



Newbury BID

January 2015

05/01/2015 to 01/02/2015



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
Newbury BID					▼ -9.2 %	
South West	▼ -2.6 %	▼ -3.2 %	▼ -2.6 %	▼ -3.7 %	▼ -24.1 %	▼ -29.8 %
UK	▼ -2.0 %	▼ -0.1 %	▼ -2.0 %	▼ -0.6 %	▼ -20.6 %	▼ -23.7 %

Headlines

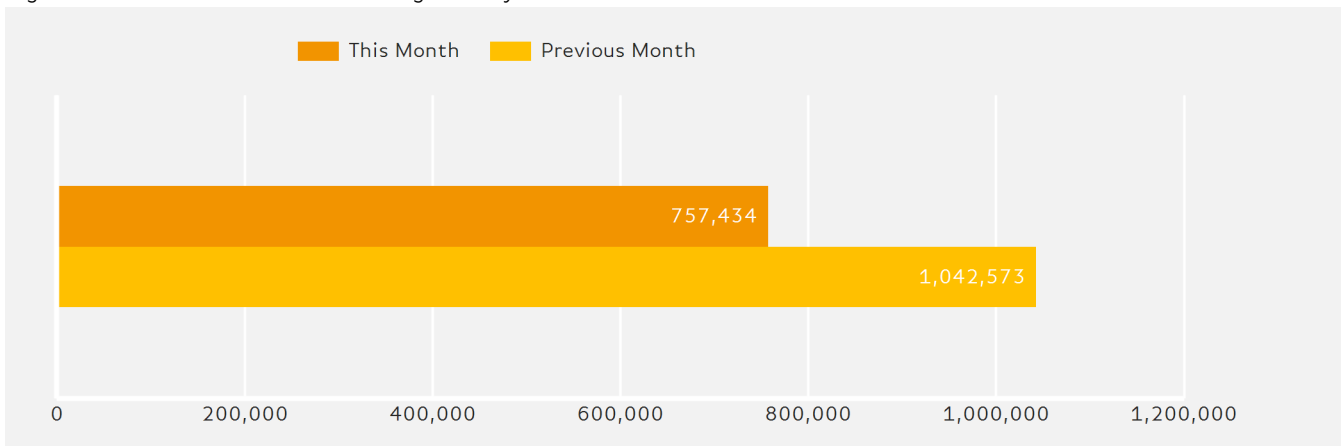
Footfall month commencing 5 January 2015 was 757,434.

The busiest day in month commencing 5 January 2015 was Saturday 17 January with 35,052 visitors.

The peak hour of the month was 17:00 on Thursday with footfall of 4,471

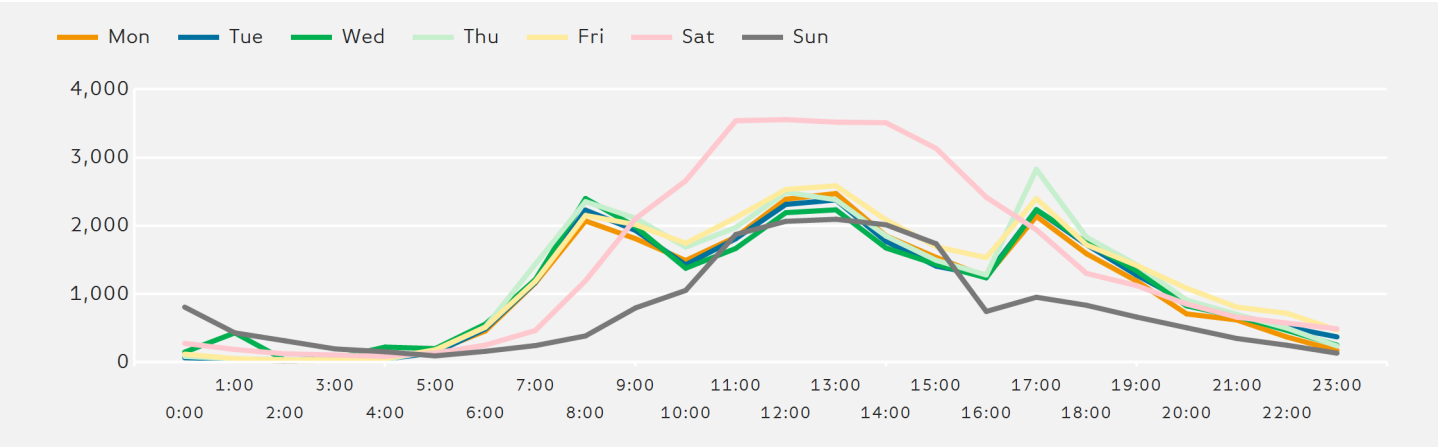
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather

