



Newbury BID

August 2015

03/08/2015 to 30/08/2015



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
Newbury BID					▼ -4.5 %	
South West	▼ -2.3 %	▼ -2.4 %	▼ -3.1 %	▼ -4.4 %	▲ 3.1 %	▲ 1.3 %
UK	▼ -1.6 %	▼ -0.6 %	▼ -2.3 %	▼ -2.9 %	▼ -0.7 %	▼ -1.2 %

Headlines

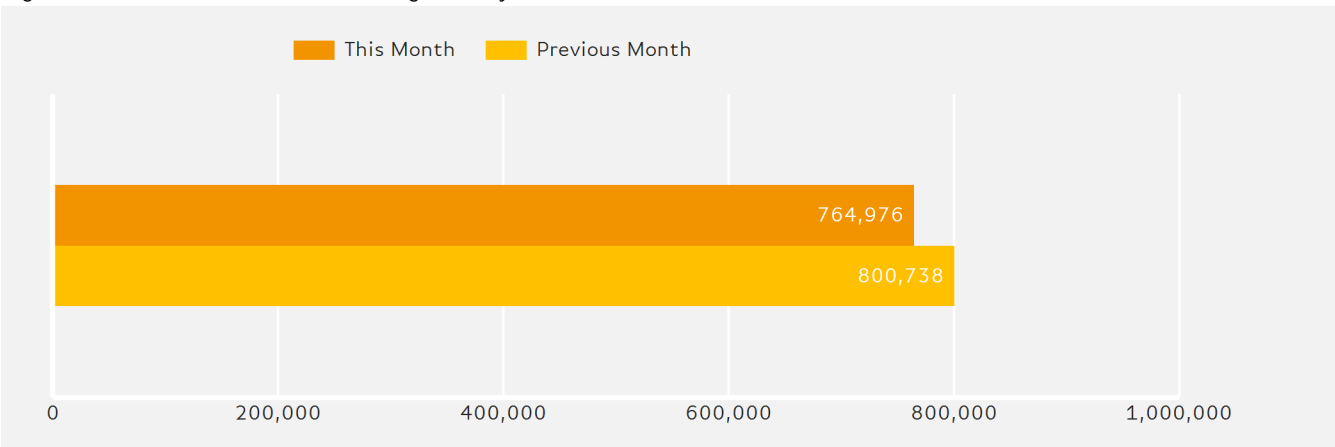
Footfall month commencing 3 August 2015 was 764,976.

The busiest day in month commencing 3 August 2015 was Saturday 15 August with 34,532 visitors.

The peak hour of the month was 11:00 on Saturday with footfall of 3,862

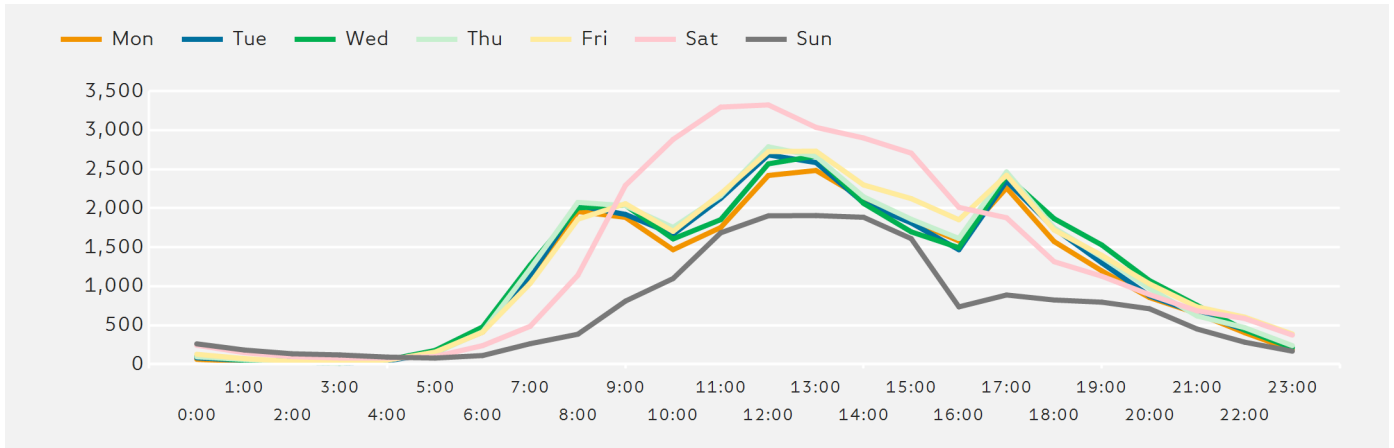
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



