



## Southbourne Town Centre

Week 18, 2018

30/04/2018 to 06/05/2018



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	▼ -0.7 %	▼ -2.7 %	▲ 15.8 %	▼ -11.0 %	▲ 17.9 %	▼ -6.3 %
South West	▼ -3.9 %	▼ -1.5 %	▲ 4.5 %	▼ -4.3 %	▲ 10.1 %	▼ -0.8 %
UK	▼ -4.3 %	▼ 0.0 %	▲ 4.5 %	▼ -4.7 %	▲ 6.7 %	▼ -1.8 %

### Headlines

The change in footfall for Southbourne Town Centre over the last 52 weeks is 0% up on the previous year.

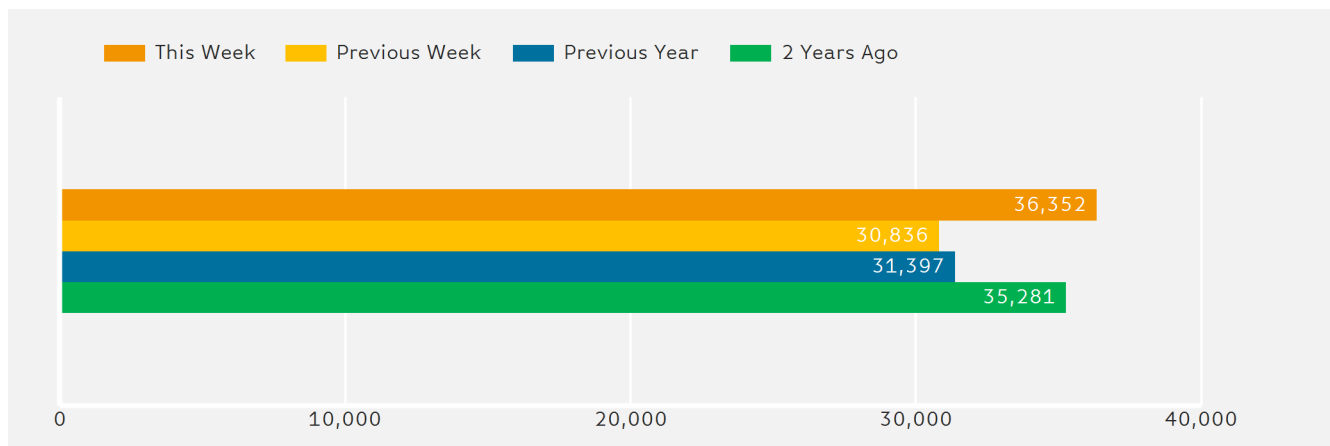
Footfall for the year to date is 0.7% down on the previous year.

The number of visitors counted for week commencing 30 April 2018 was 36,352.

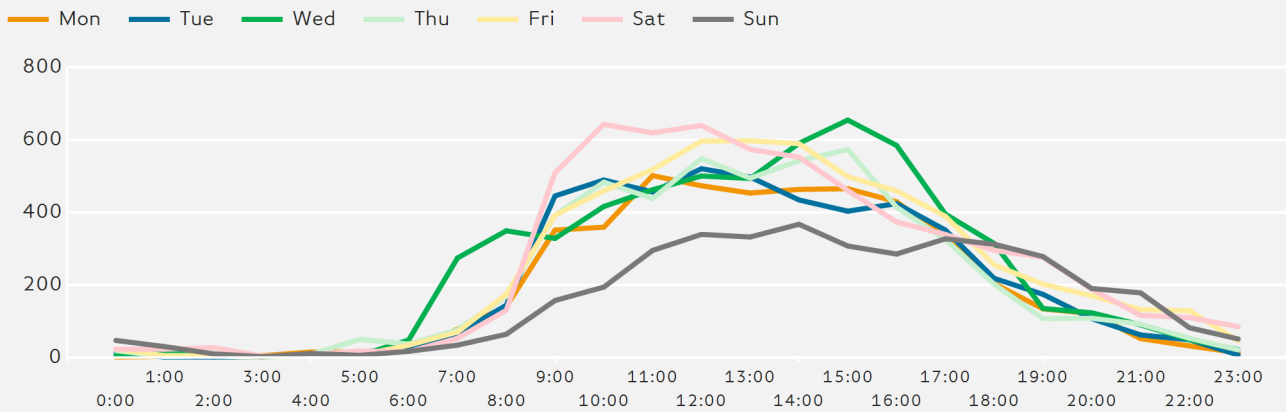
The busiest day in week commencing 30 April 2018 was Saturday with 6,078 visitors.

