

AVERAGE HOUR REPORT

ZXY EXAMPLE RETAIL CENTRE TOTAL SHOPPING CENTRE

prepared by:
Beonic Pty Ltd

DAY ENDING SATURDAY 30 NOVEMBER 2002 (1 WEEK AVERAGE)

Time	Average Traffic	% of Total
12:00 am		
1:00 am		
2:00 am		
3:00 am		
4:00 am		
5:00 am		
6:00 am		
7:00 am	264	2.1 %
8:00 am	496	4.0 %
9:00 am	770	6.2 %
10:00 am	1,095	8.8 %
11:00 am	976	7.9 %
12:00 pm	1,558	12.6 %
1:00 pm	2,461	19.9 %
2:00 pm	1,777	14.4 %
3:00 pm	1,610	13.0 %
4:00 pm	1,122	9.1 %
5:00 pm	247	2.0 %
6:00 pm		
7:00 pm		
8:00 pm		
9:00 pm		
10:00 pm		
11:00 pm		
Total	12,376	100.0 %

<<< End of Report >>>

HOURLY TRAFFIC REPORT

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SATURDAY 30-NOVEMBER-2002

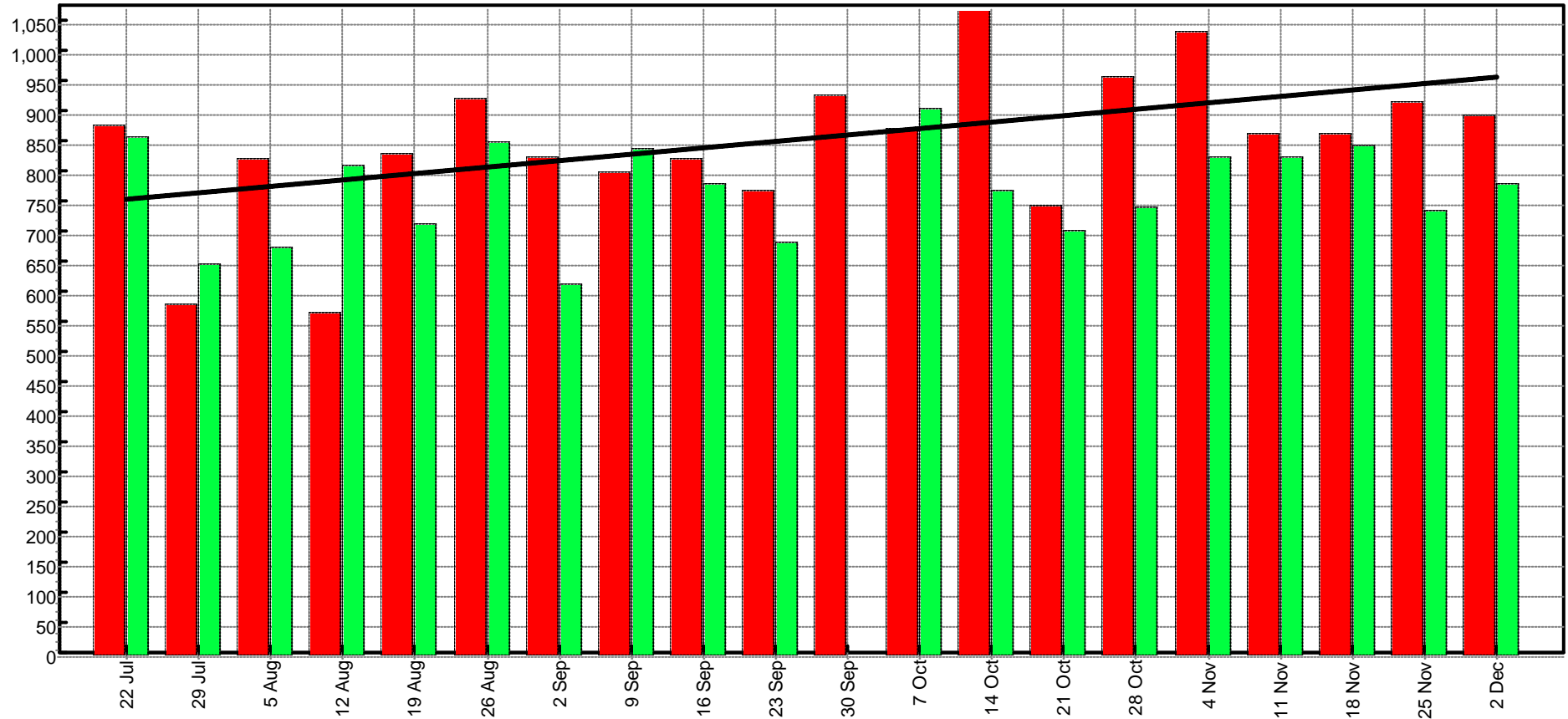
Time	Traffic	Traffic Last Week	Var %	Traffic Last Year	Var %
12:00 am					
1:00 am					
2:00 am					
3:00 am					
4:00 am					
5:00 am					
6:00 am					
7:00 am	264	320	-17.5%	254	+3.9%
8:00 am	496	534	-7.1%	433	+14.5%
9:00 am	770	982	-21.6%	692	+11.3%
10:00 am	1,095	1,028	+6.5%	985	+11.2%
11:00 am	976	1,592	-38.7%	1,142	-14.5%
12:00 pm	1,558	1,556	+0.1%	1,458	+6.9%
1:00 pm	2,461	2,528	-2.7%	2,190	+12.4%
2:00 pm	1,777	2,160	-17.7%	1,366	+30.1%
3:00 pm	1,610	2,310	-30.3%	1,632	-1.3%
4:00 pm	1,122	1,482	-24.3%	1,010	+11.1%
5:00 pm	247	306	-19.3%	216	+14.4%
6:00 pm					
7:00 pm					
8:00 pm					
9:00 pm					
10:00 pm					
11:00 pm					
Total	12,378	14,799	-16.4%	11,376	+8.8%

