



Newbury BID

February 2015

02/02/2015 to 01/03/2015



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					▼ -1.5 %	
South West	▲ 0.1 %	▼ -3.8 %	▲ 2.4 %	▼ -5.5 %	▲ 7.1 %	▲ 0.8 %
UK	▼ -1.1 %	▼ -1.3 %	▼ -0.2 %	▼ -5.3 %	▲ 8.2 %	▲ 3.9 %

Headlines

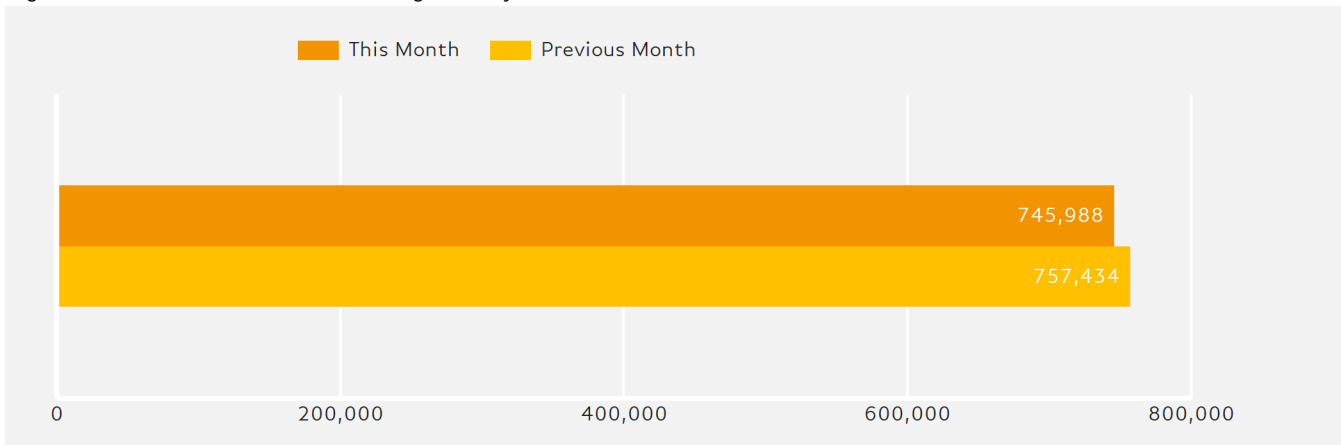
Footfall month commencing 2 February 2015 was 745,988.

The busiest day in month commencing 2 February 2015 was Saturday 28 February with 35,787 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 3,944