The peak hour of the week was 15:00 on Wednesday 2 May 2018 with footfall of 654






















### Footfall by Week



## Footfall by Hour



## Weather

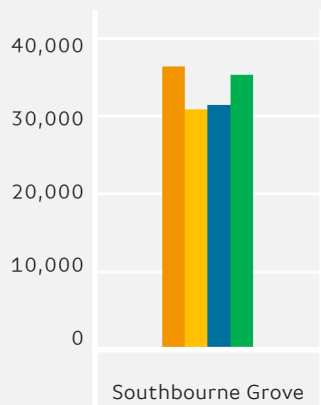
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week							
	12	12	13	13	16	19	21
Previous Week							
	14	12	13	12	11	11	11
Previous Year							
	14	16	12	17	15	18	19

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	4,662	4,914	5,865	5,160	5,758	6,078	3,915	36,352
Previous Week	5,035	4,143	4,958	4,906	4,281	5,285	2,228	30,836
Previous Year	2,952	6,114	4,817	4,643	5,419	5,105	2,347	31,397
2 Years Ago	2,670	6,156	6,018	5,572	6,054	5,757	3,054	35,281
Week on Week % Change	-7.4 %	18.6 %	18.3 %	5.2 %	34.5 %	15.0 %	75.7 %	17.9 %
Year on Year % Change	57.9 %	-19.6 %	21.8 %	11.1 %	6.3 %	19.1 %	66.8 %	15.8 %

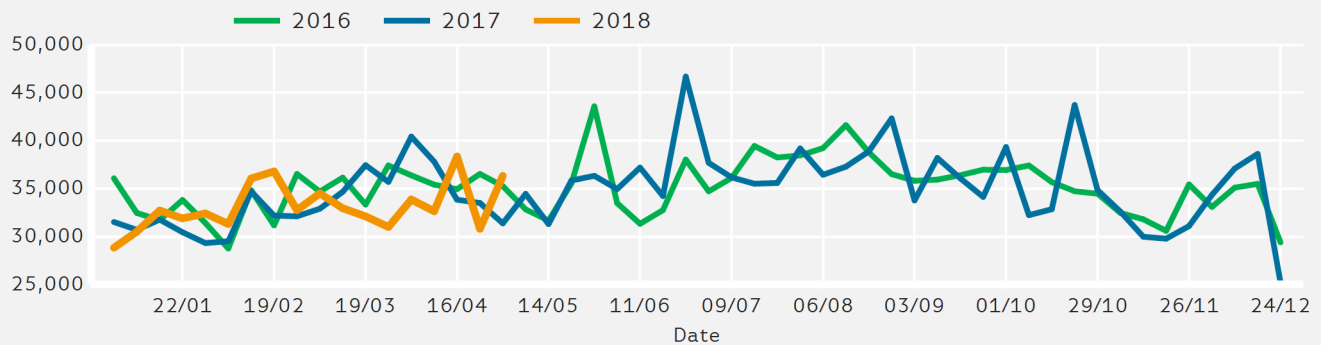
## Footfall by Location

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



This Week	36,352
Previous Week	30,836
Previous Year	31,397
2 Years Ago	35,281
Week on Week % Change	17.9 %
Year on Year % Change	15.8 %

## 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 18, 2018 Vs Week 1, 2017 to Week 18, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2018 Vs Week 18, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2018 Vs Week 17 2018