



**Southbourne Town Centre**

August 2015

03/08/2015 to 30/08/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

**Monthly Footfall**

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Southbourne Town Centre					▼ -2.5 %	
South West	▼ -2.3 %	▼ -2.4 %	▼ -3.1 %	▼ -4.4 %	▲ 3.1 %	▲ 1.3 %
UK	▼ -1.6 %	▼ -0.6 %	▼ -2.3 %	▼ -2.9 %	▼ -0.7 %	▼ -1.2 %

**Headlines**

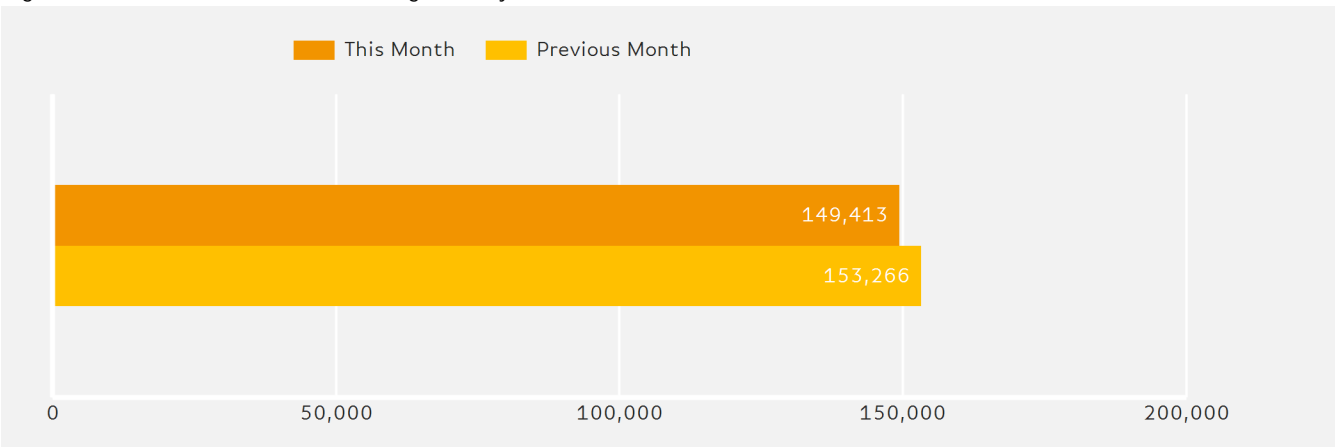
Footfall month commencing 3 August 2015 was 149,413.

The busiest day in month commencing 3 August 2015 was Friday 21 August with 7,236 visitors.

The peak hour of the month was 11:00 on Saturday with footfall of 924

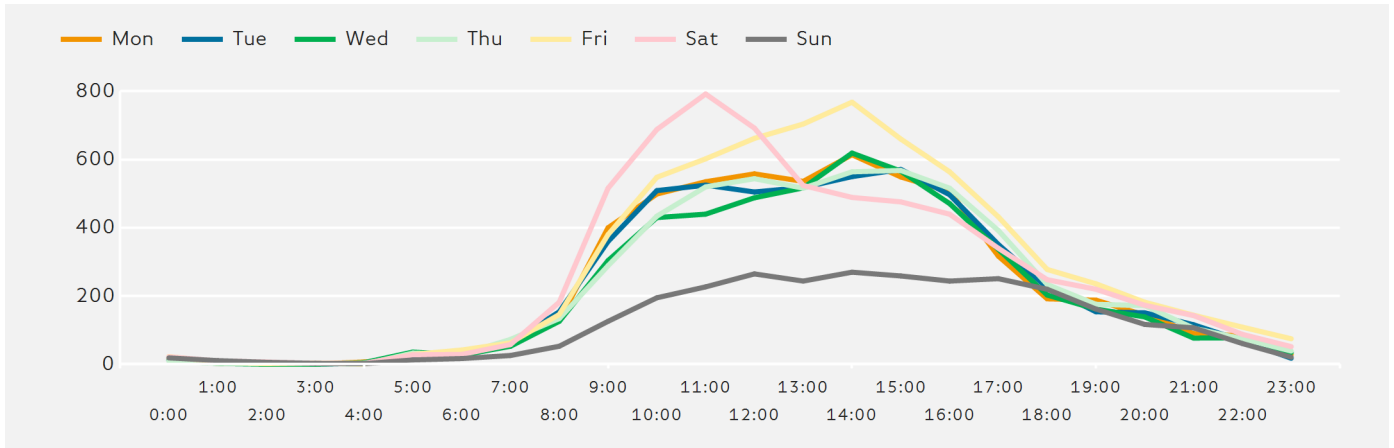
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



