



**Southbourne Town Centre**

March 2015

02/03/2015 to 05/04/2015



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	▼ -0.5 %	▼ -3.2 %	▼ -1.4 %	▼ -2.6 %	▲ 5.7 %	▲ 9.8 %
UK	▼ -1.4 %	▲ 0.1 %	▼ -1.8 %	▲ 2.6 %	▲ 3.8 %	▲ 7.7 %

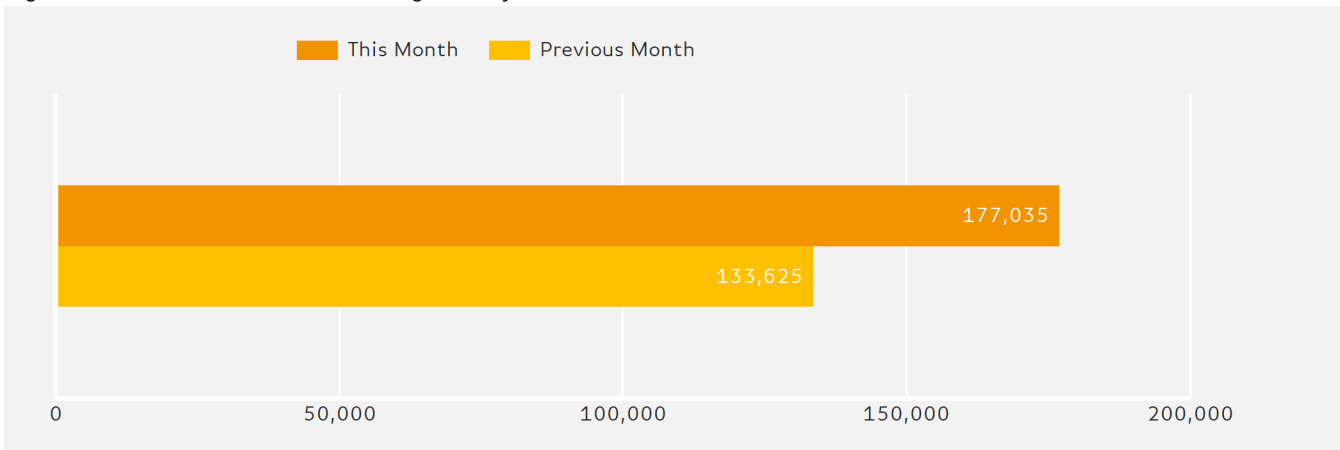
**Headlines**

Footfall month commencing 2 March 2015 was 177,035.

The busiest day in month commencing 2 March 2015 was Friday 6 March with 6,593 visitors.

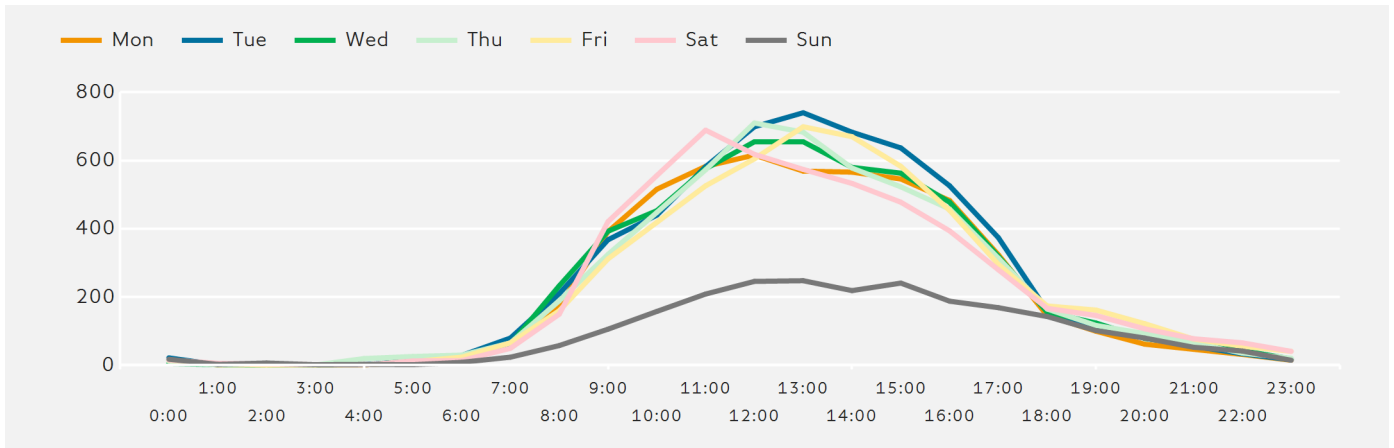
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



