



Weymouth BID

Week 48, 2017

27/11/2017 to 03/12/2017



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	
	2017	2016	2017	2016	2017	2016
Weymouth BID	▼ -1.4 %	▲ 3.4 %	▼ -13.9 %	▲ 4.3 %	▲ 4.6 %	▲ 20.8 %
South West	▼ -1.9 %	▼ -0.6 %	▼ -8.3 %	▼ -2.9 %	▲ 2.4 %	▲ 4.4 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.6 %	▼ -7.2 %	▼ -2.0 %	▼ -2.0 %	▲ 2.3 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.6 %	▼ -1.2 %	▲ 0.6 %	▲ 2.9 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 1.2% down on the previous year.

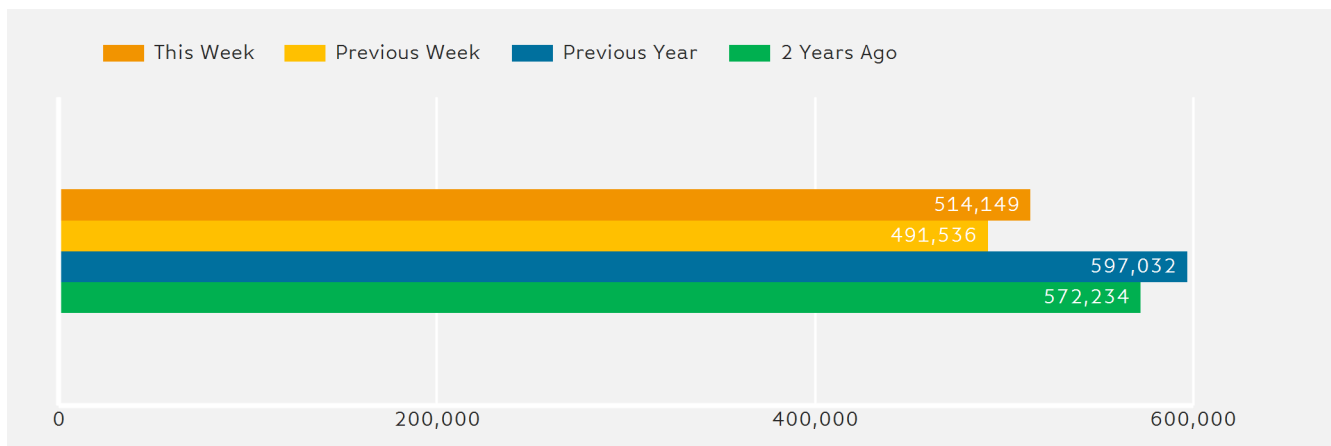
Footfall for the year to date is 1.4% down on the previous year.

The number of visitors counted for week commencing 27 November 2017 was 514,149.

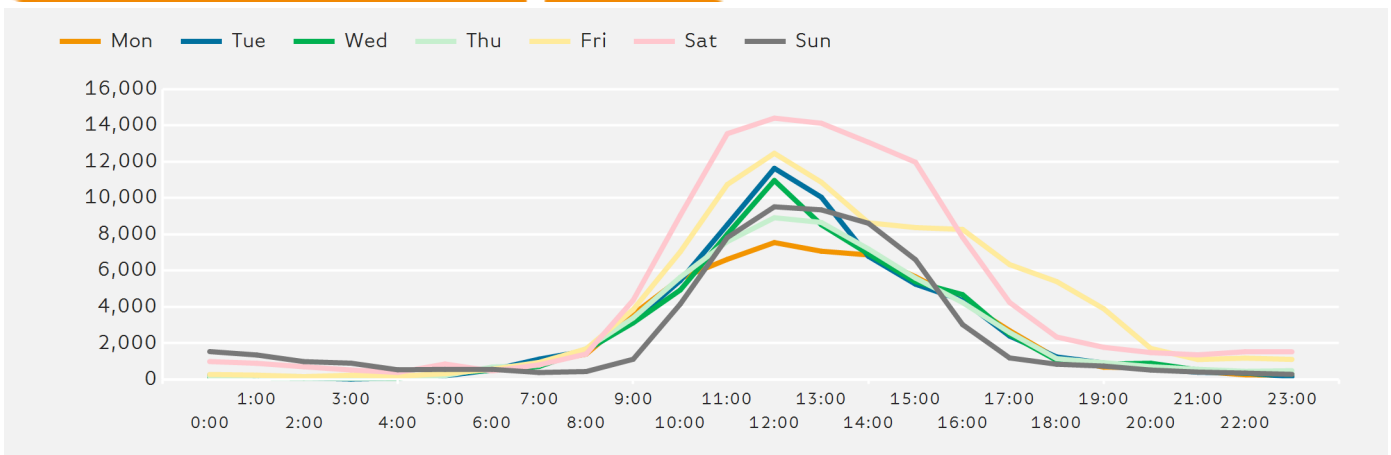
The busiest day in week commencing 27 November 2017 was Saturday with 109,618 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 14,398

