



Southbourne Town Centre

Week 14, 2018

02/04/2018 to 08/04/2018



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
Southbourne Town Centre	▼ -1.2 %	▼ -2.4 %	▼ -16.2 %	▲ 11.1 %	▲ 9.2 %	▲ 13.2 %
South West	▼ -4.6 %	▼ -1.9 %	▼ -5.2 %	▼ -0.2 %	▲ 7.6 %	▲ 9.2 %
UK	▼ -5.5 %	▲ 0.3 %	▼ -10.0 %	▲ 5.5 %	▲ 4.4 %	▲ 5.1 %

Headlines

The change in footfall for Southbourne Town Centre over the last 52 weeks is 0.4% down on the previous year.

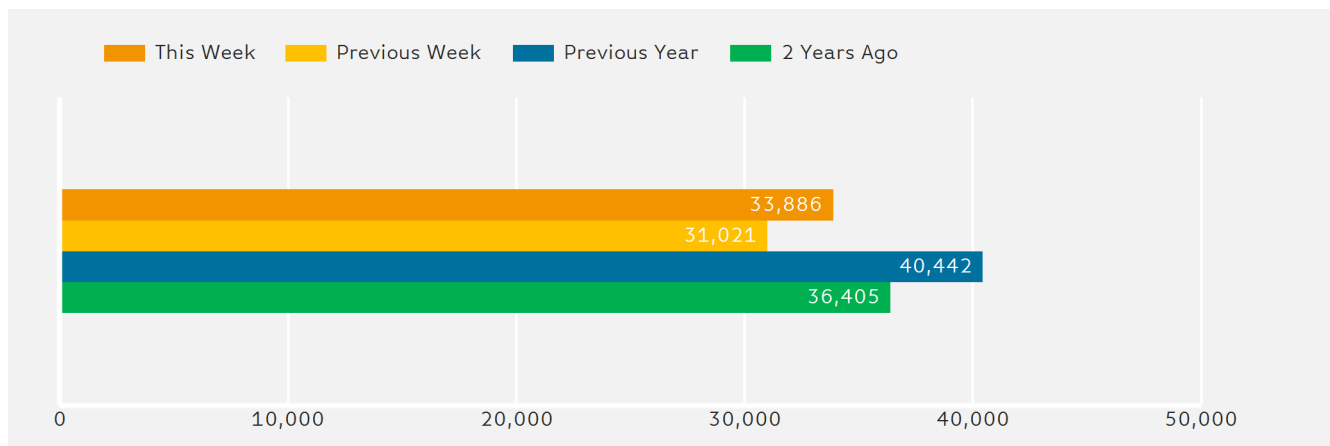
Footfall for the year to date is 1.2% down on the previous year.

The number of visitors counted for week commencing 2 April 2018 was 33,886.

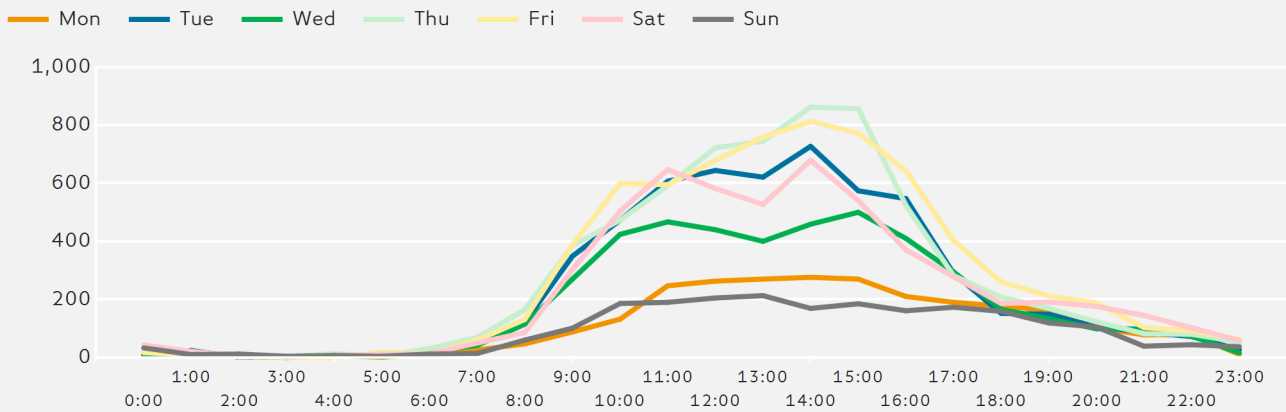
The busiest day in week commencing 2 April 2018 was Friday with 6,820 visitors.

