



### Southbourne Town Centre

January 2015

05/01/2015 to 01/02/2015



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					▼ -5.0 %	
South West	▼ -2.6 %	▼ -3.2 %	▼ -2.6 %	▼ -3.7 %	▼ -24.1 %	▼ -29.8 %
UK	▼ -2.0 %	▼ -0.1 %	▼ -2.0 %	▼ -0.6 %	▼ -20.6 %	▼ -23.7 %

## Headlines

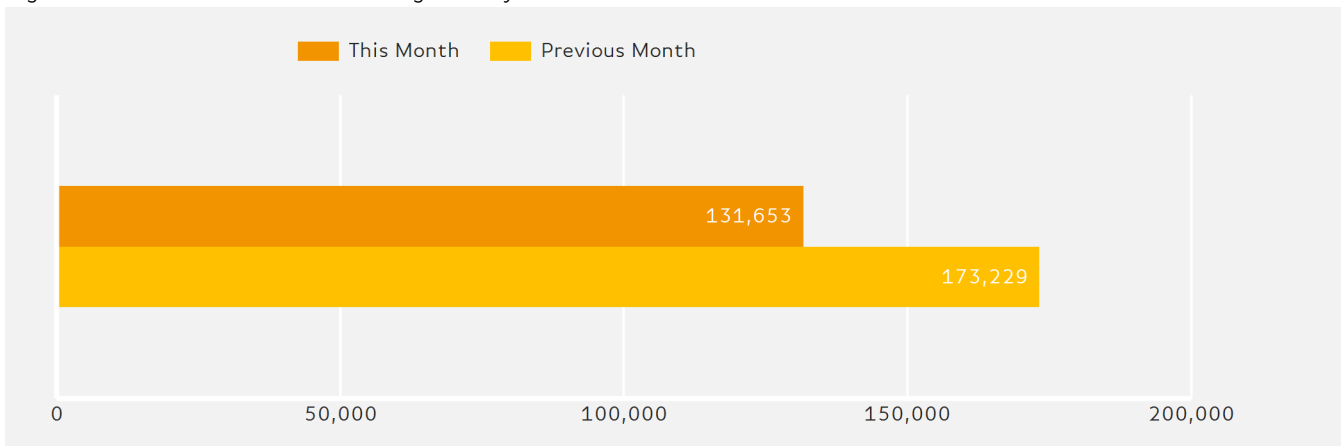
Footfall month commencing 5 January 2015 was 131,653.

The busiest day in month commencing 5 January 2015 was Saturday 24 January with 6,474 visitors.

