



Southbourne Town Centre

May 2015

04/05/2015 to 31/05/2015



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					▼ -4.0 %	
South West	▼ -1.6 %	▼ -2.6 %	▼ -3.5 %	▼ -1.6 %	▼ -0.2 %	▲ 0.9 %
UK	▼ -1.2 %	▲ 0.0 %	▼ -1.8 %	▼ -0.9 %	▼ -2.3 %	▼ -1.7 %

Headlines

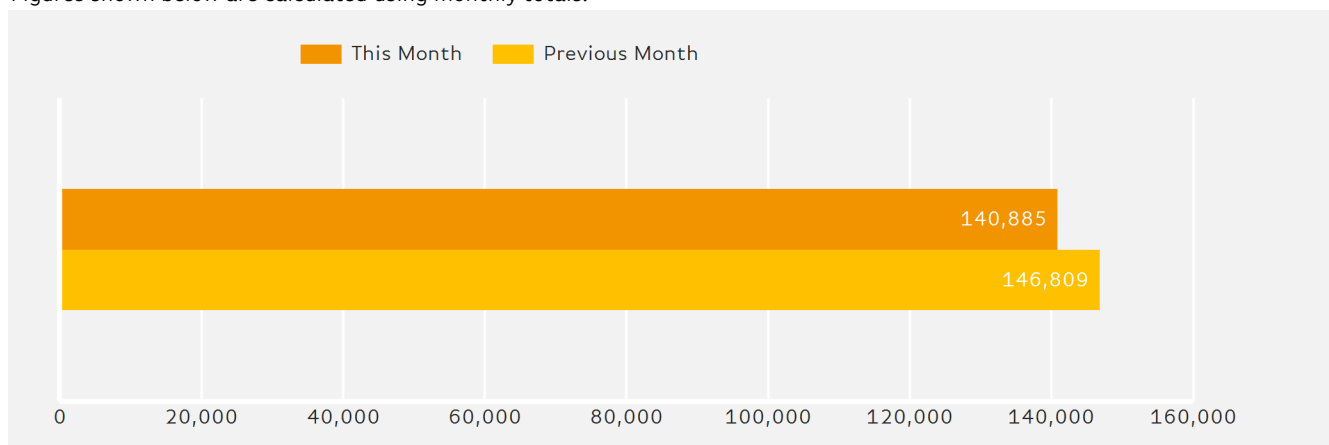
Footfall month commencing 4 May 2015 was 140,885.

The busiest day in month commencing 4 May 2015 was Saturday 30 May with 13,682 visitors.