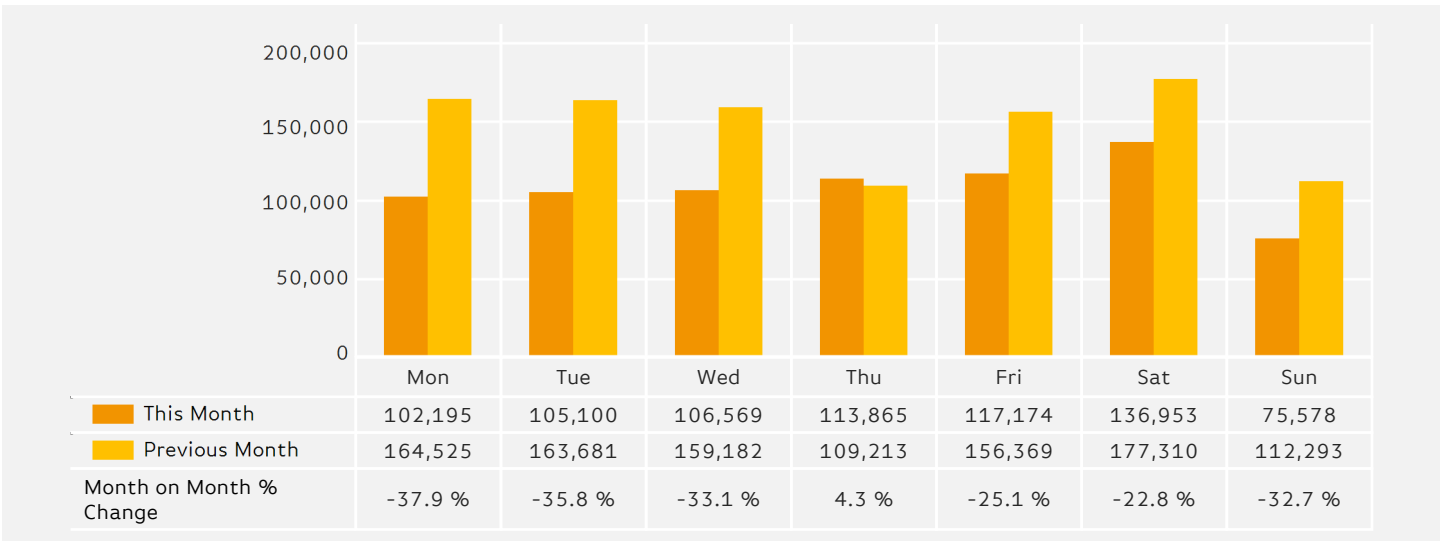
Number of days this month 28
 Number of days same month last year 35

