



Westbourne Town Centre

Week 16, 2018

16/04/2018 to 22/04/2018



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
Westbourne Town Centre	▼ -2.3 %	▼ -2.0 %	▼ -1.2 %	▲ 4.4 %	▲ 13.2 %	▼ -2.6 %
South West	▼ -4.4 %	▼ -1.4 %	▲ 3.3 %	▲ 2.9 %	▲ 4.5 %	▼ -4.9 %
UK	▼ -4.9 %	▲ 0.3 %	▲ 4.0 %	▼ -2.3 %	▲ 7.7 %	▼ -4.2 %

Headlines

The change in footfall for Westbourne Town Centre over the last 52 weeks is 1.4% up on the previous year.

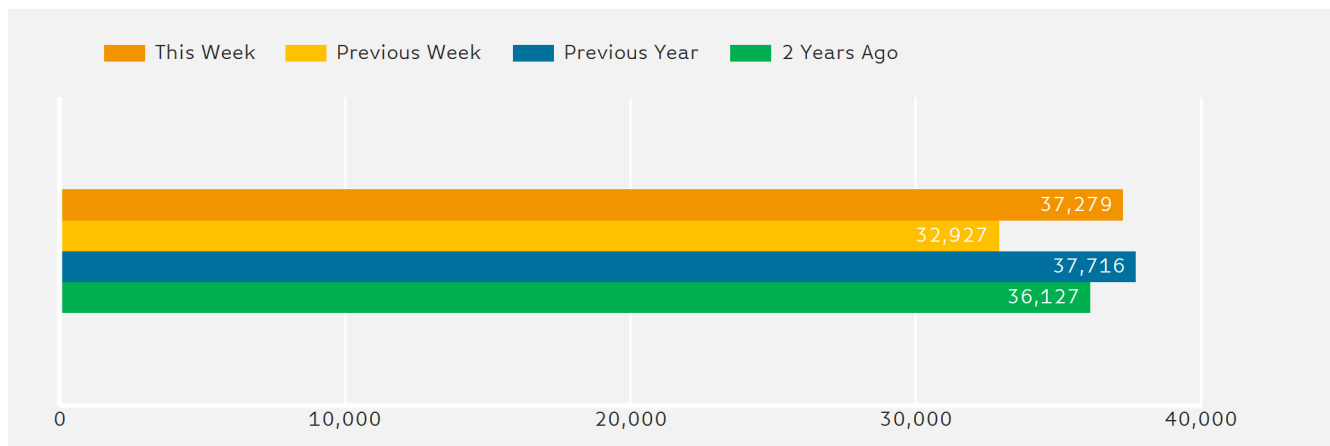
Footfall for the year to date is 2.3% down on the previous year.

The number of visitors counted for week commencing 16 April 2018 was 37,279.

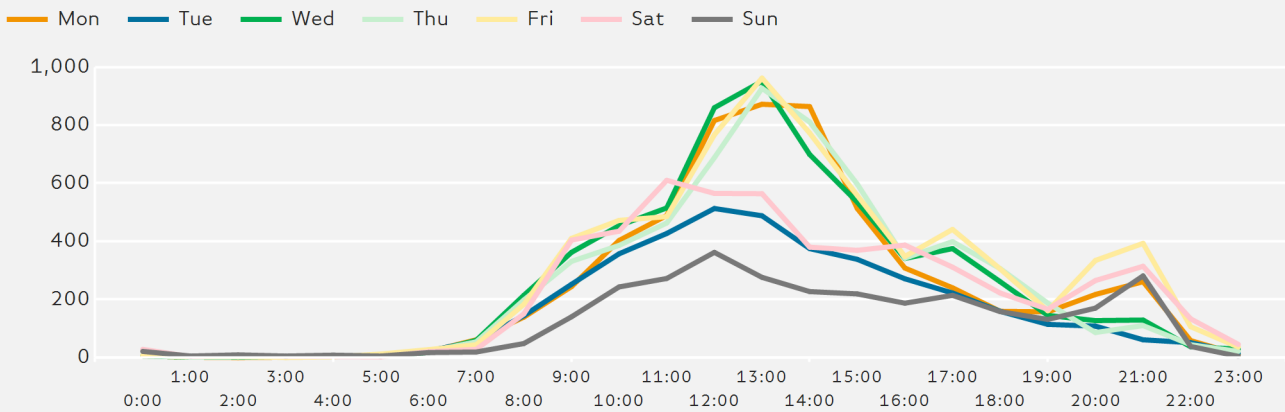
The busiest day in week commencing 16 April 2018 was Friday with 6,833 visitors.