The peak hour of the month was 16:00 on Saturday with footfall of 2,092

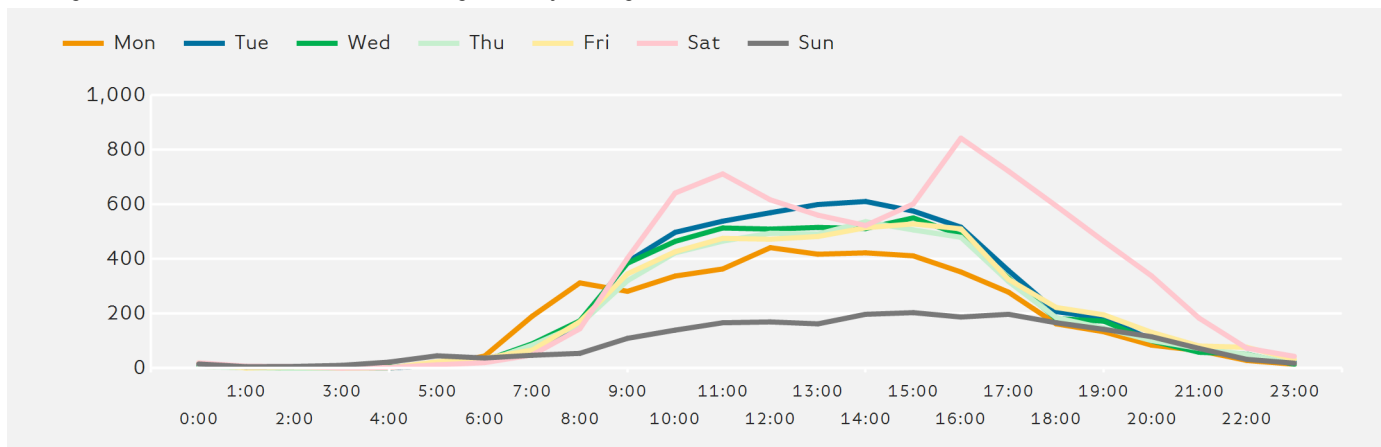
Footfall Totals by Month

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

11

5

Number of days same month last year

19

1

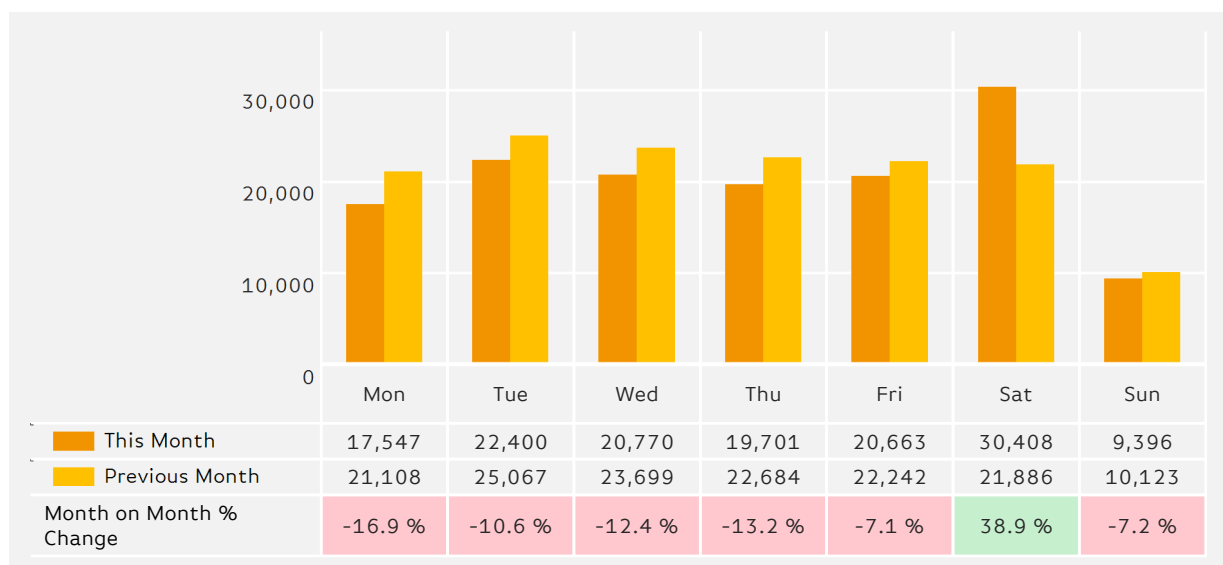
8

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	16.3	8.5
2014	16.8	8.2

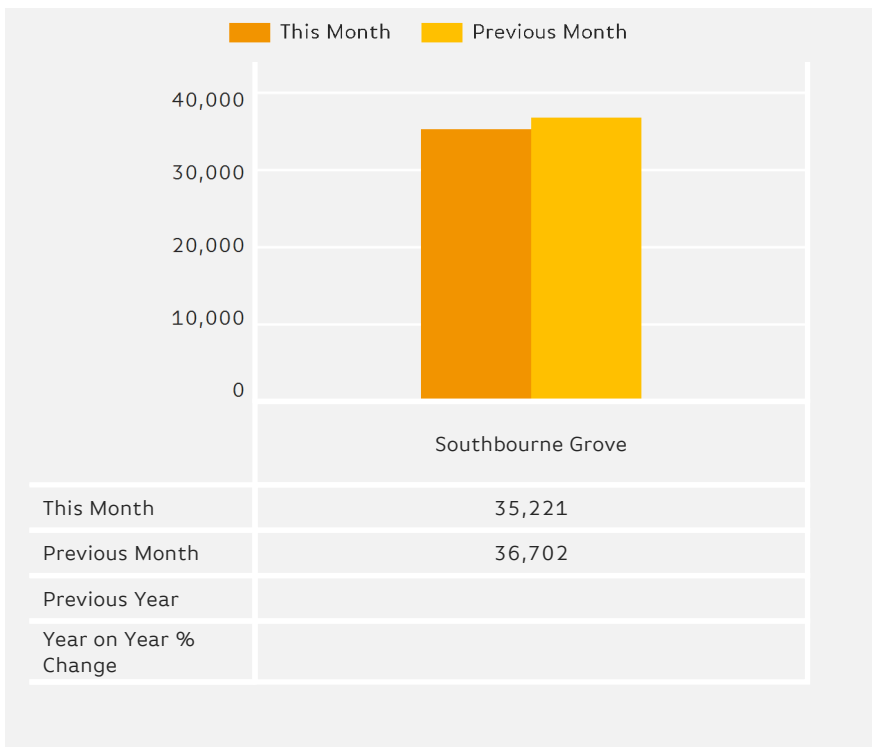
Footfall by Day

The figures shown below are calculated using monthly totals.



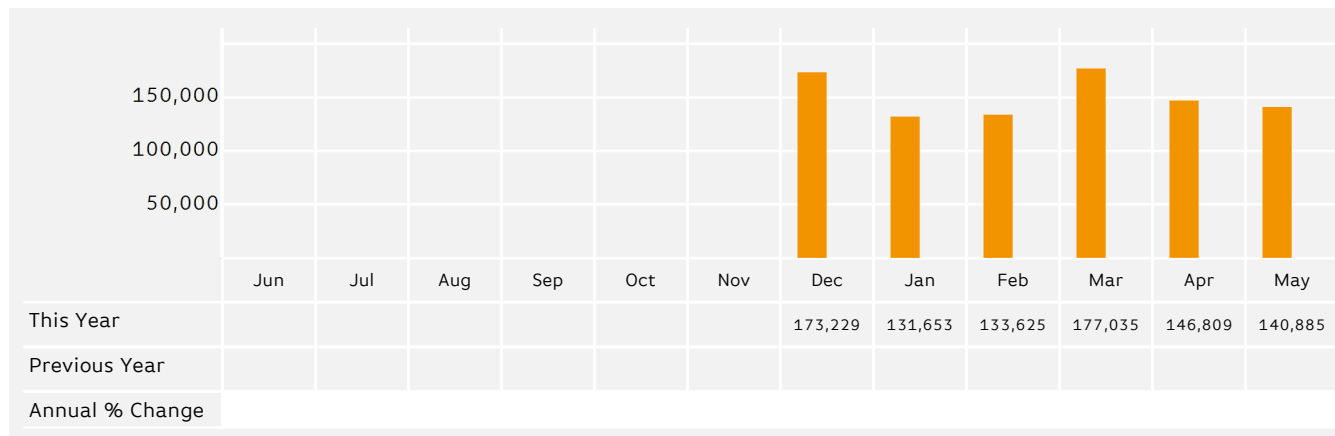
Footfall Totals

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.