**FOG**

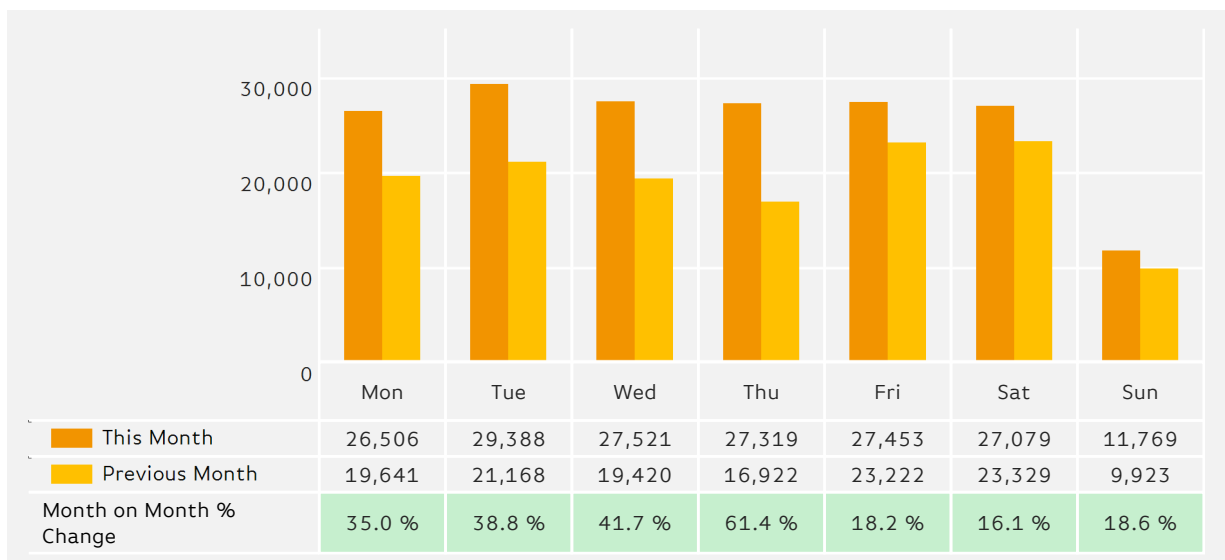
Number of days this month	1	16	16	2	
Number of days same month last year	3	21	6	3	2

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	10.9	2.5
2014	13.1	3.7

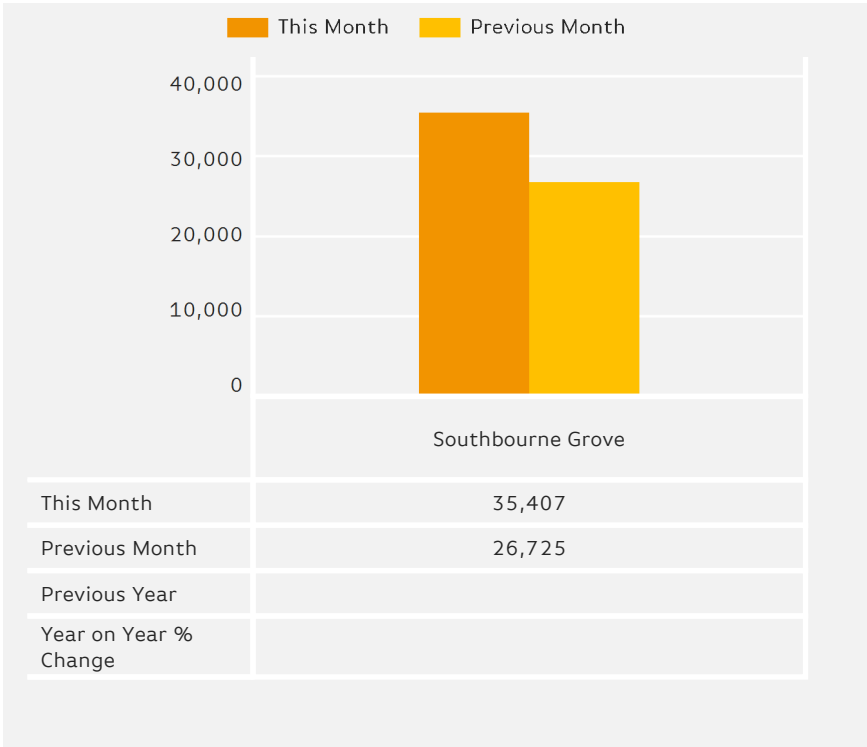
### Footfall by Day

The figures shown below are calculated using monthly totals.



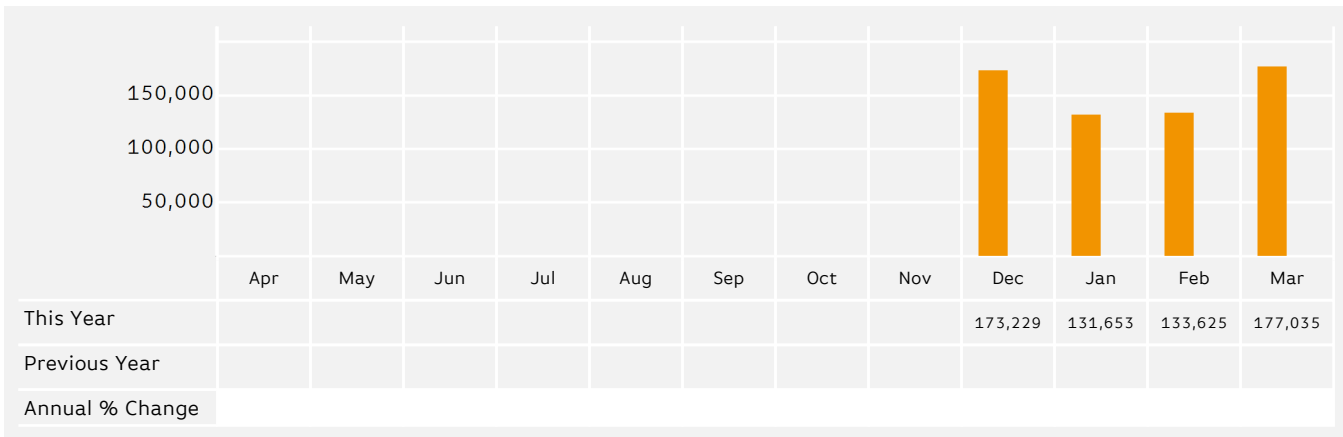
### Footfall Totals

The figures shown below is calculated using weekly averages.



### Footfall by Month

The data below is based on monthly totals



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.