The peak hour of the week was 13:00 on Friday 20 April 2018 with footfall of 962






















Footfall by Week



Footfall by Hour



Weather

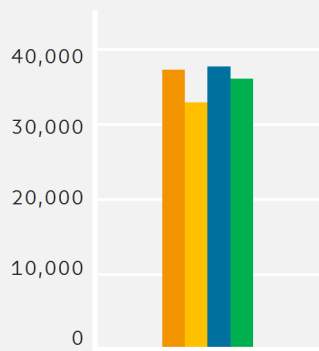
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 12	 14	 17	 17	 21	 18	 16
Previous Week	 11	 13	 13	 14	 12	 13	 12
Previous Year	 13	 14	 13	 14	 15	 17	 15

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	5,849	3,999	6,128	5,995	6,833	5,416	3,059	37,279
Previous Week	4,448	4,897	5,577	4,759	4,978	6,080	2,188	32,927
Previous Year	2,911	7,530	6,948	4,983	5,250	6,841	3,253	37,716
2 Years Ago	4,614	5,257	6,710	4,715	5,249	6,365	3,217	36,127
Week on Week % Change	31.5 %	-18.3 %	9.9 %	26.0 %	37.3 %	-10.9 %	39.8 %	13.2 %
Year on Year % Change	100.9 %	-46.9 %	-11.8 %	20.3 %	30.2 %	-20.8 %	-6.0 %	-1.2 %

Footfall by Location

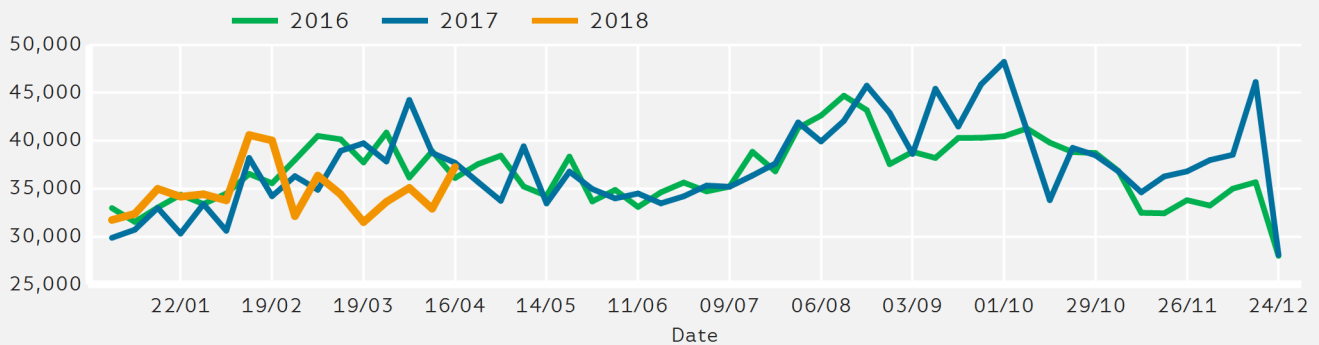
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



Poole Road

This Week	37,279
Previous Week	32,927
Previous Year	37,716
2 Years Ago	36,127
Week on Week % Change	13.2 %
Year on Year % Change	-1.2 %

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 16, 2018 Vs Week 1, 2017 to Week 16, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2018 Vs Week 16, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2018 Vs Week 15 2018