HOURLY TREND GRAPH

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EVERY 1:00 PM MONDAY



Traffic Trend = 752 + 11 x Number of Weeks

■ This Year ■ Last Year — Trend

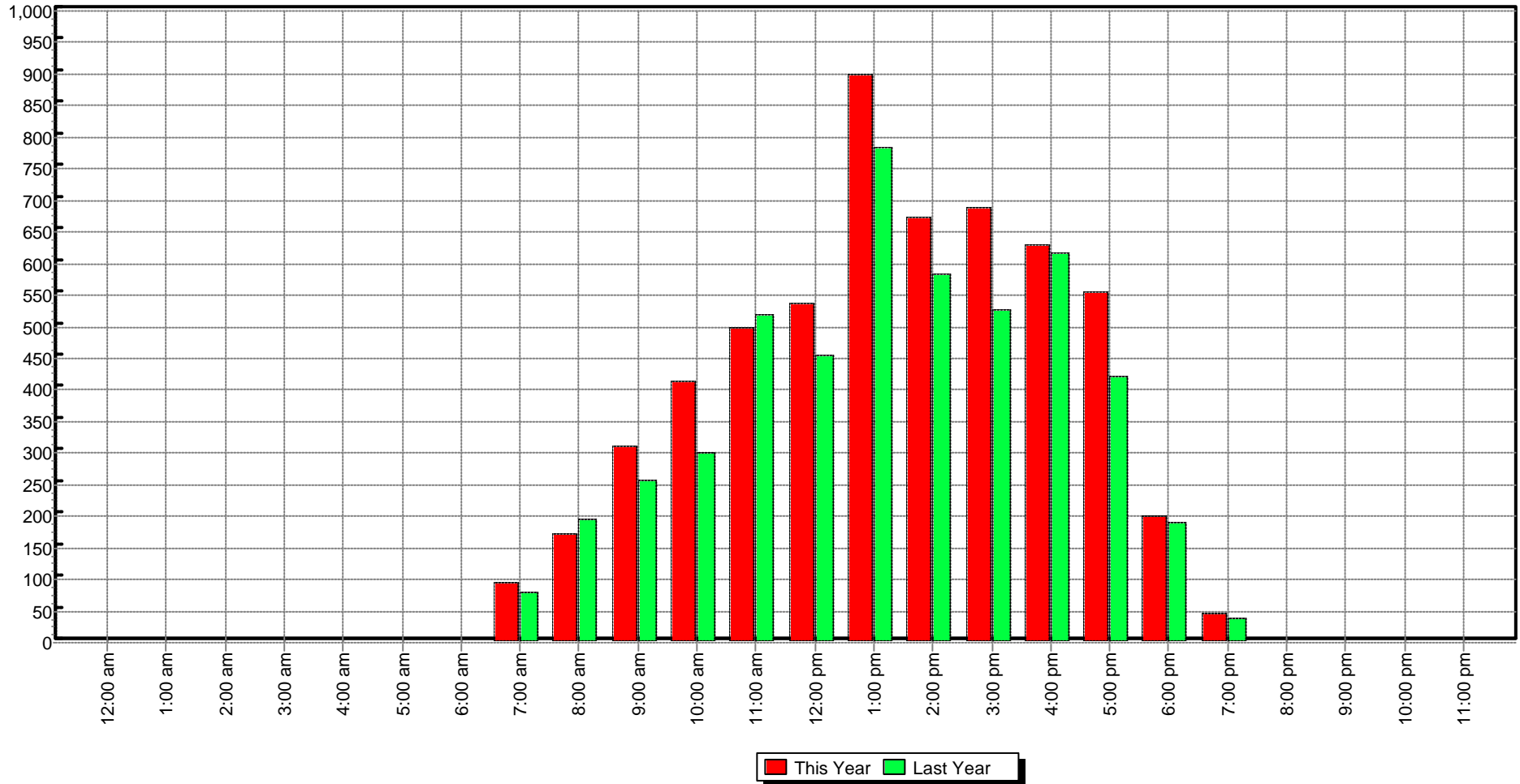
Correlation = 51.1%

HOURLY TRAFFIC GRAPH

ZXY EXAMPLE RETAIL CENTRE
TOTAL SHOPPING CENTRE

prepared by:
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MONDAY 2-DEC-2002



HOURLY TRAFFIC GRAPH

ZXY EXAMPLE RETAIL CENTRE
TOTAL SHOPPING CENTRE

SATURDAY 30-NOVEMBER-2002

