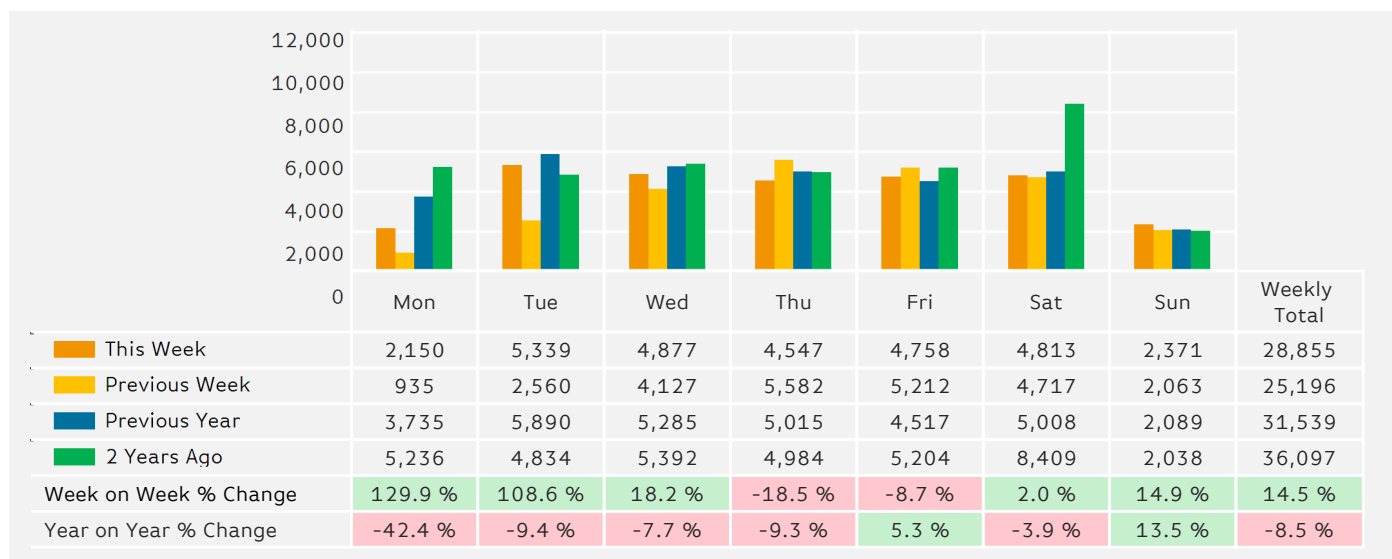
Footfall by Hour



Weather

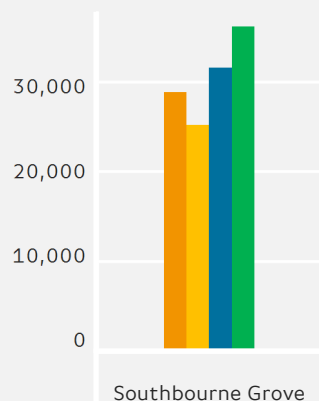
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 8	 12	 10	 11	 9	 6	 6
Previous Week	 11	 8	 5	 6	 8	 13	 12
Previous Year	 6	 7	 10	 7	 9	 11	 11

Footfall by Day



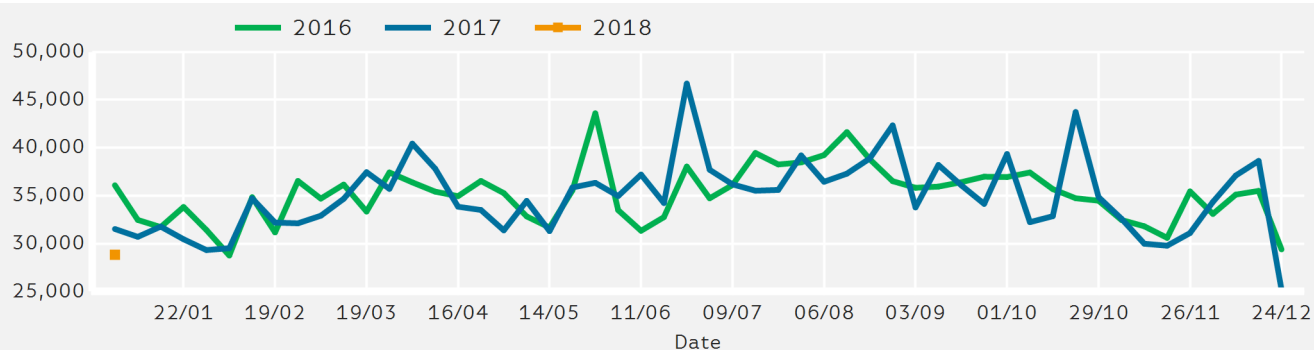
Footfall by Location

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



This Week	28,855
Previous Week	25,196
Previous Year	31,539
2 Years Ago	36,097
Week on Week % Change	14.5 %
Year on Year % Change	-8.5 %

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.