



Southbourne Town Centre

July 2015

06/07/2015 to 02/08/2015



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					▲ 6.0 %	
South West	▼ -2.2 %	▼ -2.2 %	▼ -3.7 %	▼ -2.7 %	▲ 5.0 %	▲ 7.1 %
UK	▼ -1.6 %	▼ -0.3 %	▼ -2.2 %	▼ -1.6 %	▲ 2.9 %	▲ 2.9 %

Headlines

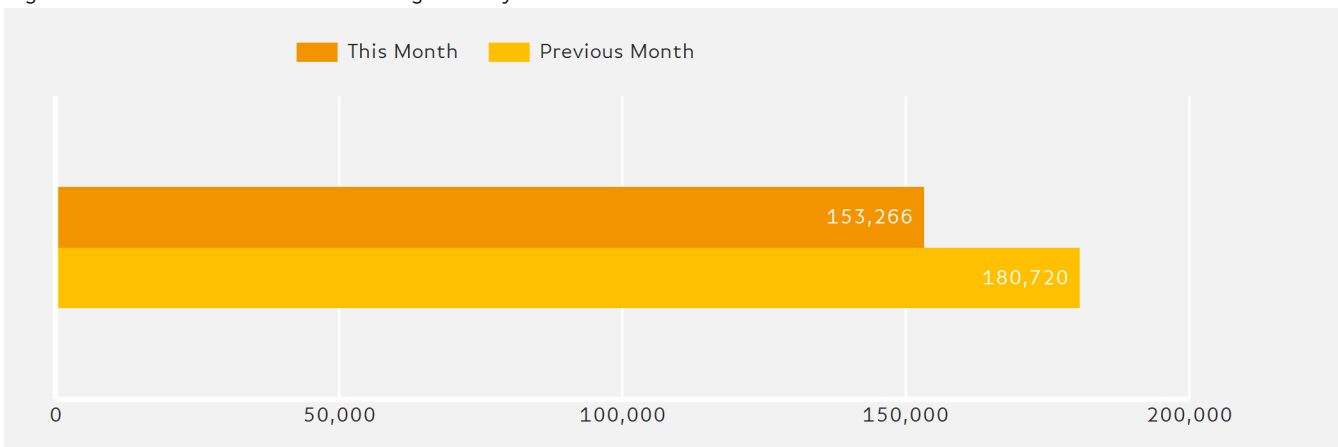
Footfall month commencing 6 July 2015 was 153,266.

The busiest day in month commencing 6 July 2015 was Friday 31 July with 6,727 visitors.

The peak hour of the month was 13:00 on Sunday with footfall of 1,214

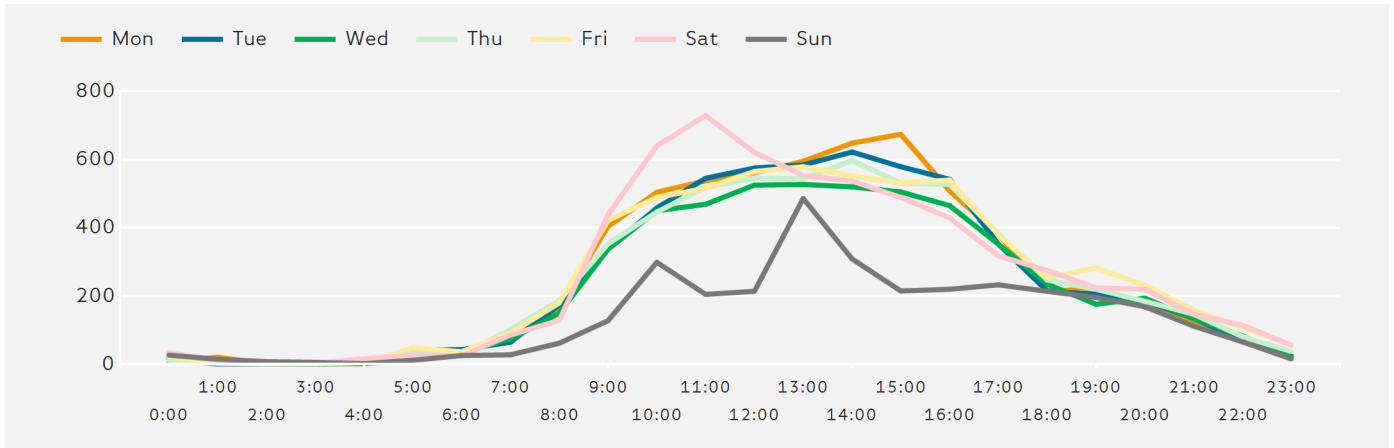
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



