



Westbourne Town Centre

Week 12, 2018

19/03/2018 to 25/03/2018



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
Westbourne Town Centre	▲ 1.5 %	▼ -4.2 %	▼ -20.7 %	▲ 5.3 %	▼ -8.4 %	▲ 2.0 %
South West	▼ -4.5 %	▼ -2.0 %	▼ -3.4 %	▼ -0.7 %	▲ 6.4 %	▲ 5.2 %
UK	▼ -4.8 %	▼ -0.3 %	▼ -4.3 %	▲ 3.7 %	▲ 7.5 %	▲ 1.3 %

Headlines

The change in footfall for Westbourne Town Centre over the last 52 weeks is 2.8% up on the previous year.

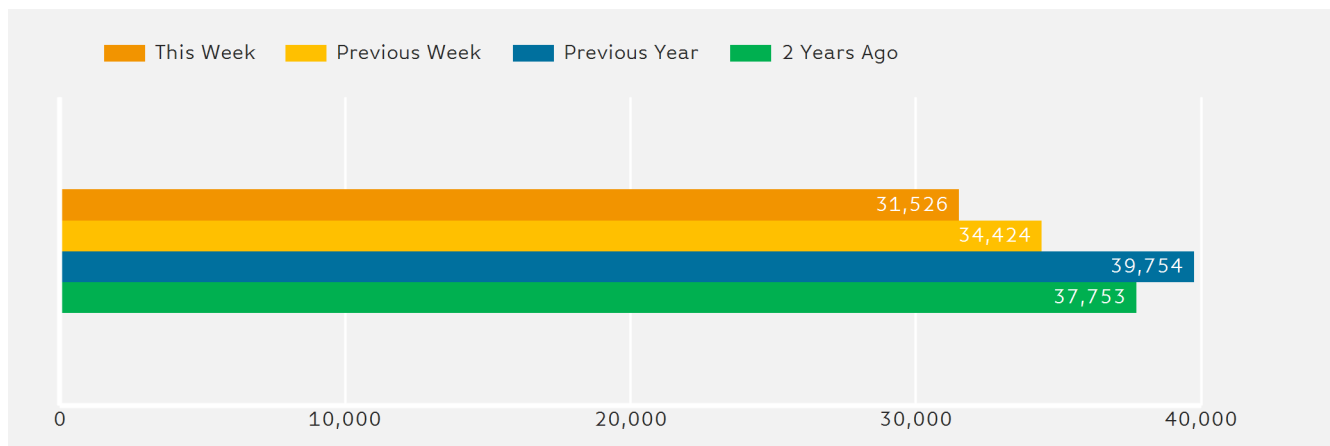
Footfall for the year to date is 1.5% up on the previous year.

The number of visitors counted for week commencing 19 March 2018 was 31,526.

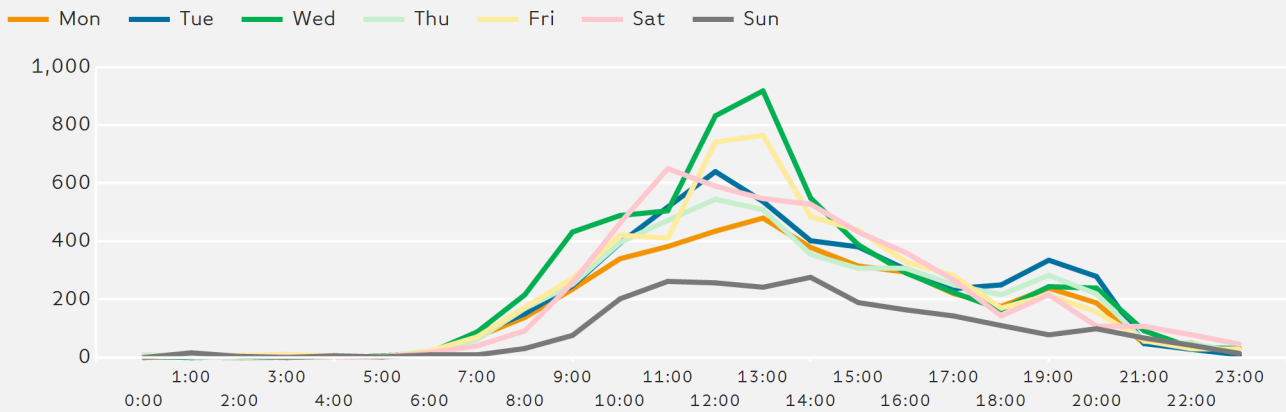
The busiest day in week commencing 19 March 2018 was Wednesday with 5,766 visitors.

