



Westbourne Town Centre

July 2015

06/07/2015 to 02/08/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

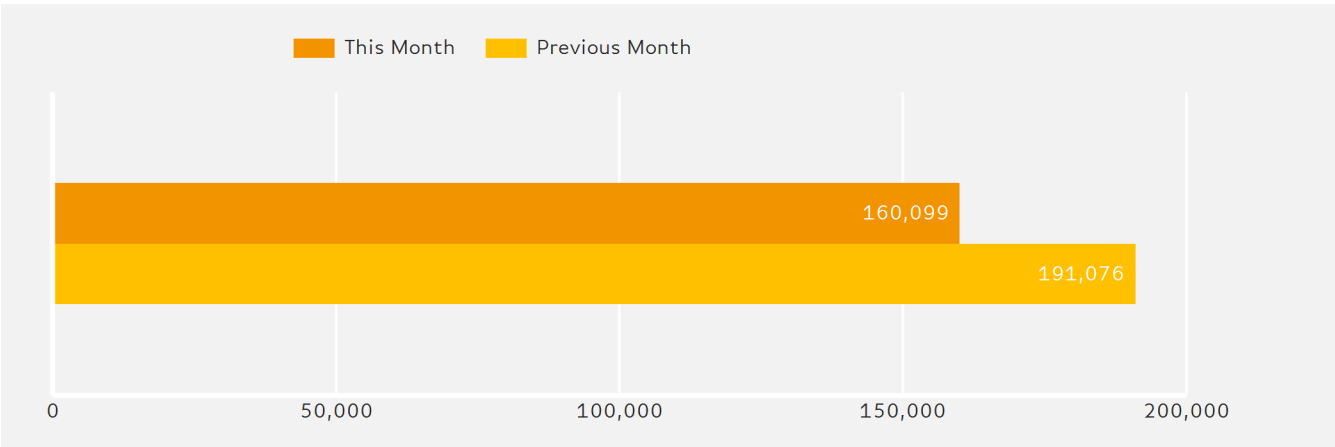
| | Year to Date % Change | | Year on Year % Change | | Month on Month % Change | |
|------------------------|-----------------------|----------|-----------------------|----------|-------------------------|---------|
| | 2015 | 2014 | 2015 | 2014 | 2015 | 2014 |
| Westbourne Town Centre | | | | | ▲ 4.7 % | |
| 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 160,099.
- The busiest day in month commencing 6 July 2015 was Friday 31 July with 7,939 visitors.
- The peak hour of the month was 14:00 on Friday with footfall of 996

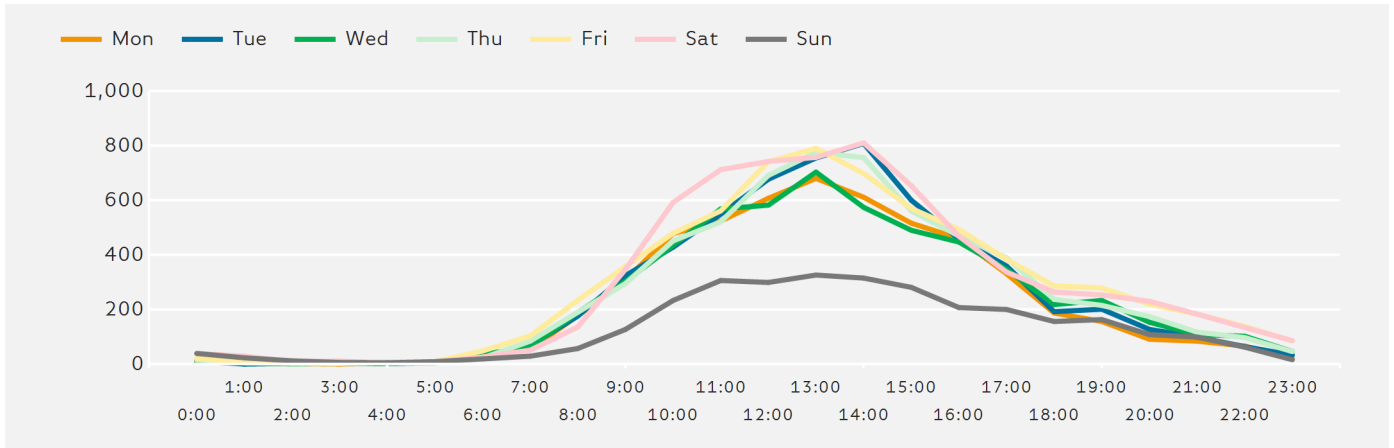
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