The peak hour of the month was 11:00 on Friday with footfall of 1,438

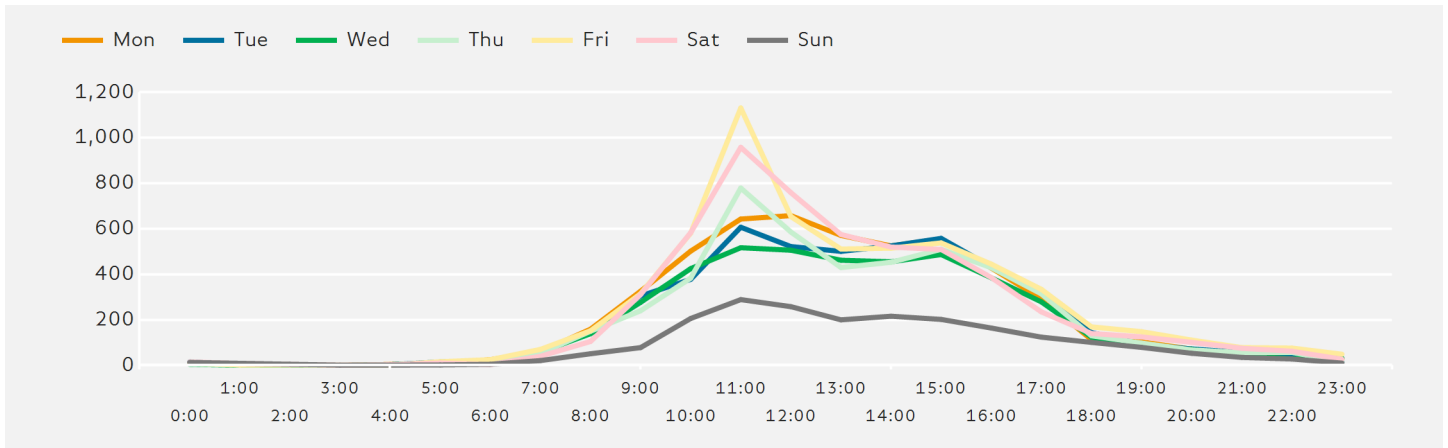
## Footfall Totals by Month

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



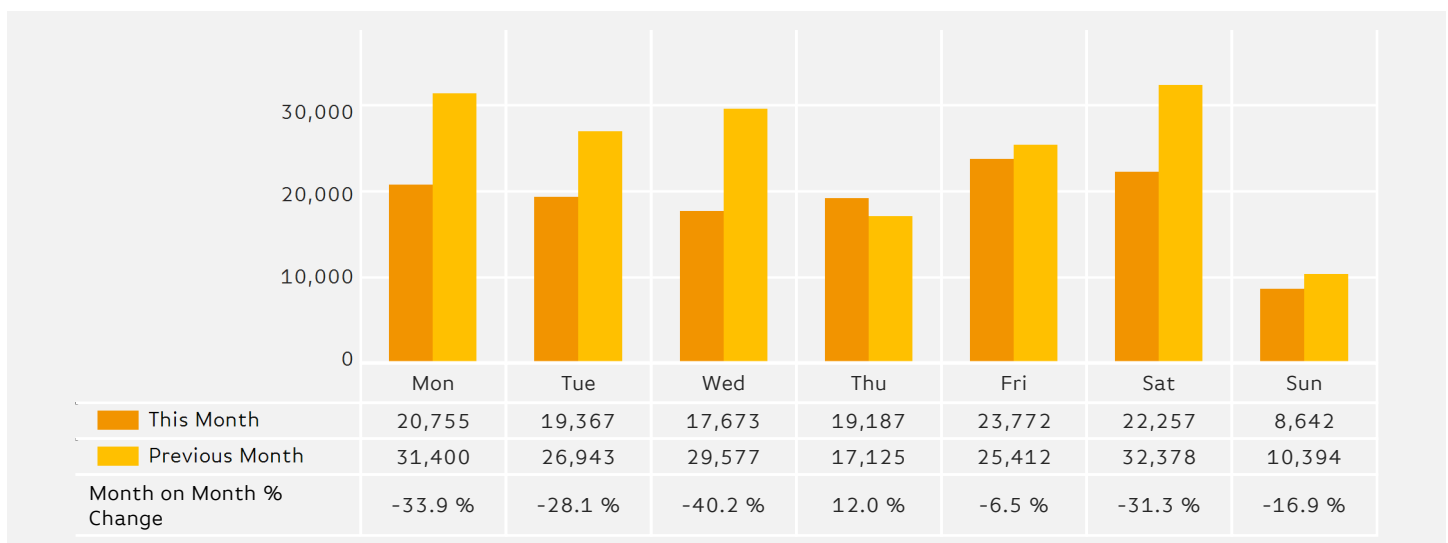
Number of days this month	12	5	10	1
Number of days same month last year	11	1	23	