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015		
2014		

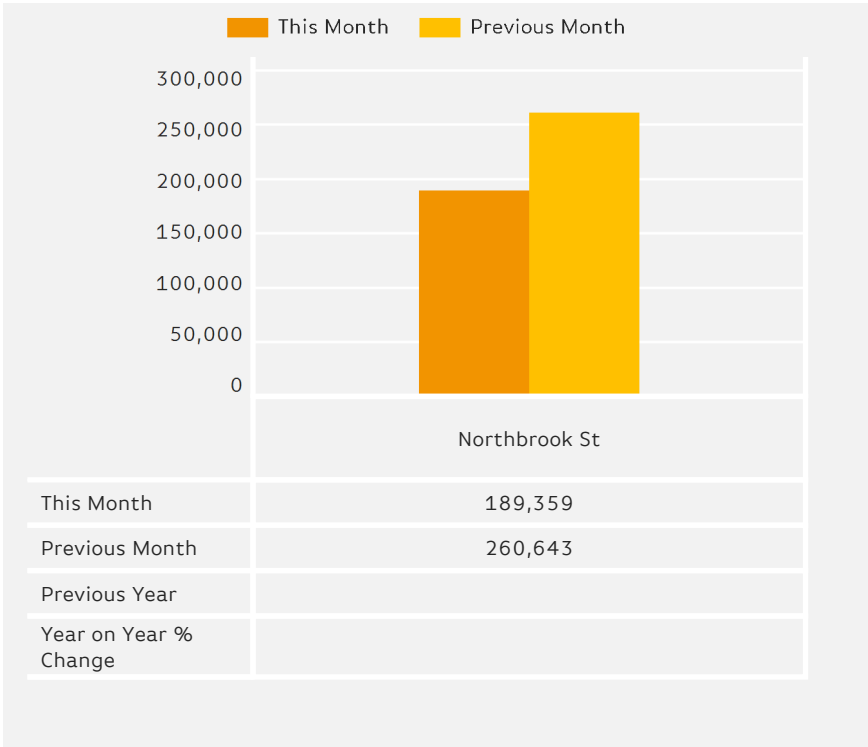
Footfall by Day

The figures shown below are calculated using monthly totals.

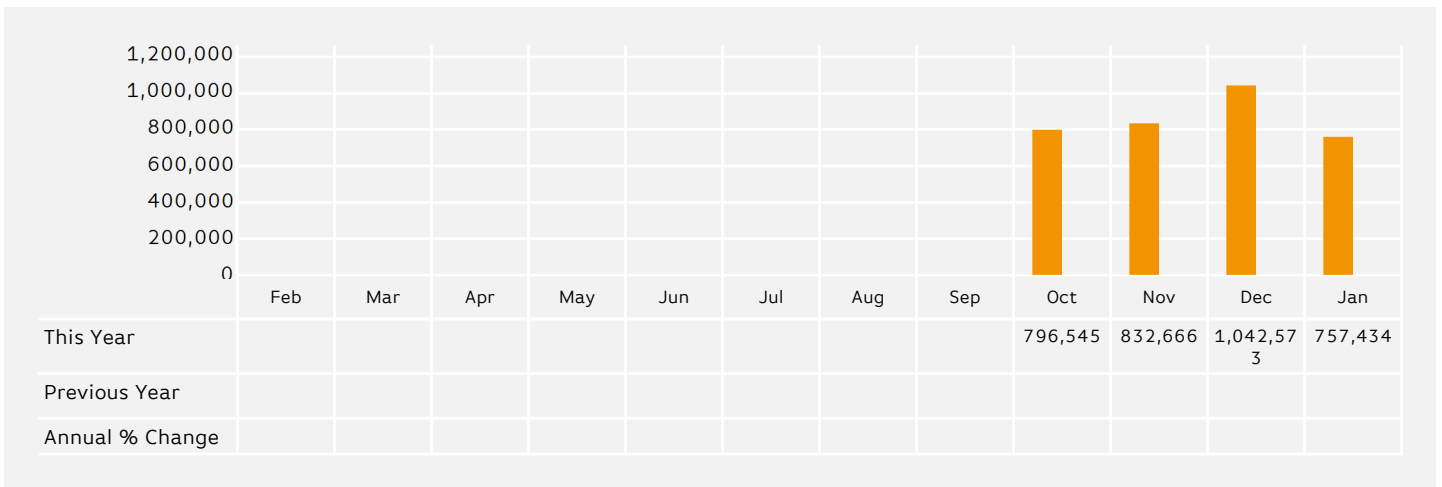


Footfall Totals

The figures shown below is calculated using weekly averages.



Footfall by Month



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.