Newbury BID

Week 13, 2016

28/03/2016 to 03/04/2016

REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Footfall

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2016	2015	2016	2015	2016	2015
Newbury BID	▼ -2.0 %		▼ -1.2 %		▲ 2.2 %	▼ -1.6 %
South West	▲ 0.9 %	▼ -0.5 %	▲ 0.8 %	▲ 0.0 %	▲ 9.3 %	▲ 9.4 %
UK	▼ -2.2 %	▼ -1.4 %	▼ -3.0 %	▲ 0.6 %	▲ 4.8 %	▲ 3.8 %

Headlines

The change in footfall for Newbury BID over the last 52 weeks is 2.8% down on the previous year.

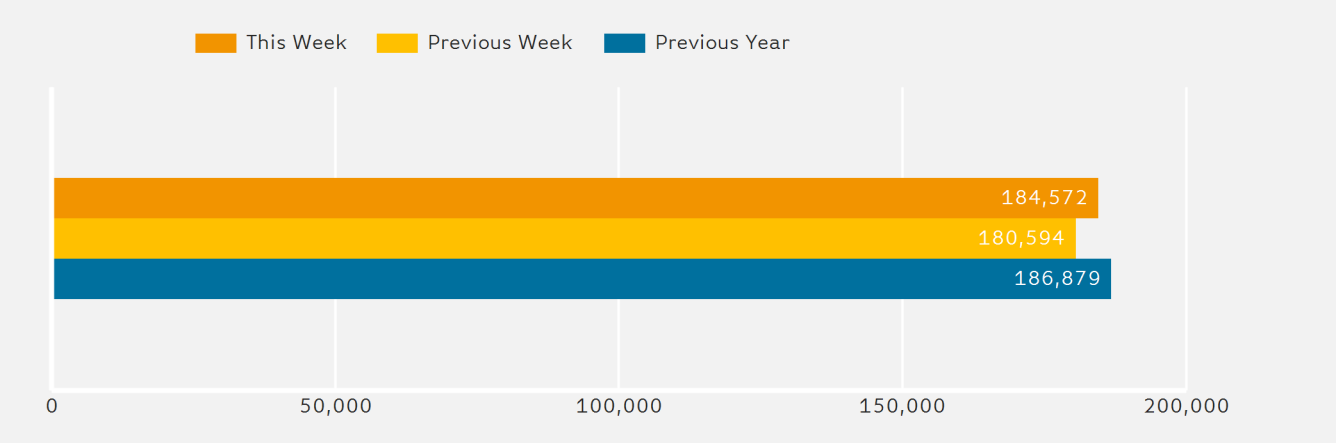
Footfall for the year to date is 2% down on the previous year.

Footfall week commencing 28 March 2016 was 184,572.

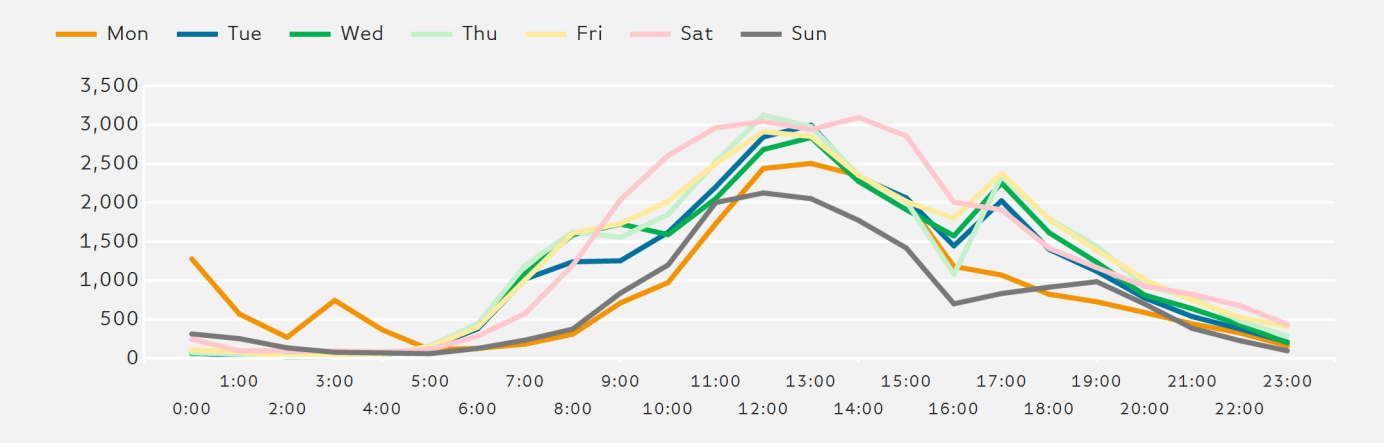
The busiest day in week commencing 28 March 2016 was Saturday with 31,749 visitors.

