



Newbury BID

December 2014

01/12/2014 to 04/01/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2014	2013	2014	2013	2014	2013
Newbury BID					▲ 0.2 %	
South West	▼ -2.6 %	▼ -2.1 %	▼ -0.4 %	▼ -4.1 %	▲ 12.5 %	▲ 13.2 %
UK	▼ -1.1 %	▼ -1.2 %	▼ -1.7 %	▼ -3.6 %	▲ 4.6 %	▲ 9.4 %

Headlines

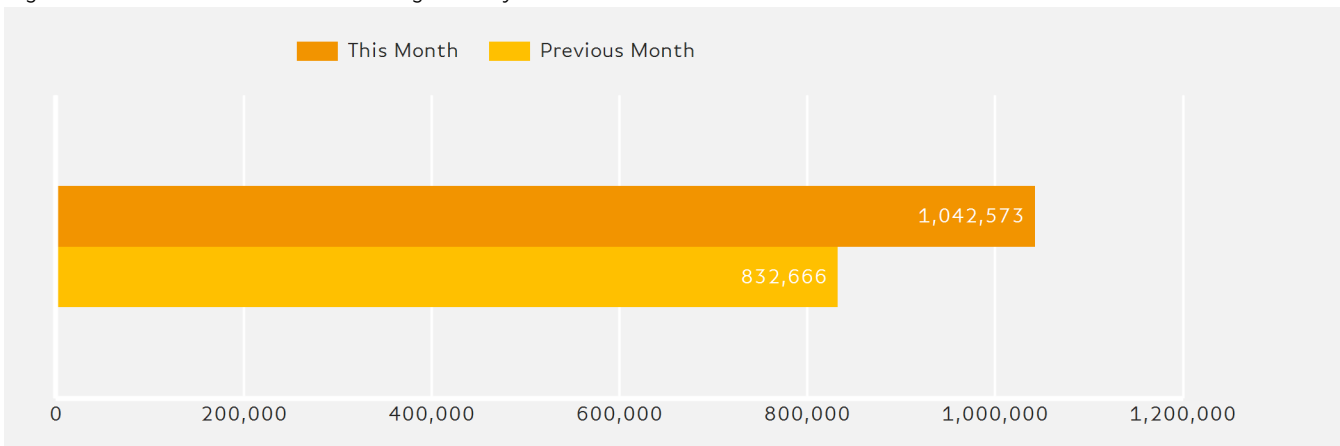
Footfall month commencing 1 December 2014 was 1,042,573.

The busiest day in month commencing 1 December 2014 was Tuesday 23 December with 41,476 visitors.

