



Southbourne 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
Southbourne Town Centre	▼ -2.2 %	▼ -1.7 %	▼ -13.7 %	▲ 6.8 %	▼ -3.6 %	▼ -6.4 %
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 Southbourne Town Centre over the last 52 weeks is 0.8% down on the previous year.

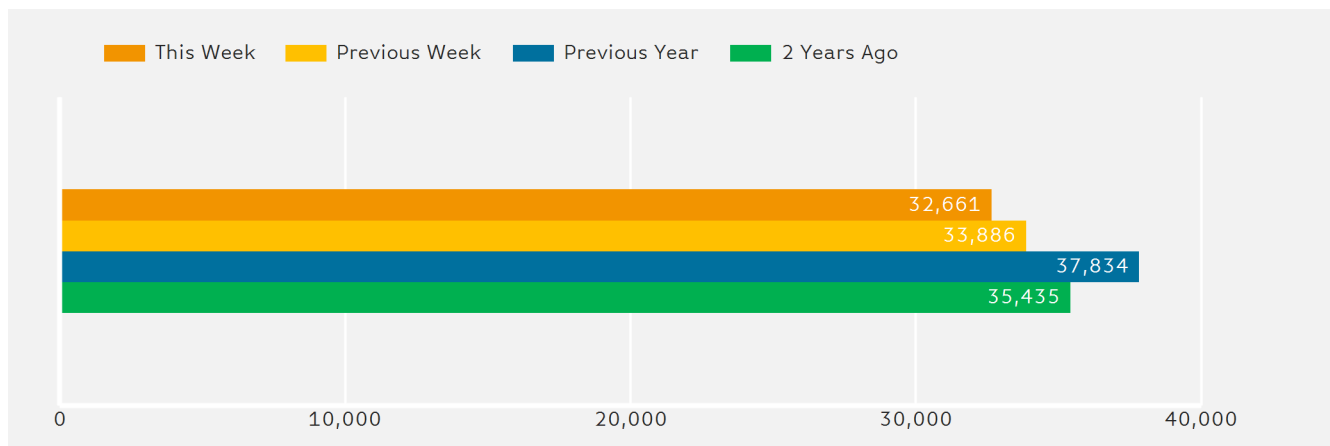
Footfall for the year to date is 2.2% down on the previous year.

The number of visitors counted for week commencing 9 April 2018 was 32,661.

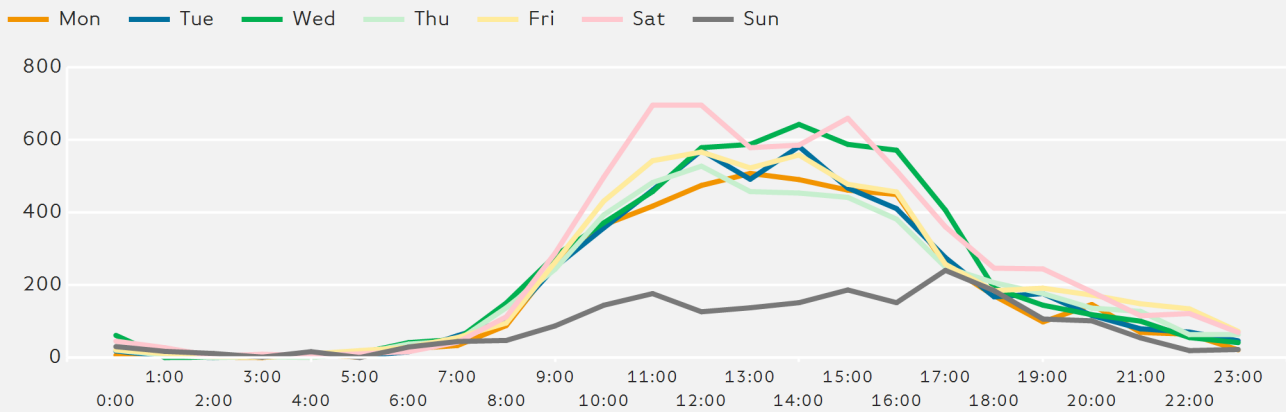
The busiest day in week commencing 9 April 2018 was Saturday with 6,116 visitors.