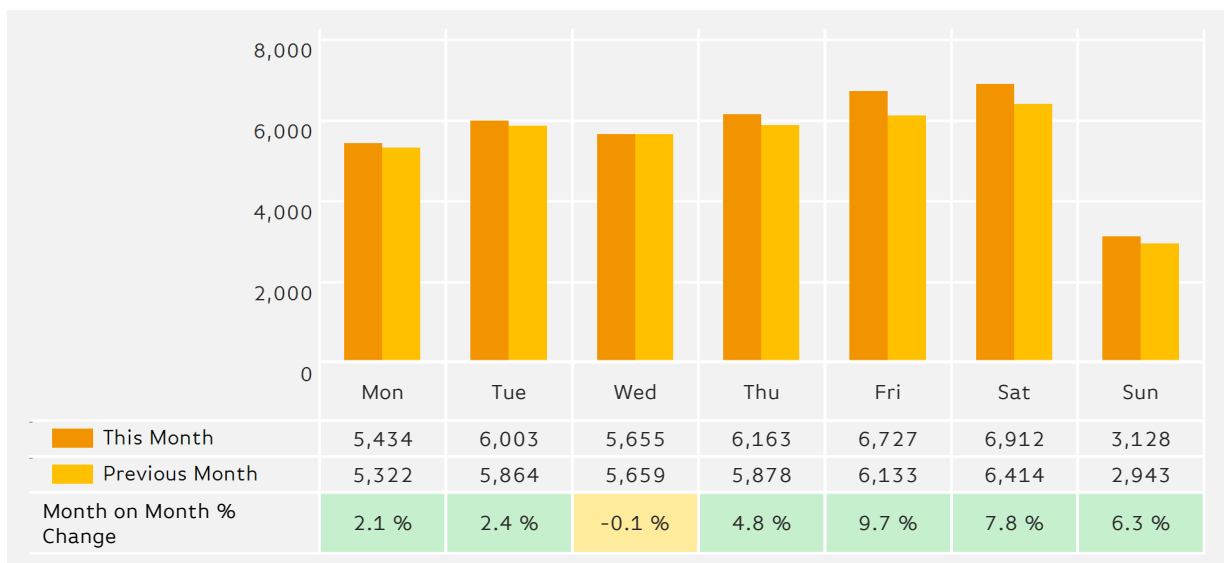
| | | | |
|-------------------------------------|----|---|---|
| Number of days this month | 17 | 6 | 5 |
| Number of days same month last year | 27 | 1 | |

Average Temperature

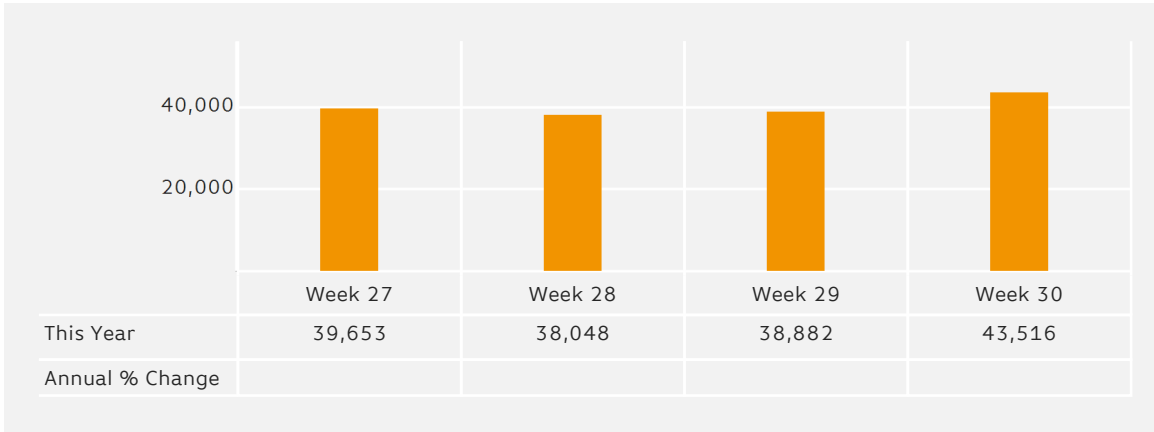
| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2015 | 20.6 | 11.4 |
| 2014 | 24.7 | 12.9 |

Footfall by Day

The figures shown below are calculated using weekly averages.