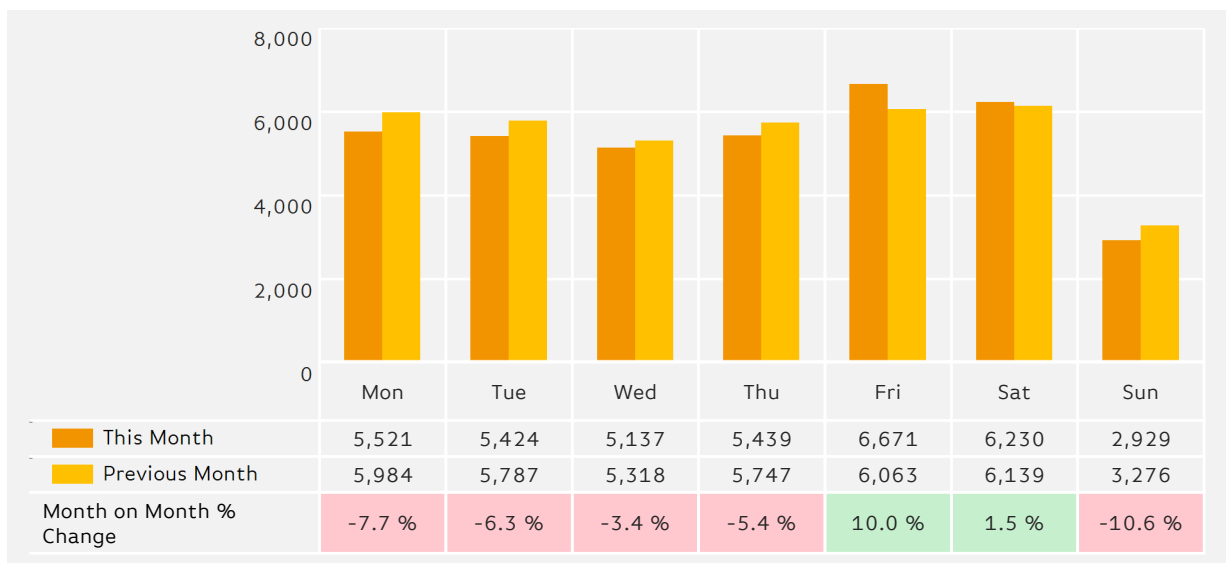
Number of days this month	18	8	2
Number of days same month last year	18	2	8

### Average Temperature

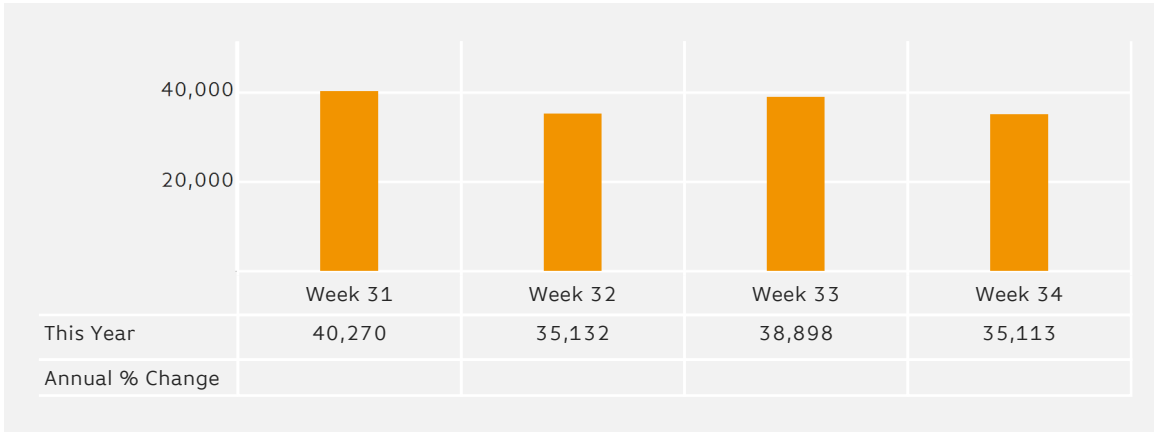
Average Temperatures	Maximum Temperature	Minimum Temperature
2015	20.2	11.5
2014	20.6	11.0

### Footfall by Day

The figures shown below are calculated using weekly averages.