The peak hour of the month was 13:00 on Monday with footfall of 4,547

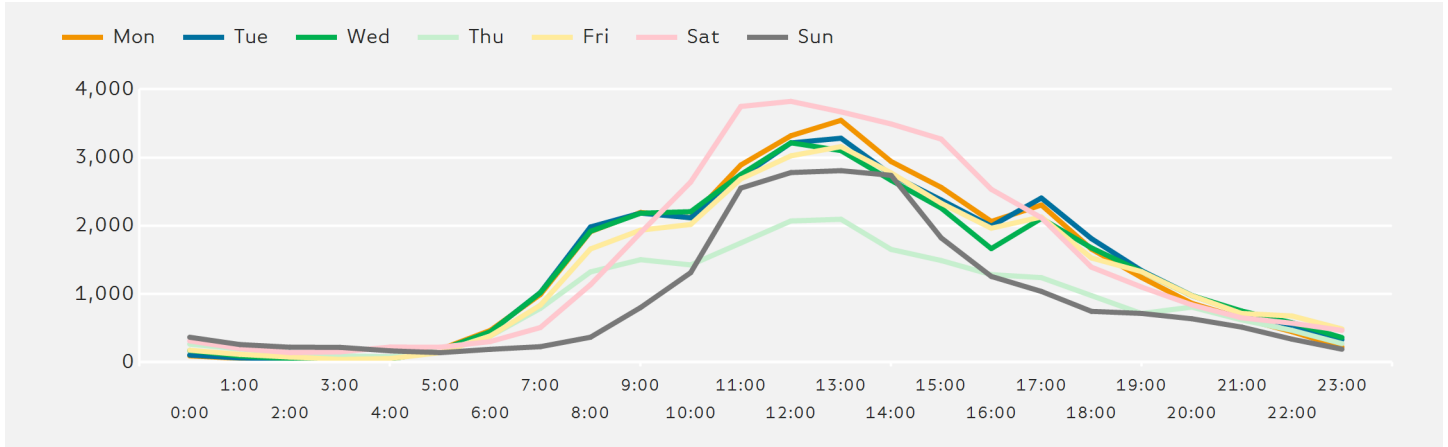
Footfall Totals by Month

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 35

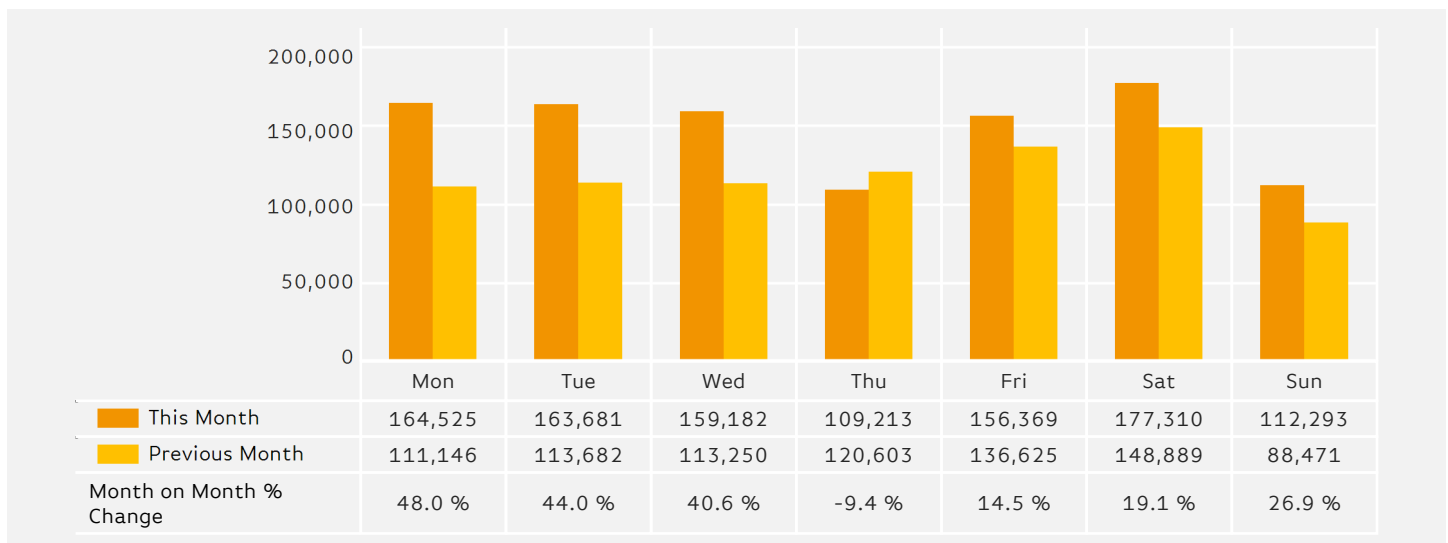
Number of days same month last year 1 7 24 2 1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014		
2013		

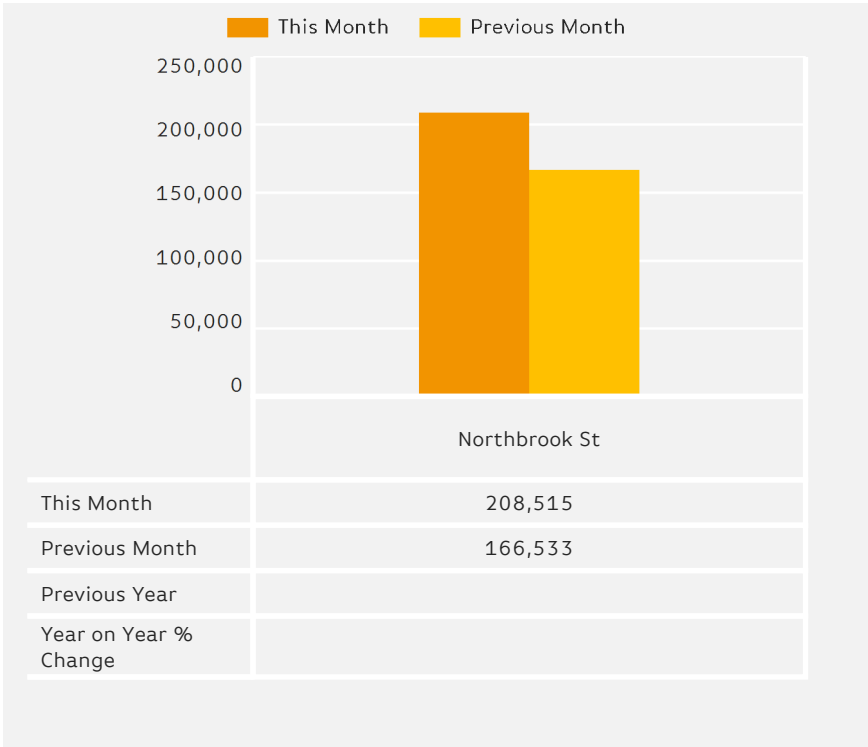
Footfall by Day

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.