



Southbourne Town Centre

Week 19, 2018

07/05/2018 to 13/05/2018



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	▼ -1.1 %	▼ -2.4 %	▼ -8.1 %	▲ 4.9 %	▼ -12.8 %	▲ 9.8 %
South West	▼ -3.8 %	▼ -1.3 %	▼ -1.4 %	▲ 1.8 %	▼ -4.4 %	▲ 2.7 %
UK	▼ -4.1 %	▼ -0.1 %	▼ -0.4 %	▼ -1.7 %	▼ -4.0 %	▲ 0.9 %

Headlines

The change in footfall for Southbourne Town Centre over the last 52 weeks is 0.3% down on the previous year.

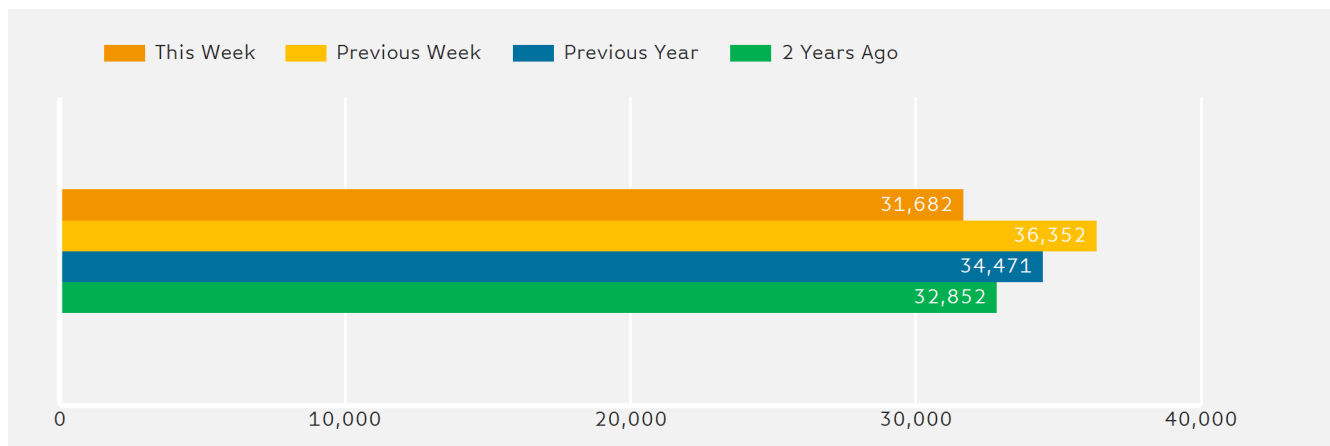
Footfall for the year to date is 1.1% down on the previous year.

The number of visitors counted for week commencing 7 May 2018 was 31,682.

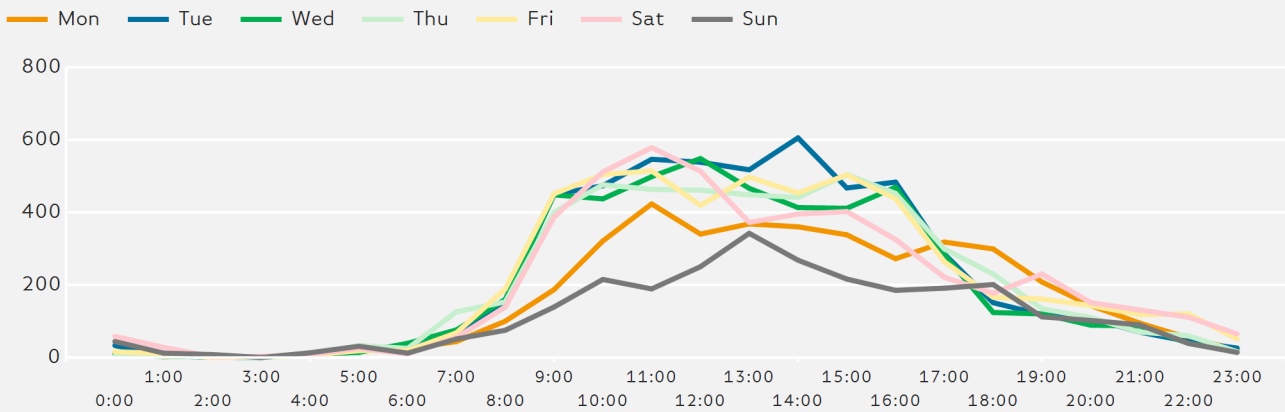
The busiest day in week commencing 7 May 2018 was Tuesday with 5,198 visitors.