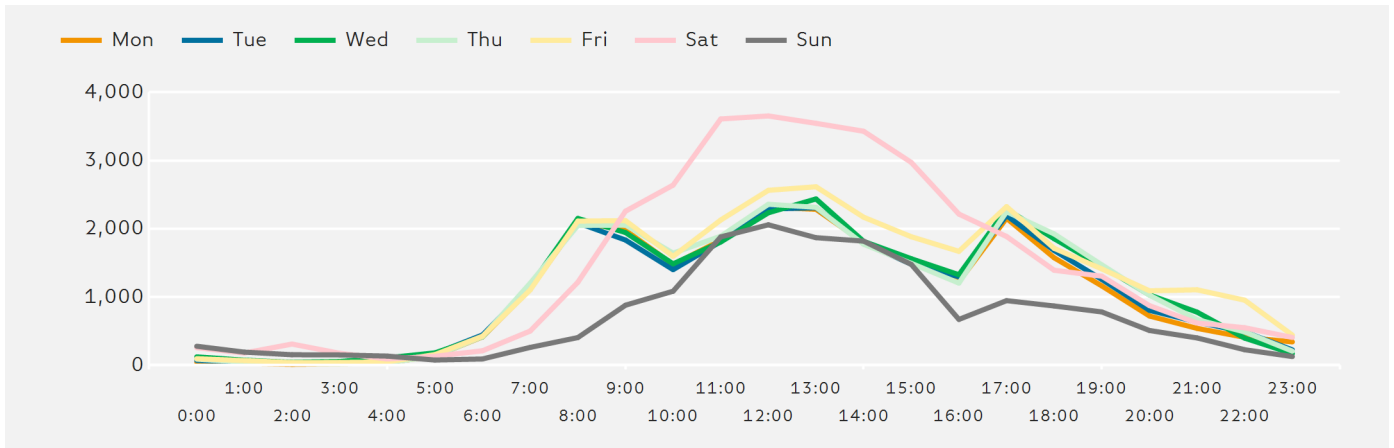
Footfall Totals by Month

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

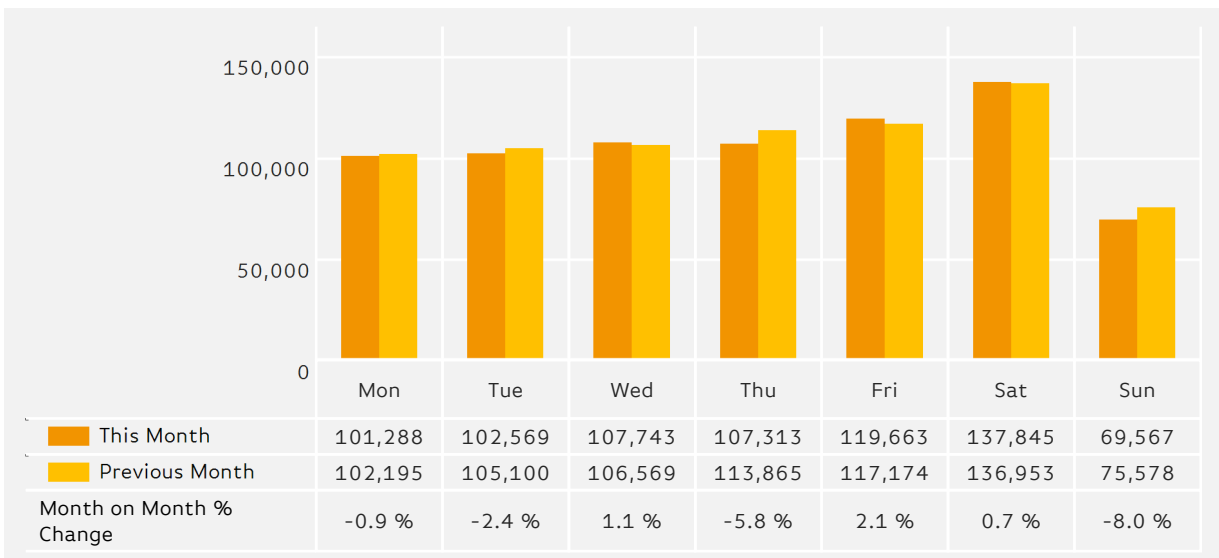
Number of days same month last year 28

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015		
2014		

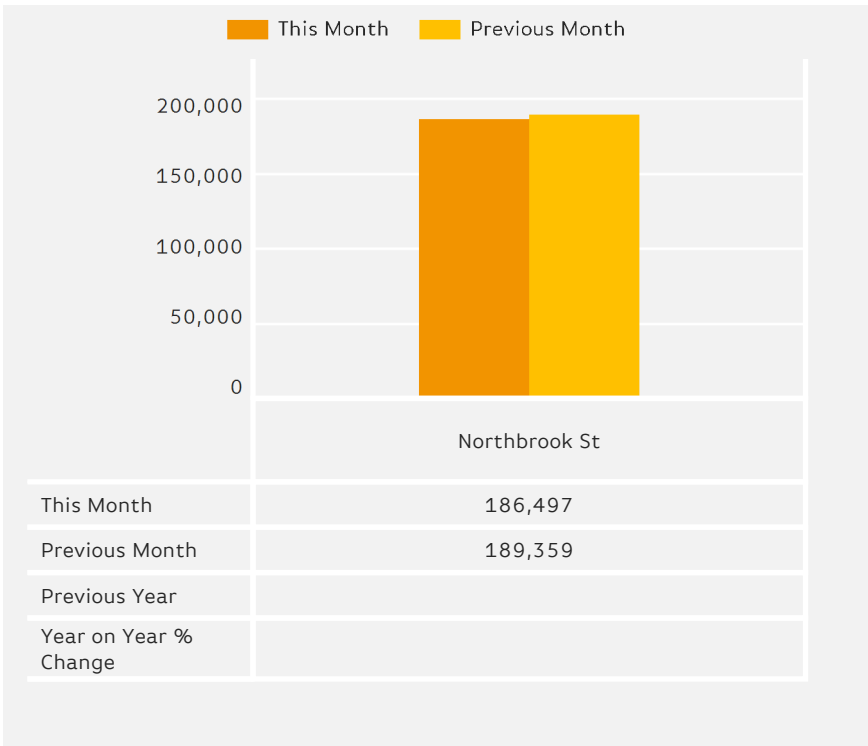
Footfall by Day

The figures shown below are calculated using monthly totals.



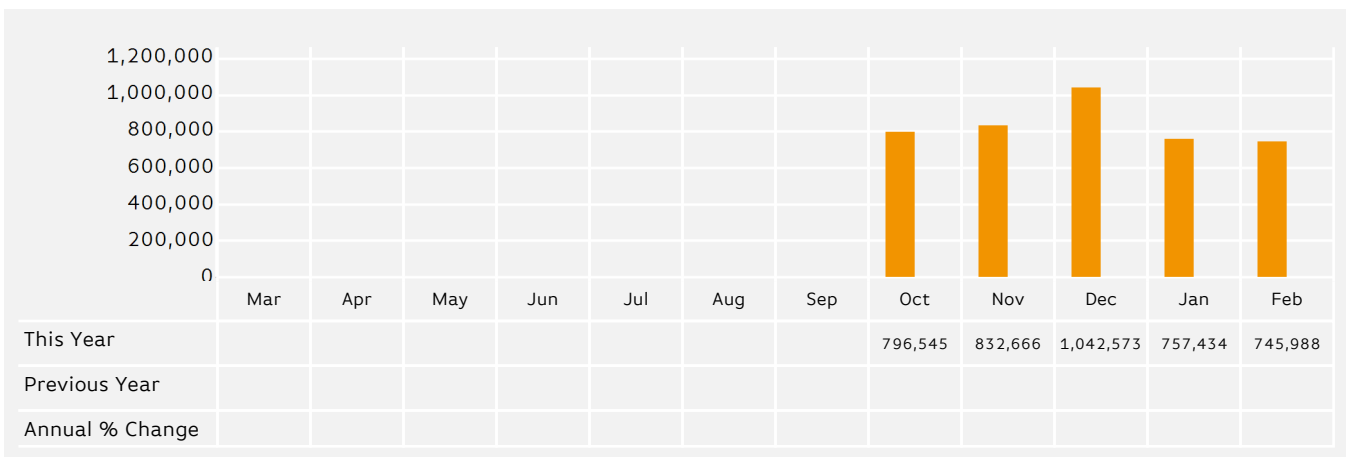
Footfall Totals

The figures shown below is calculated using weekly averages.



This Month	186,497
Previous Month	189,359
Previous Year	
Year on Year % Change	

Footfall by Month



This Year									796,545	832,666	1,042,573	757,434	745,988
Previous Year													
Annual % Change													

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.