Footfall by Week



Footfall by Hour



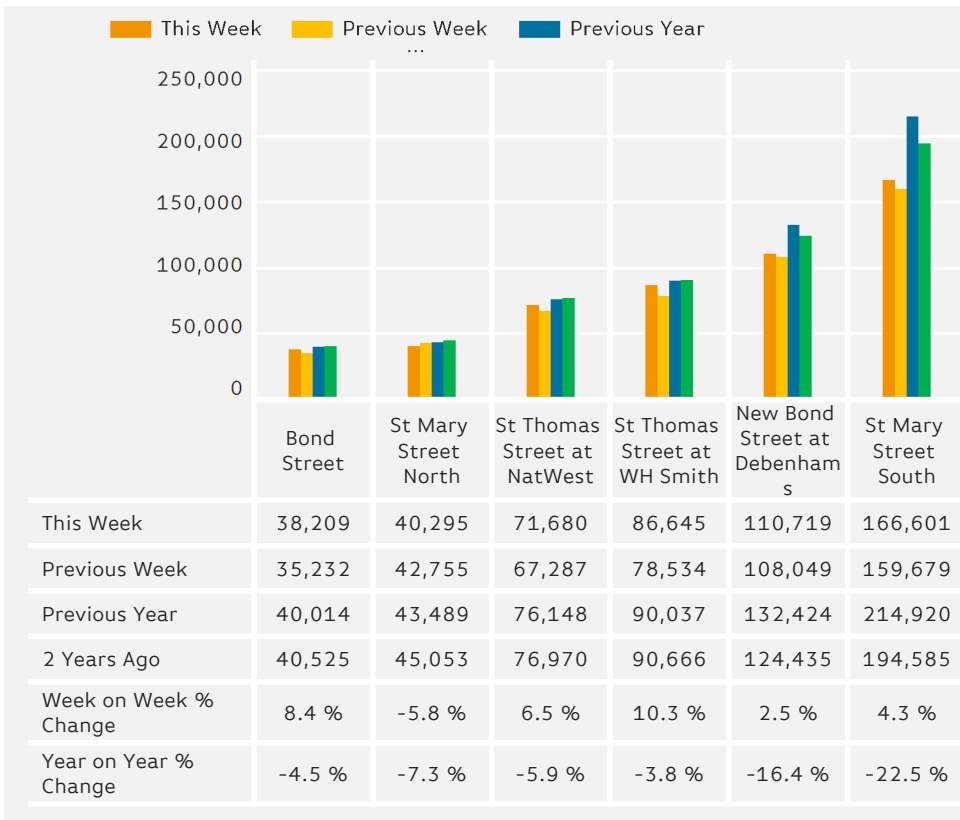
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	8	5	6	6	8	11
Previous Week	14	14	16	12	9	8	9
Previous Year	9	5	6	FOG 0	5	7	0

Footfall by Day

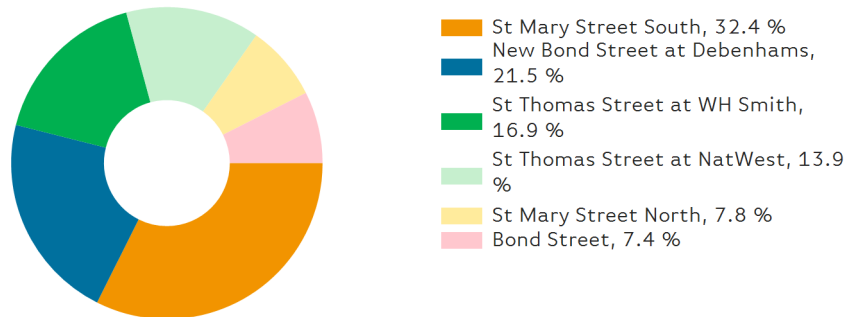
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	57,213	65,285	62,531	62,197	95,542	109,618	61,763	514,149
Previous Week	61,208	63,829	62,877	64,836	79,653	102,476	56,657	491,536
Previous Year	71,389	68,511	61,708	69,381	88,313	146,002	91,728	597,032
2 Years Ago	63,685	69,724	66,111	67,992	120,177	116,551	67,994	572,234
Week on Week % Change	-6.5 %	2.3 %	-0.6 %	-4.1 %	19.9 %	7.0 %	9.0 %	4.6 %
Year on Year % Change	-19.9 %	-4.7 %	1.3 %	-10.4 %	8.2 %	-24.9 %	-32.7 %	-13.9 %

Footfall by Location

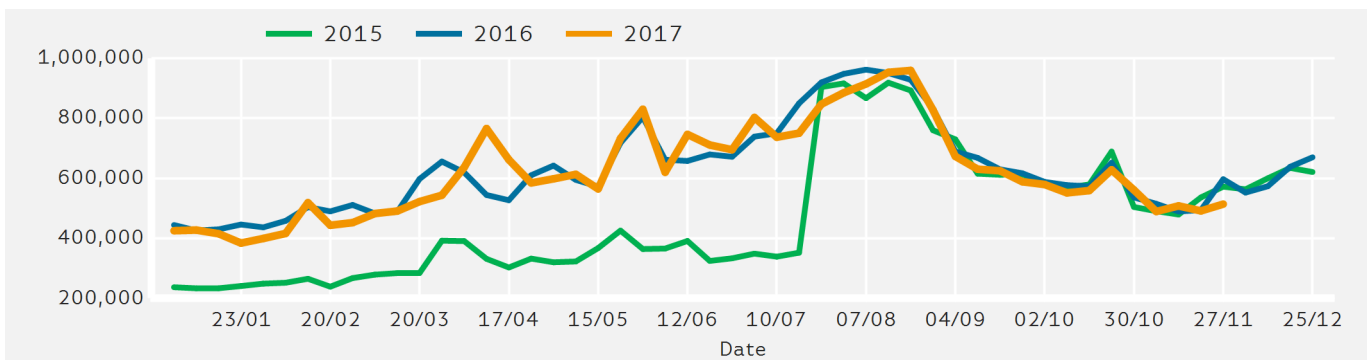


Footfall by location

Counting By Location - Main Locations Only



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.