The peak hour of the week was 12:00 on Thursday with footfall of 3,127

Footfall Totals by Week



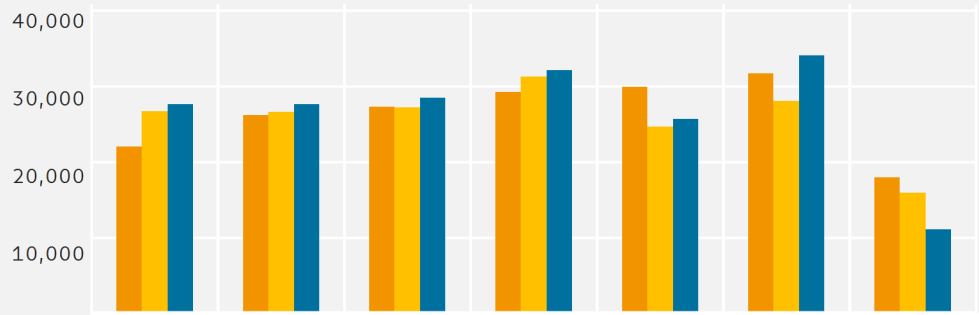
Footfall by Hour



Weather

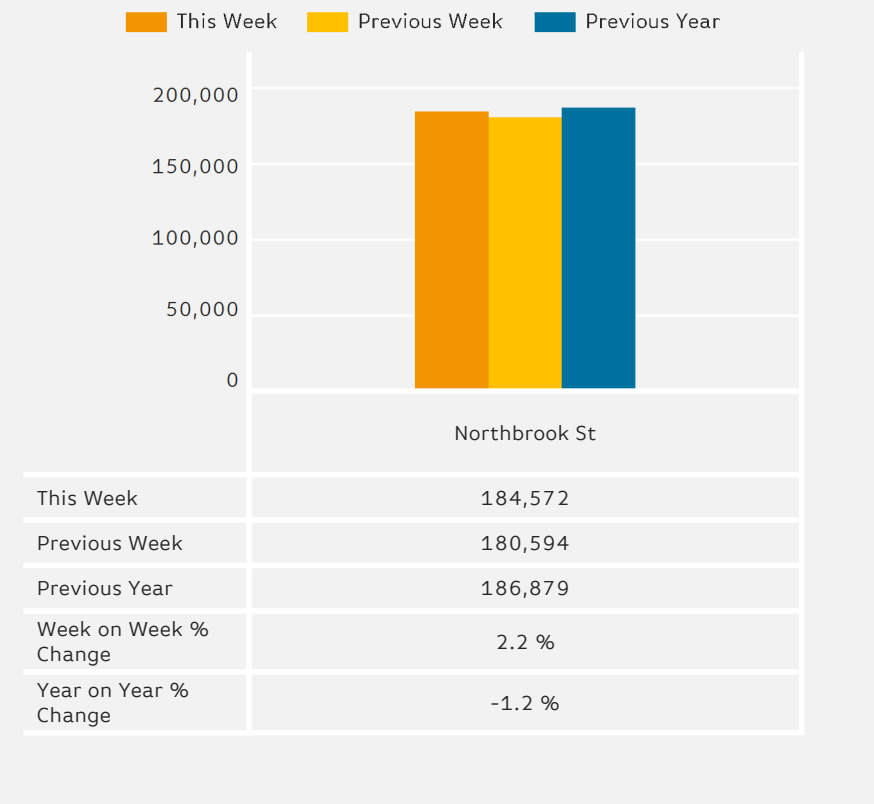
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	11	11	12	13	14	16
Previous Week	11	11	9	11	14	13	10
Previous Year	11	12	10	10	12	9	12

Footfall by Day



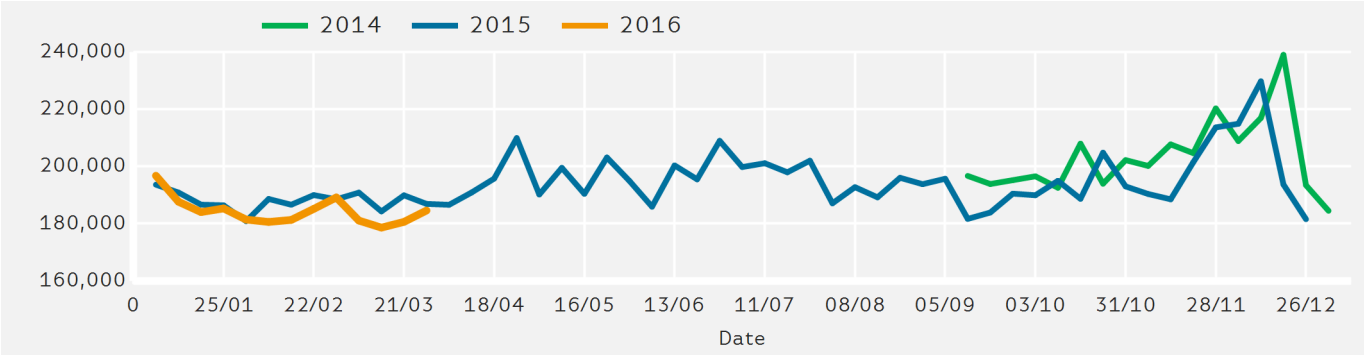
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	22,080	26,249	27,330	29,244	29,961	31,749	17,959	184,572
Previous Week	26,696	26,655	27,211	31,316	24,693	28,065	15,958	180,594
Previous Year	27,653	27,653	28,498	32,179	25,728	34,073	11,095	186,879
Week on Week % Change	-17.3 %	-1.5 %	0.4 %	-6.6 %	21.3 %	13.1 %	12.5 %	2.2 %
Year on Year % Change	-20.2 %	-5.1 %	-4.1 %	-9.1 %	16.5 %	-6.8 %	61.9 %	-1.2 %

Footfall Totals



	Northbrook St
This Week	184,572
Previous Week	180,594
Previous Year	186,879
Week on Week % Change	2.2 %
Year on Year % Change	-1.2 %

Footfall by Week



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.