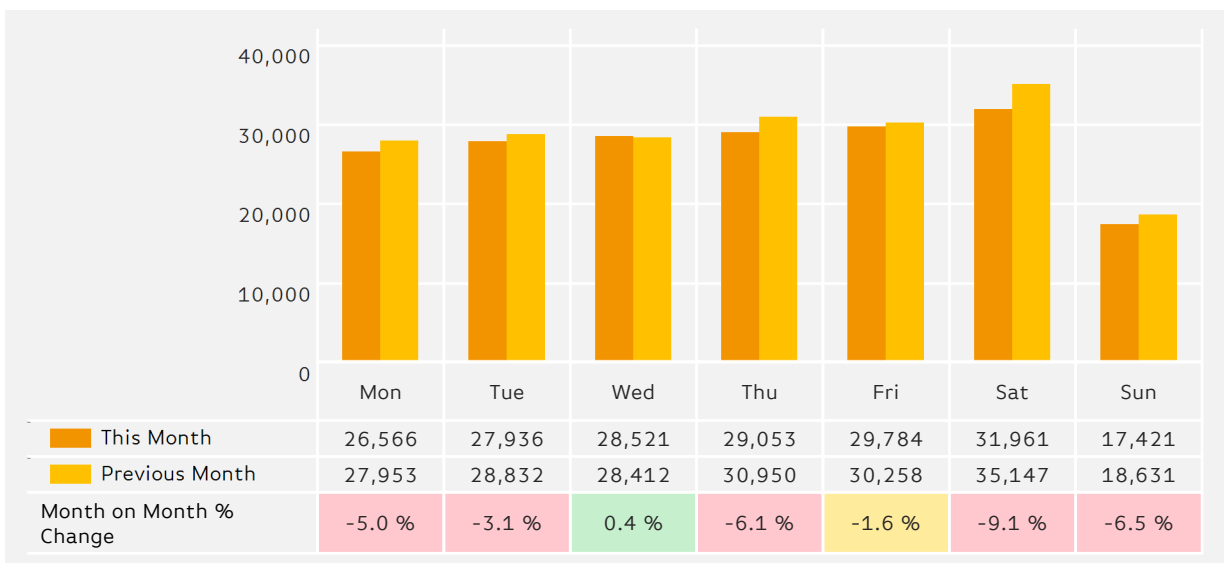
	Sun	Mon	Tue
Number of days this month	2	16	10
Number of days same month last year	2	19	7

Average Temperature

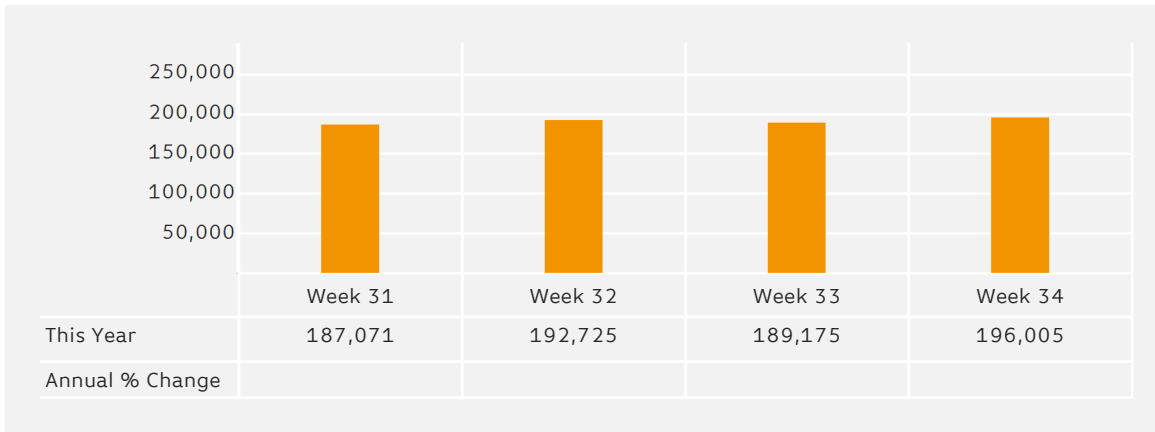
Average Temperatures	Maximum Temperature	Minimum Temperature
2015	21.0	11.3
2014	20.0	9.7

Footfall by Day

The figures shown below are calculated using weekly averages.