The peak hour of the week was 11:00 on Saturday 14 April 2018 with footfall of 695






















Footfall by Week



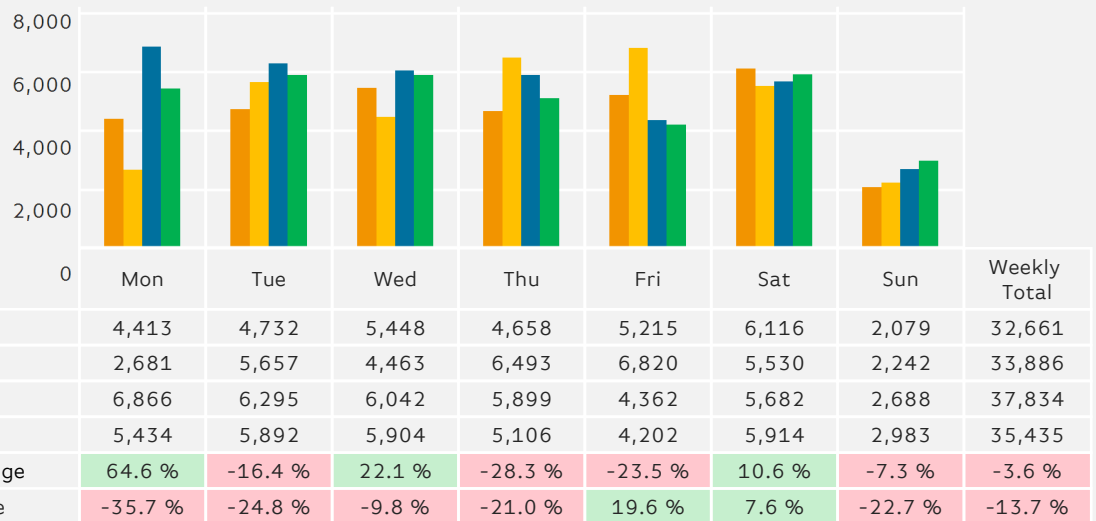
Footfall by Hour



Weather

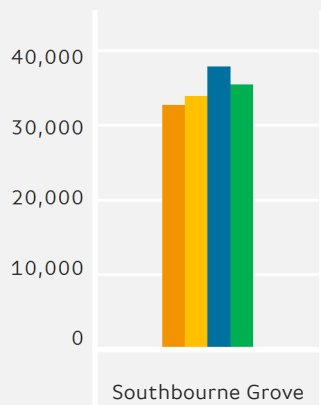
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 13	 13	 14	 12	 13	 12
Previous Week	 11	 12	 10	 11	 12	 12	 12
Previous Year	 15	 15	 15	 14	 14	 14	 16

Footfall by Day



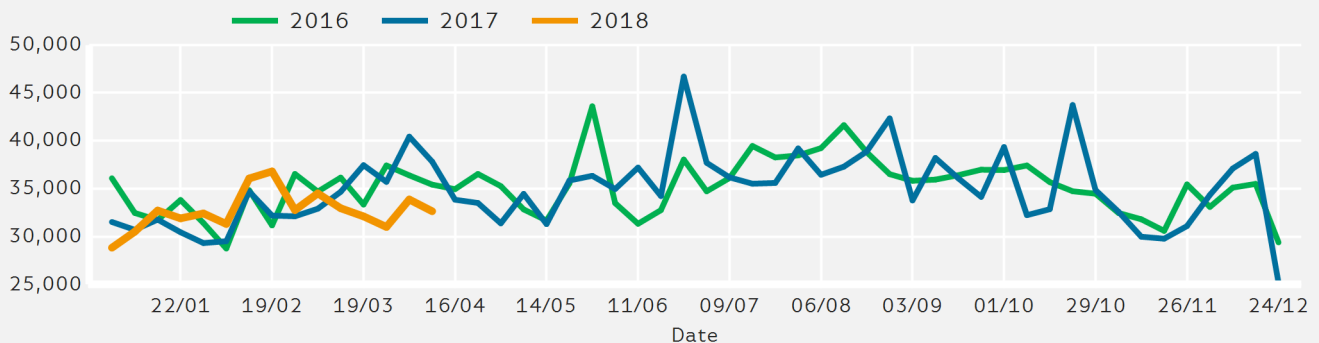
Footfall by Location

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



This Week	32,661
Previous Week	33,886
Previous Year	37,834
2 Years Ago	35,435
Week on Week % Change	-3.6 %
Year on Year % Change	-13.7 %

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