

**Southbourne Town Centre**

February 2015

02/02/2015 to 01/03/2015



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					▲ 1.5 %	
South West	▲ 0.1 %	▼ -3.8 %	▲ 2.4 %	▼ -5.5 %	▲ 7.1 %	▲ 0.8 %
UK	▼ -1.1 %	▼ -1.3 %	▼ -0.2 %	▼ -5.3 %	▲ 8.2 %	▲ 3.9 %

Headlines

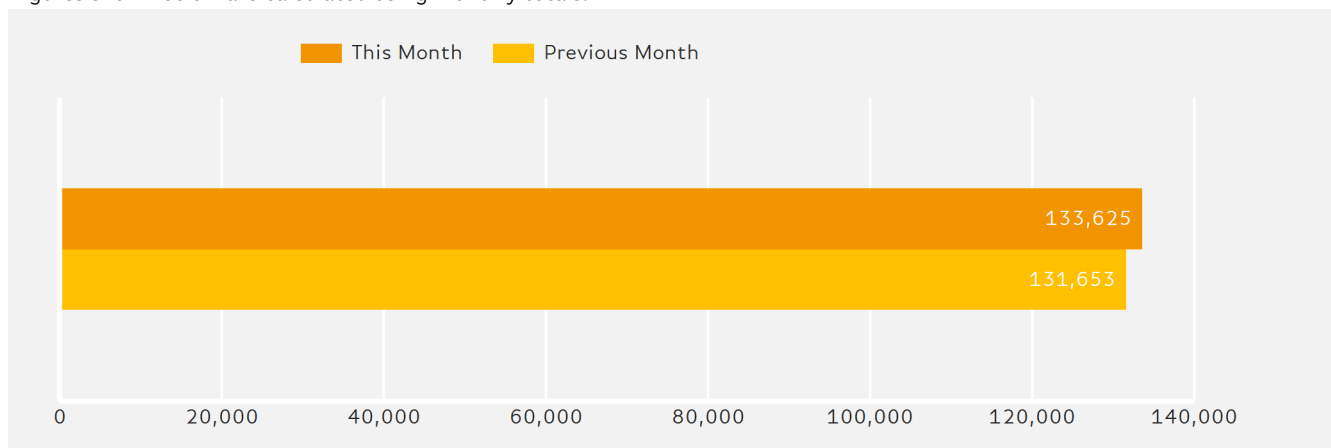
Footfall month commencing 2 February 2015 was 133,625.

The busiest day in month commencing 2 February 2015 was Friday 27 February with 7,020 visitors.