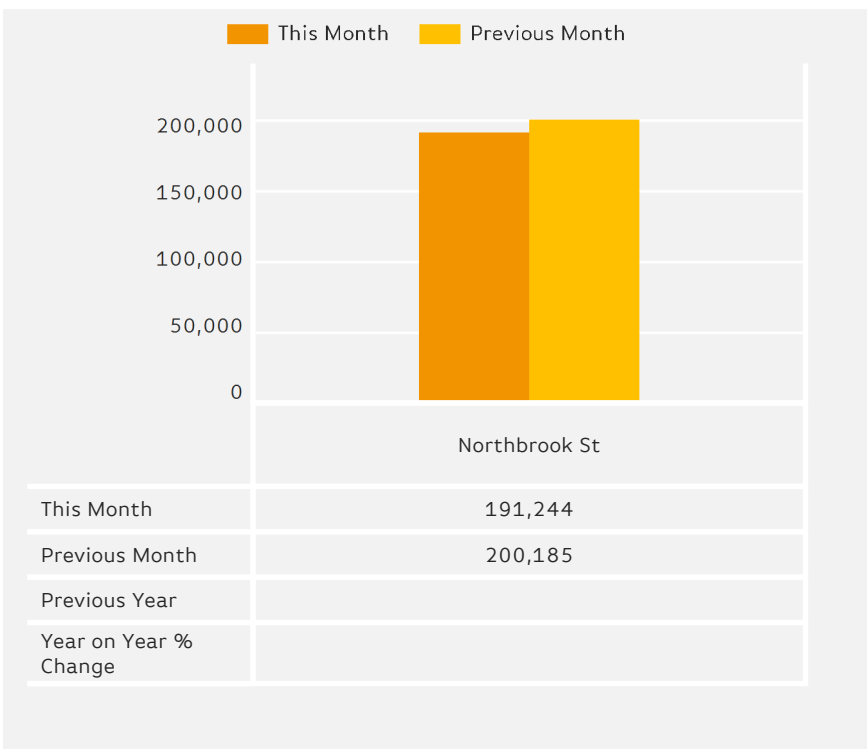


Footfall by Week of Month



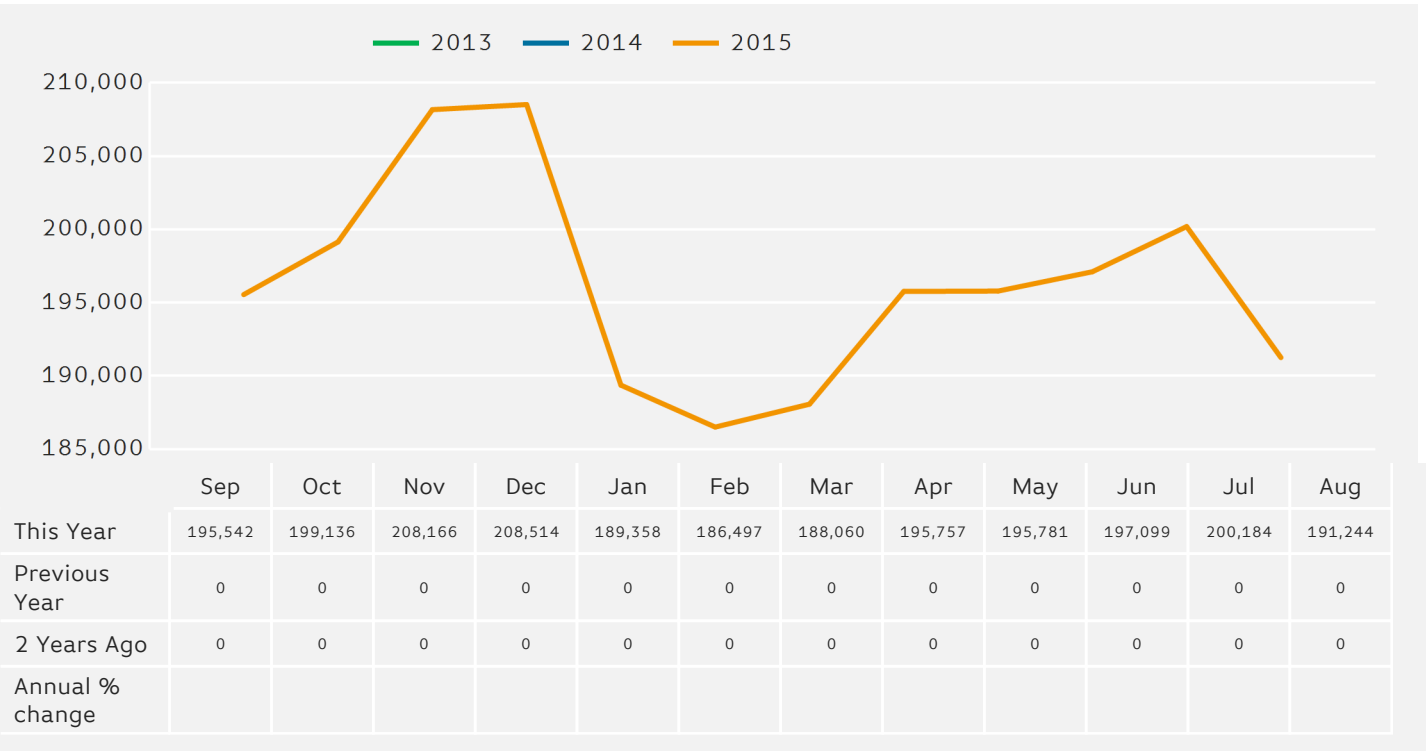
Footfall Totals

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.