The peak hour of the week was 14:00 on Tuesday 8 May 2018 with footfall of 605

Footfall by Week



Footfall by Hour



Weather

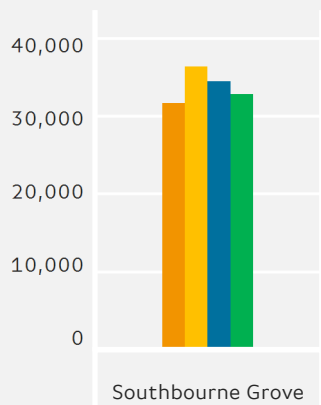
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	23	20	15	15	14	14	17
Previous Week	12	12	13	13	16	19	21
Previous Year	16	15	18	20	16	17	17

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	3,977	5,198	4,760	4,920	5,131	4,897	2,799	31,682
Previous Week	4,662	4,914	5,865	5,160	5,758	6,078	3,915	36,352
Previous Year	5,603	5,175	5,169	4,799	4,997	5,747	2,981	34,471
2 Years Ago	4,608	4,580	4,558	4,651	5,863	5,948	2,644	32,852
Week on Week % Change	-14.7 %	5.8 %	-18.8 %	-4.7 %	-10.9 %	-19.4 %	-28.5 %	-12.8 %
Year on Year % Change	-29.0 %	0.4 %	-7.9 %	2.5 %	2.7 %	-14.8 %	-6.1 %	-8.1 %

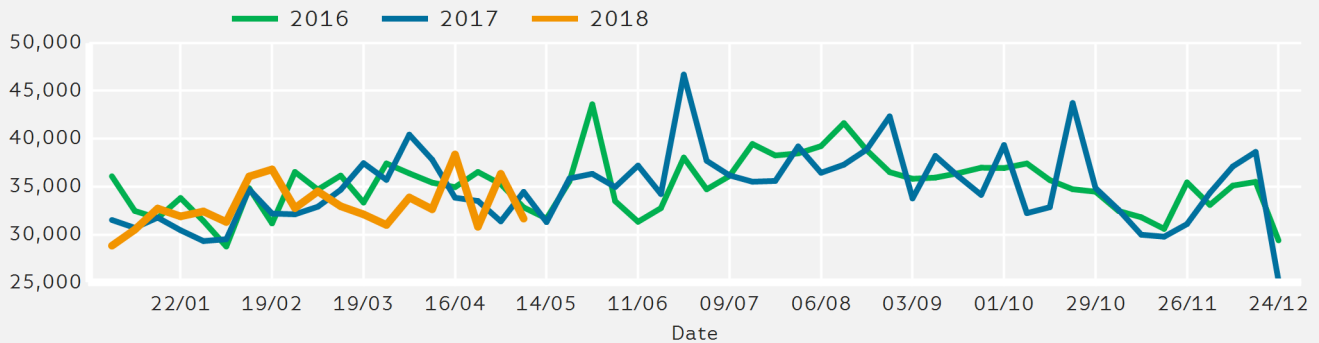
Footfall by Location

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



This Week	31,682
Previous Week	36,352
Previous Year	34,471
2 Years Ago	32,852
Week on Week % Change	-12.8 %
Year on Year % Change	-8.1 %

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 19, 2018 Vs Week 1, 2017 to Week 19, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 19, 2018 Vs Week 19, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2018 Vs Week 18 2018