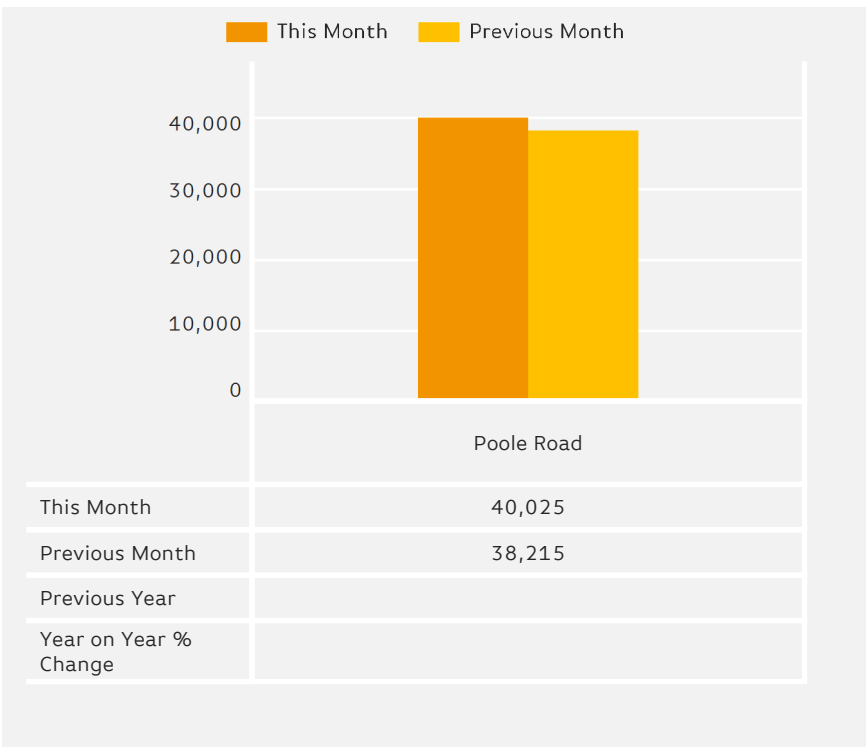


Footfall by Week of Month



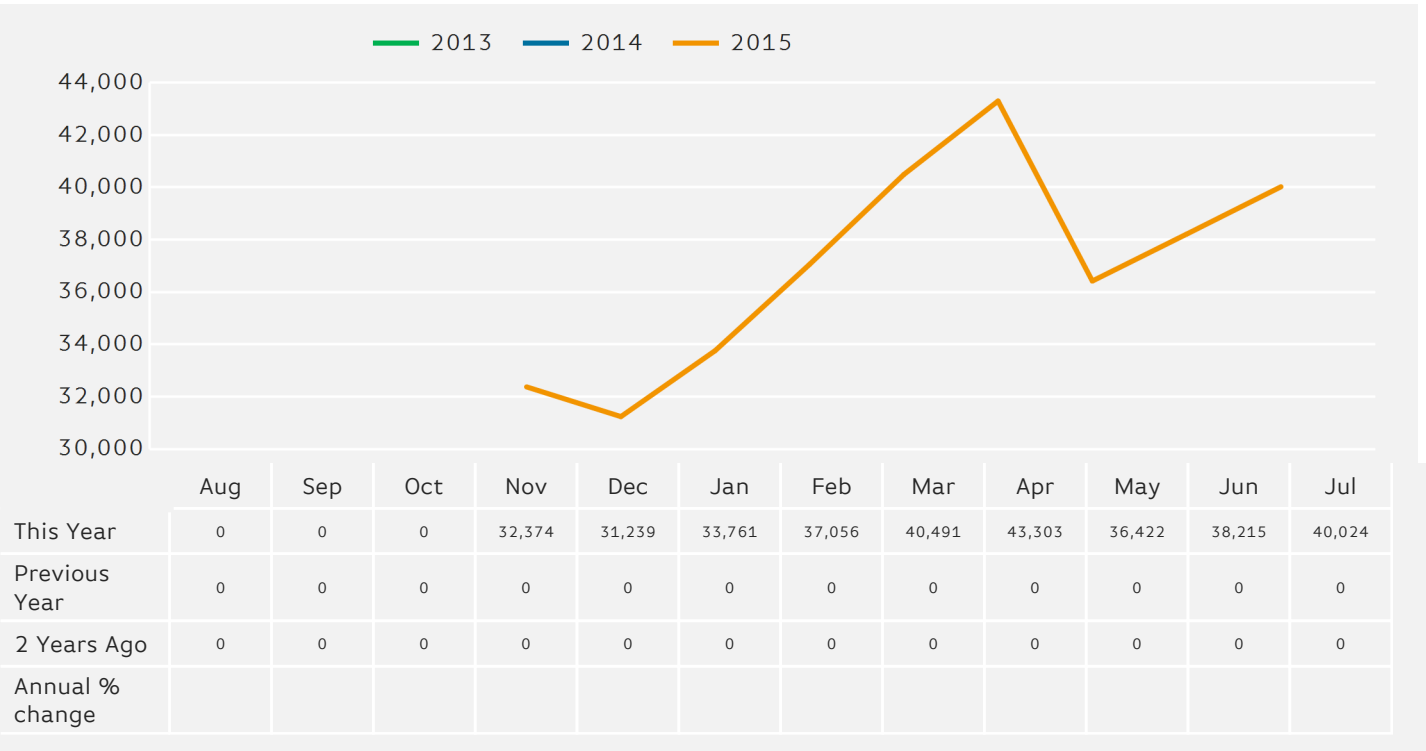
Footfall Totals

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.