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	8.5	3.0
2014	9.7	3.9

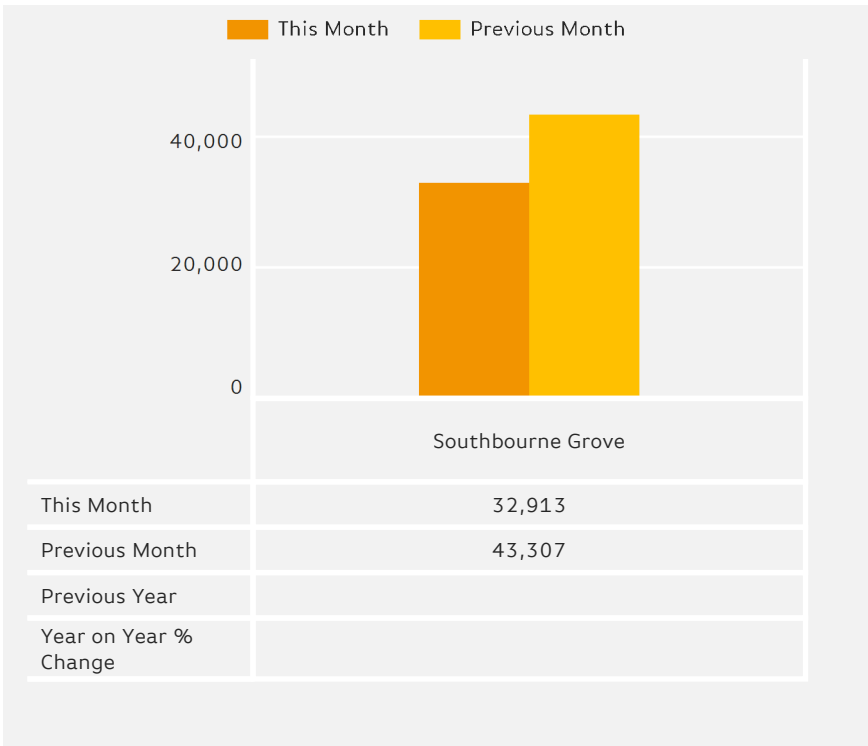
### Footfall by Day

The figures shown below are calculated using monthly totals.

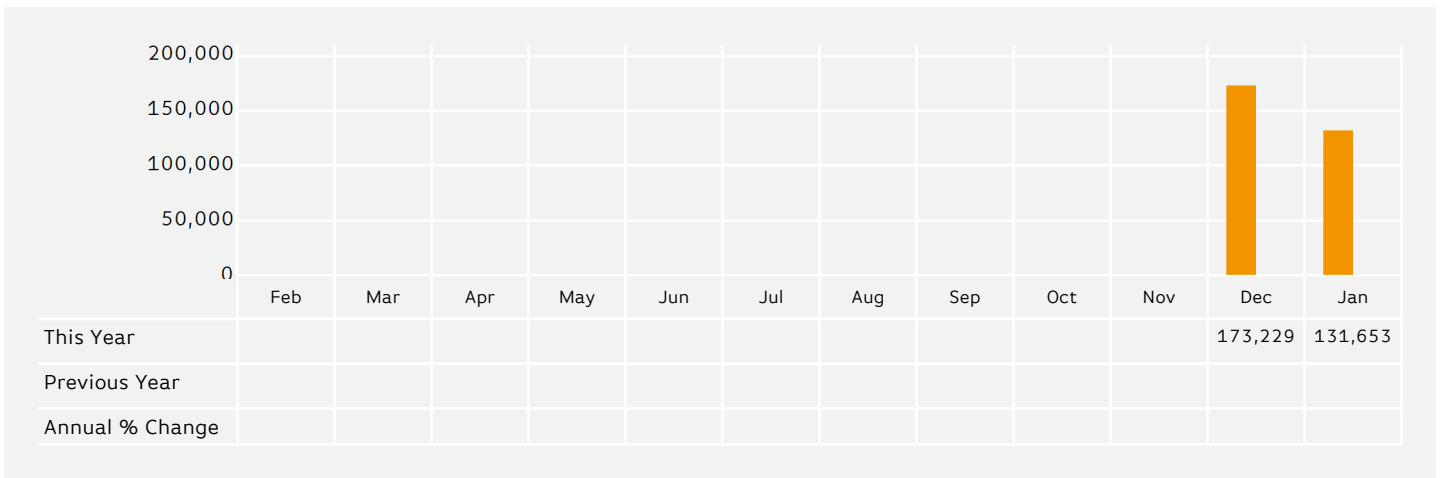


### Footfall Totals

The figures shown below is calculated using weekly averages.



### Footfall by Month



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.