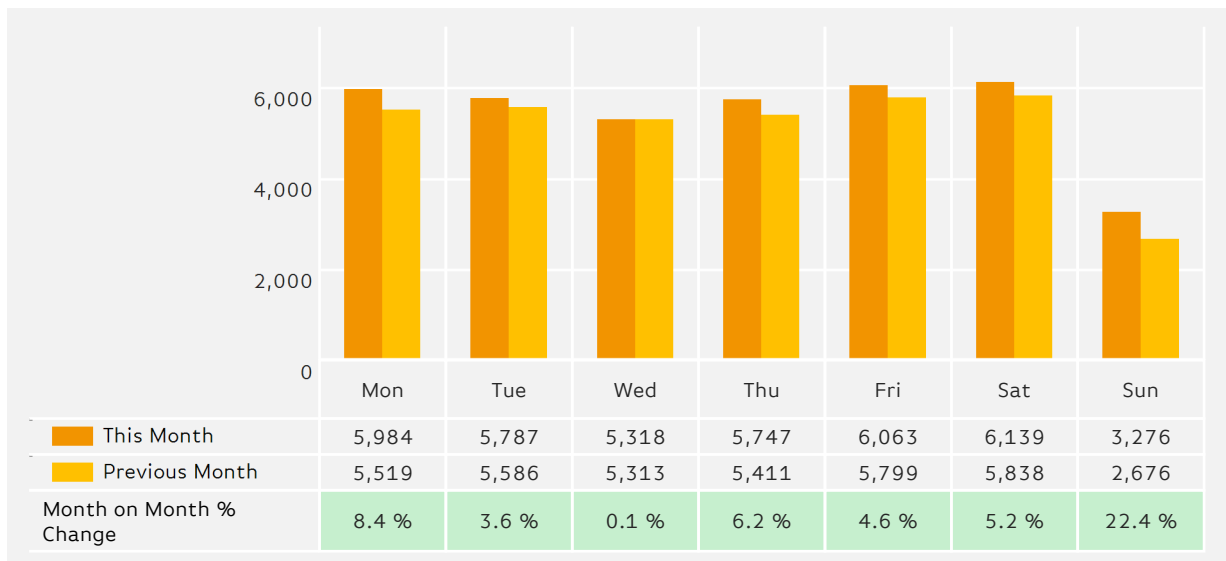
Number of days this month	17	6	5
Number of days same month last year	27	1	

Average Temperature

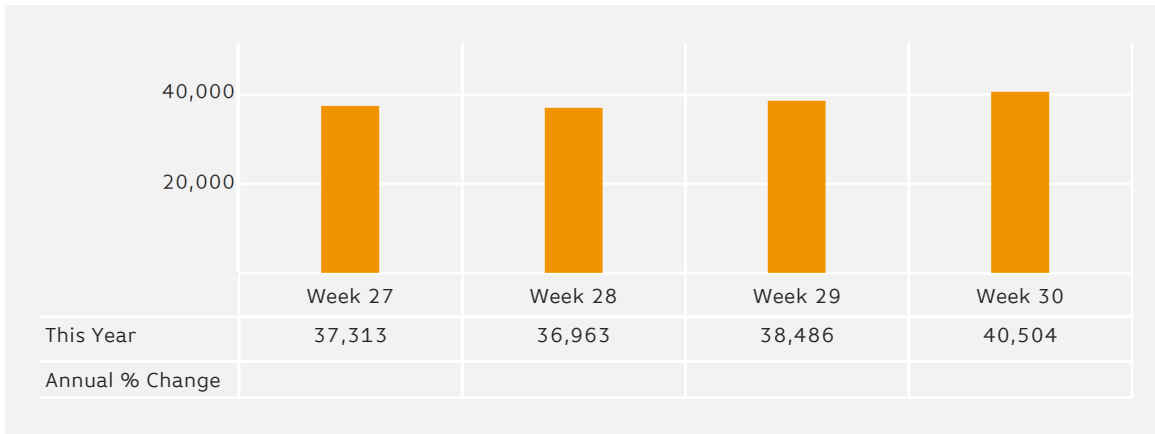
Average Temperatures	Maximum Temperature	Minimum Temperature
2015	20.6	11.4
2014	24.7	12.9

Footfall by Day

The figures shown below are calculated using weekly averages.