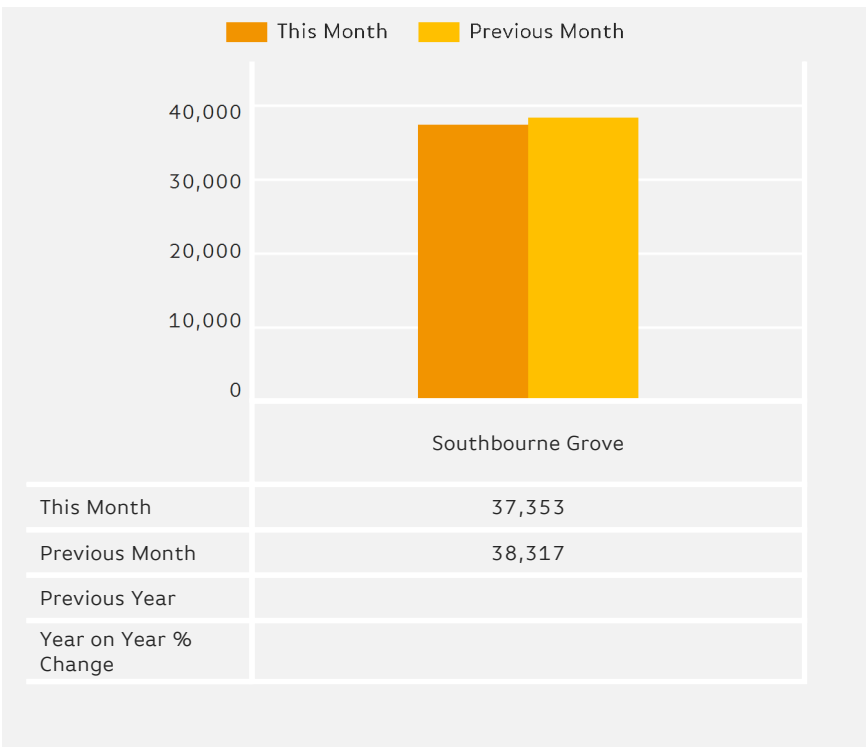


### Footfall by Week of Month



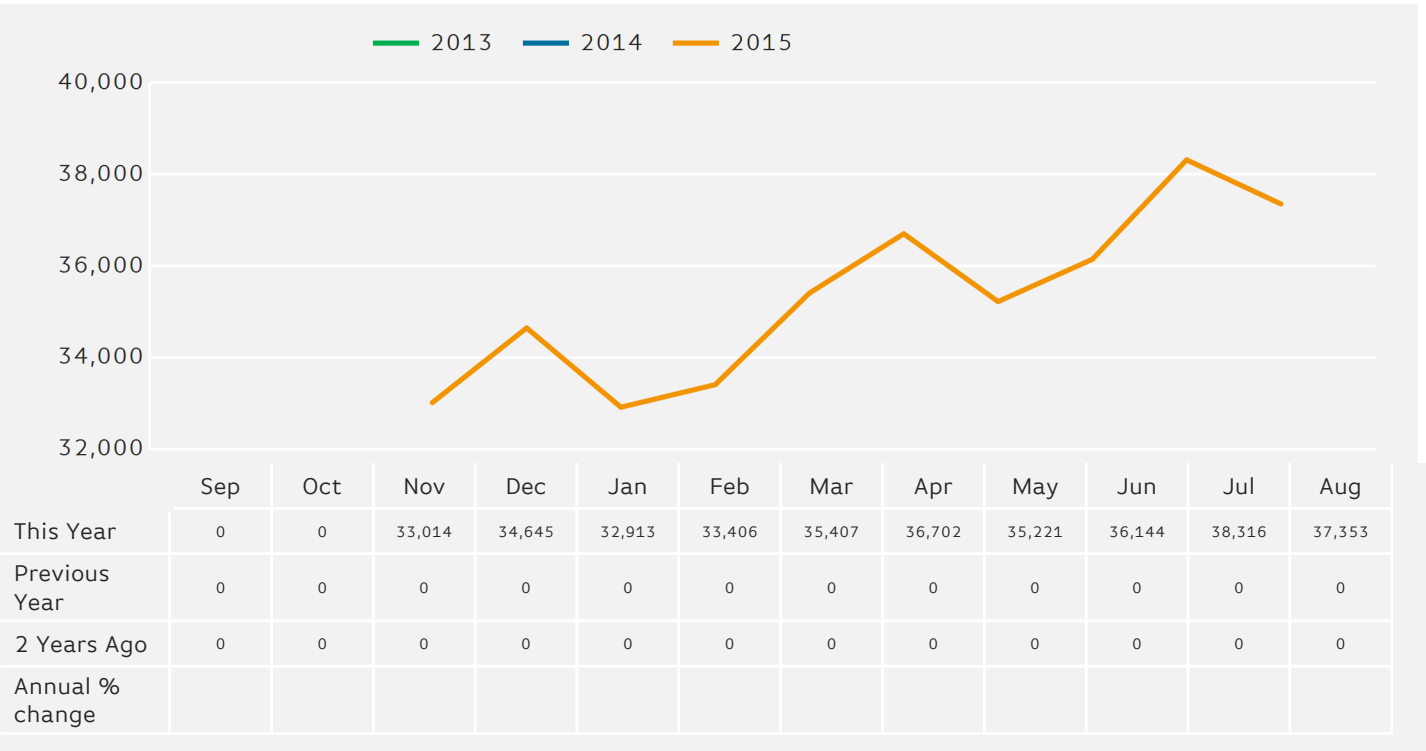
### Footfall Totals

The figures shown below is calculated using weekly averages.



## Footfall by Month

The figures shown below are calculated using weekly averages.



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
 Week on Week % Change is the % change in footfall for this week from the previous week.