The peak hour of the month was 13:00 on Friday with footfall of 980

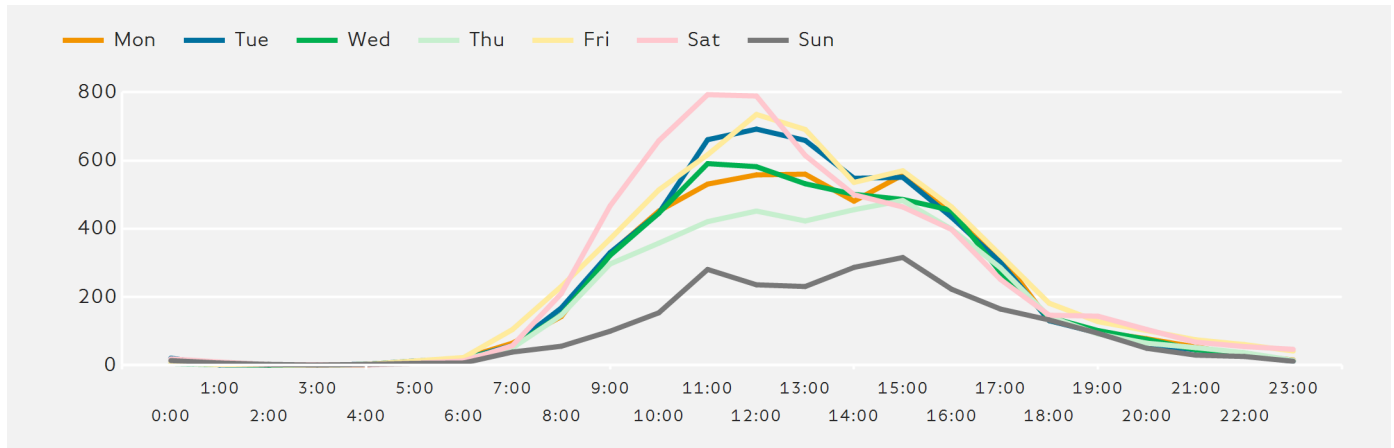
Footfall Totals by Month

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

14

10

4

Number of days same month last year

19

5

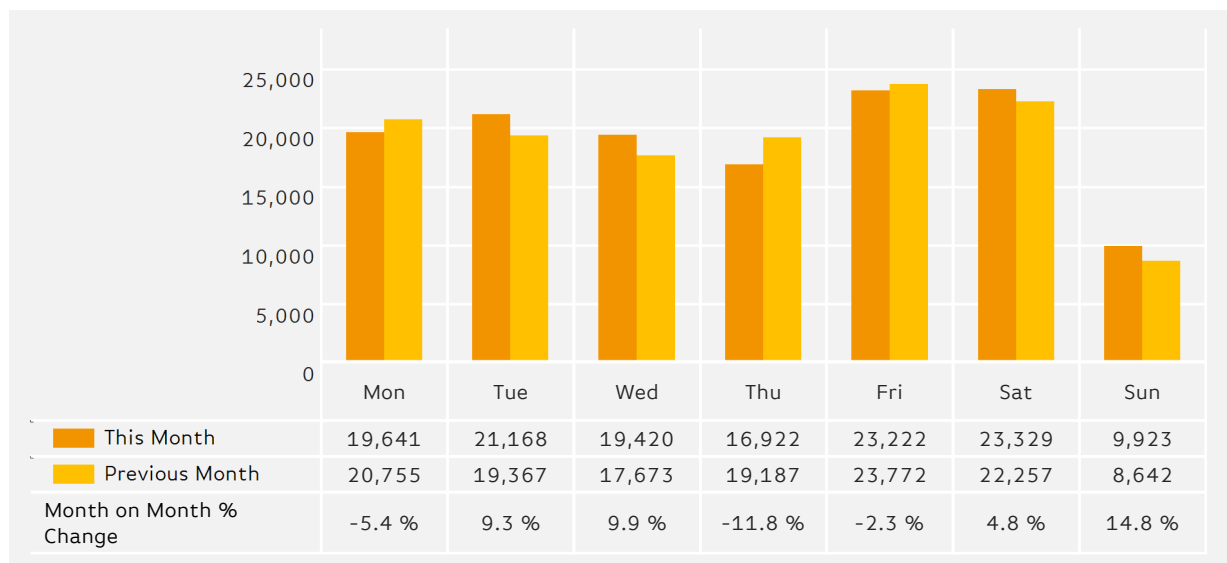
4

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	8.2	0.5
2014	10.2	3.9

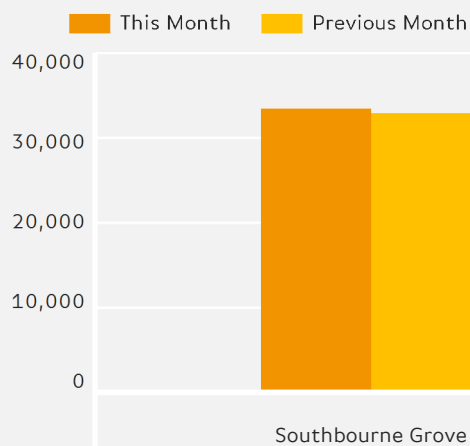
Footfall by Day

The figures shown below are calculated using monthly totals.



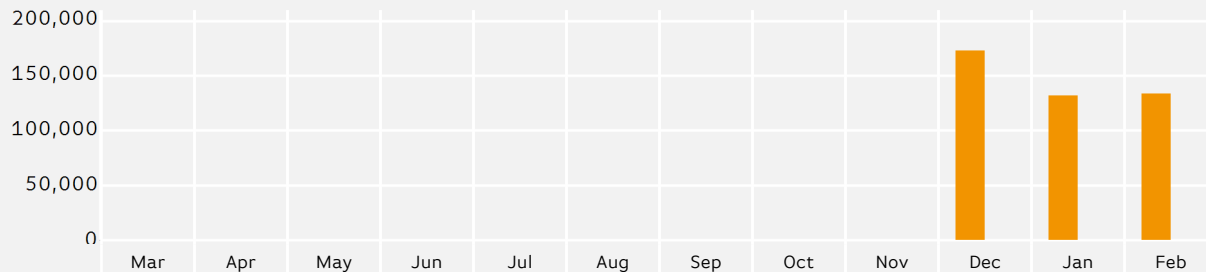
Footfall Totals

The figures shown below is calculated using weekly averages.



This Month	33,406
Previous Month	32,913
Previous Year	
Year on Year % Change	

Footfall by Month



This Year											173,229	131,653	133,625
Previous Year													
Annual % Change													

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.