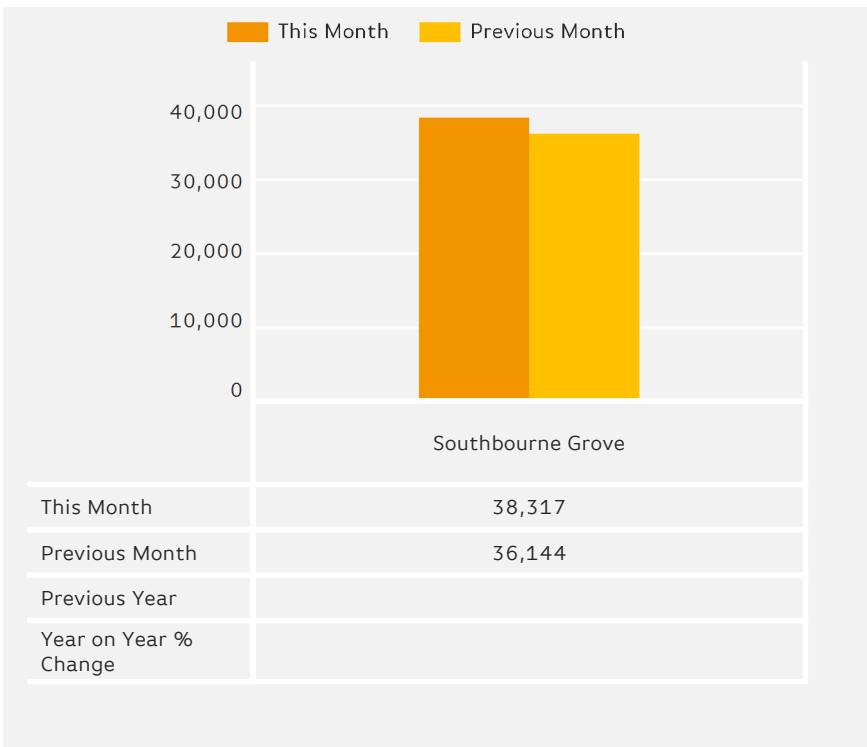


Footfall by Week of Month



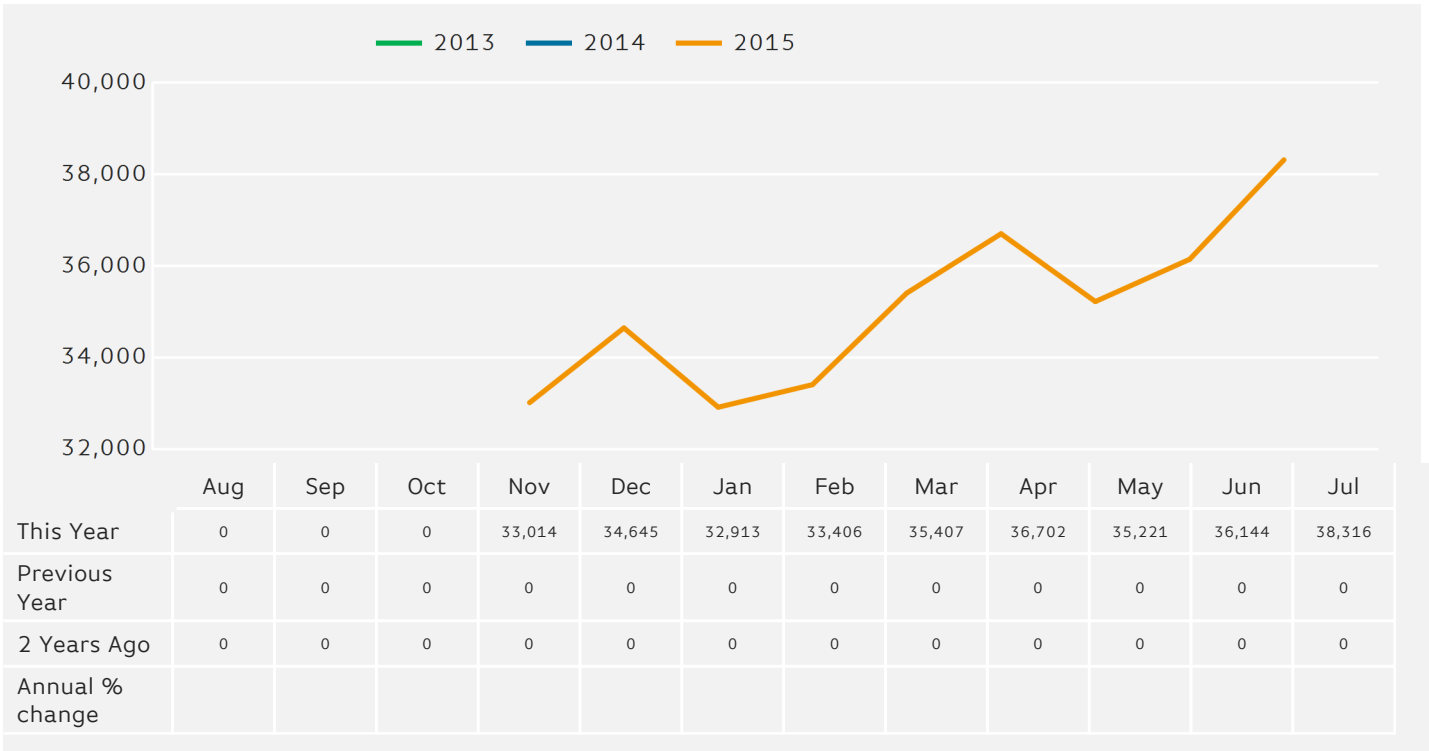
Footfall Totals

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.