The peak hour of the week was 13:00 on Wednesday with footfall of 918






















Footfall by Week



Footfall by Hour



Weather

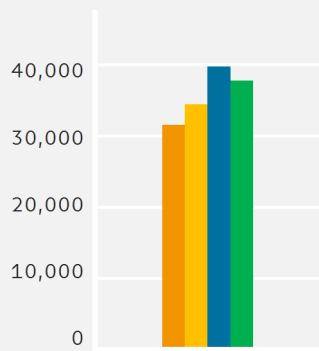
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 3	 7	 9	 9	 10	 10	 11
Previous Week	 11	 11	 7	 11	 11	 5	 3
Previous Year	 13	 11	 10	 11	 13	 17	 17

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	4,027	4,871	5,766	4,505	5,101	4,958	2,298	31,526
Previous Week	4,340	5,629	4,824	5,733	6,968	4,861	2,069	34,424
Previous Year	4,405	6,822	6,120	4,317	5,921	8,290	3,879	39,754
2 Years Ago	5,614	5,772	5,379	5,229	6,405	6,623	2,731	37,753
Week on Week % Change	-7.2 %	-13.5 %	19.5 %	-21.4 %	-26.8 %	2.0 %	11.1 %	-8.4 %
Year on Year % Change	-8.6 %	-28.6 %	-5.8 %	4.4 %	-13.8 %	-40.2 %	-40.8 %	-20.7 %

Footfall by Location

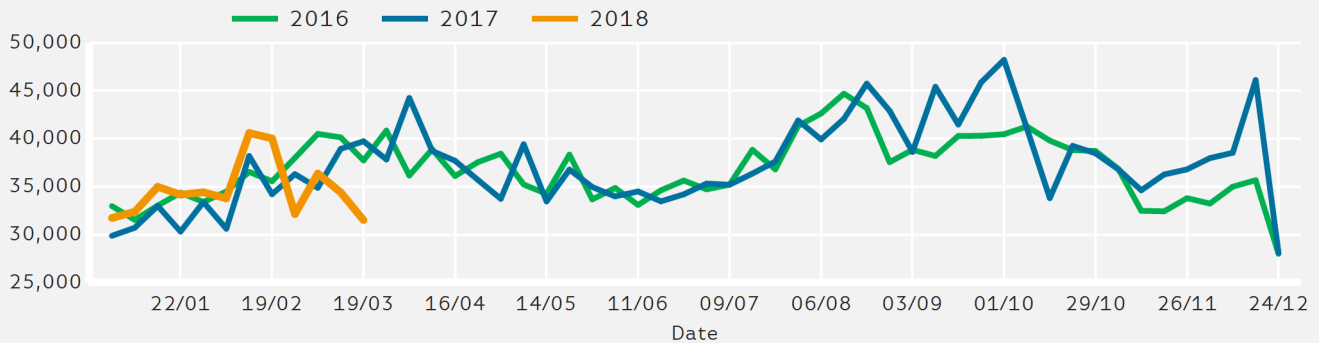
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	31,526
Previous Week	34,424
Previous Year	39,754
2 Years Ago	37,753
Week on Week % Change	-8.4 %
Year on Year % Change	-20.7 %

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 12, 2018 Vs Week 1, 2017 to Week 12, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 12, 2018 Vs Week 12, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 12 2018 Vs Week 11 2018