The peak hour of the week was 14:00 on Thursday with footfall of 862

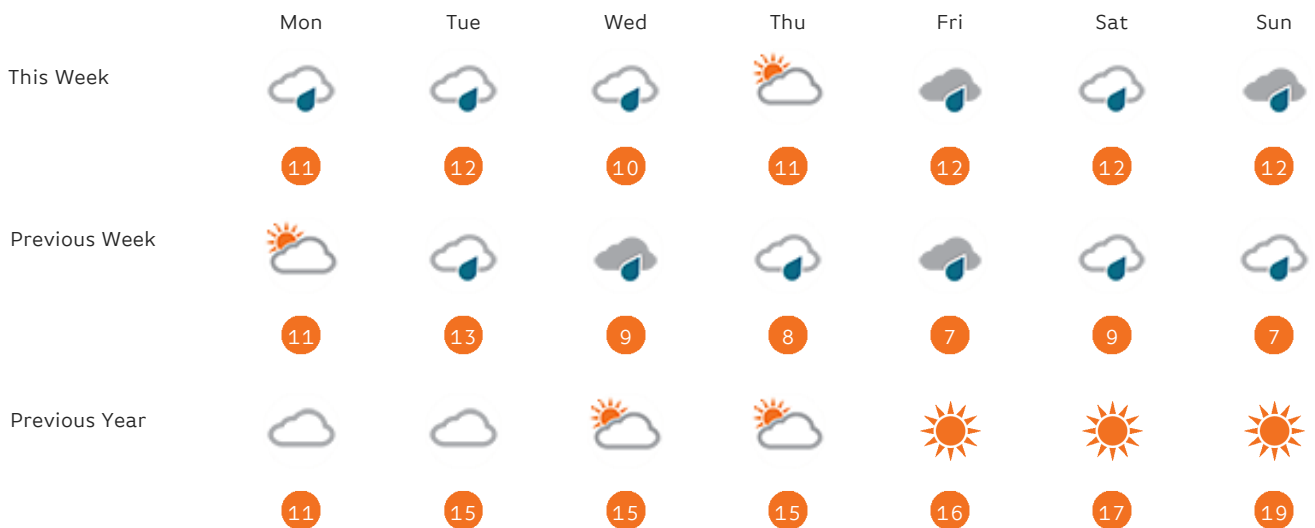
Footfall by Week



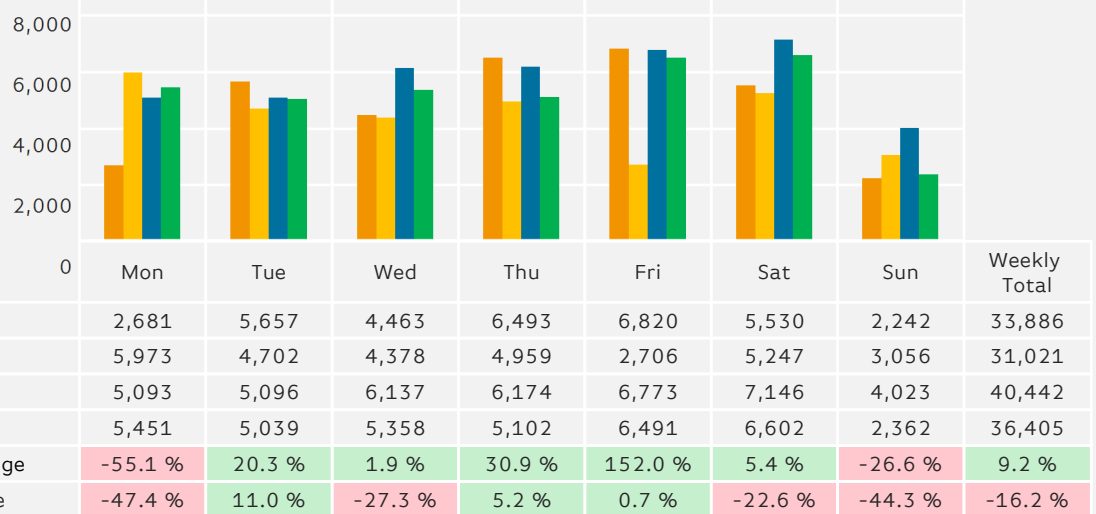
Footfall by Hour



Weather

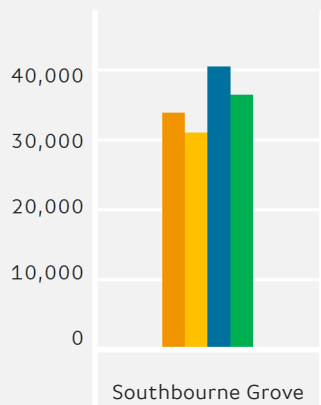


Footfall by Day



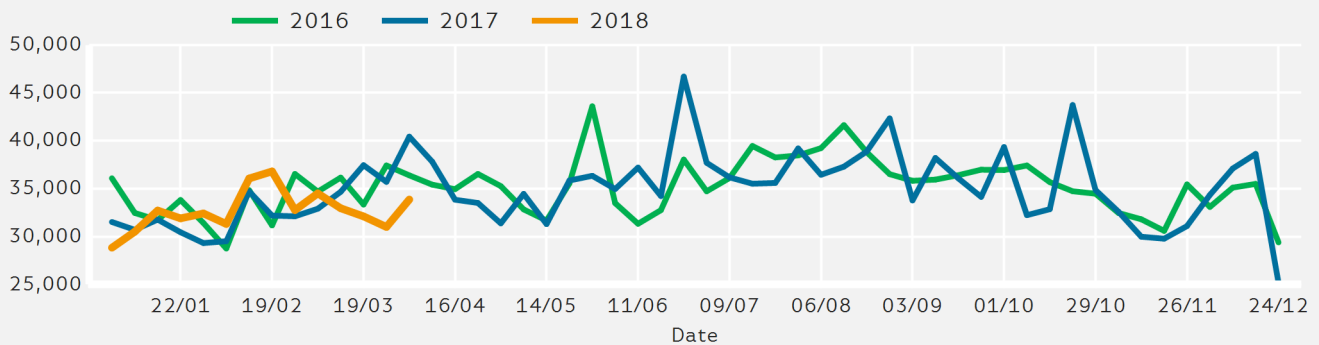
Footfall by Location

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



This Week	33,886
Previous Week	31,021
Previous Year	40,442
2 Years Ago	36,405
Week on Week % Change	9.2 %
Year on Year % Change	-16.2 %

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 14, 2018 Vs Week 1, 2017 to Week 14, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2018 Vs Week 14, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2018 Vs Week 13 2018