



**Weymouth BID**

Week 2, 2018

08/01/2018 to 14/01/2018



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	
	2018	2017	2018	2017	2018	2017
Weymouth BID	▼ -5.3 %	▼ -2.0 %	▼ -9.6 %	▲ 0.4 %	▼ -8.2 %	▲ 0.5 %
South West	▼ -6.2 %	▲ 0.1 %	▼ -4.0 %	▼ -1.0 %	▼ -1.8 %	▼ -4.7 %
High Street Index(Coastal Town)	▼ -6.6 %	▼ -1.8 %	▼ -3.6 %	▼ -5.5 %	▼ -0.2 %	▼ -8.1 %
UK	▼ -3.1 %	▼ -1.9 %	▼ -1.5 %	▼ -3.9 %	▲ 1.4 %	▼ -3.2 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 2% down on the previous year.

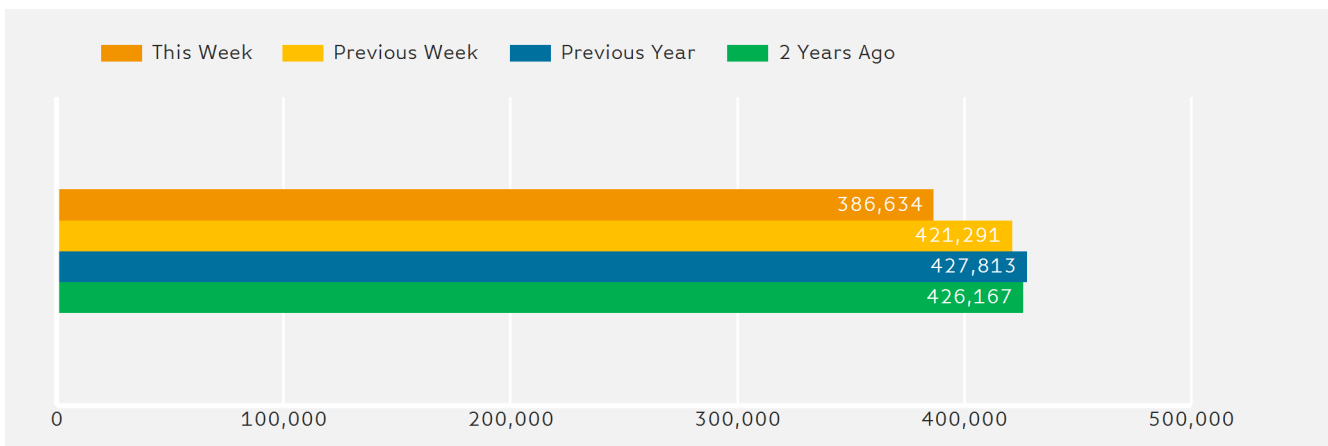
Footfall for the year to date is 5.3% down on the previous year.

The number of visitors counted for week commencing 8 January 2018 was 386,634.

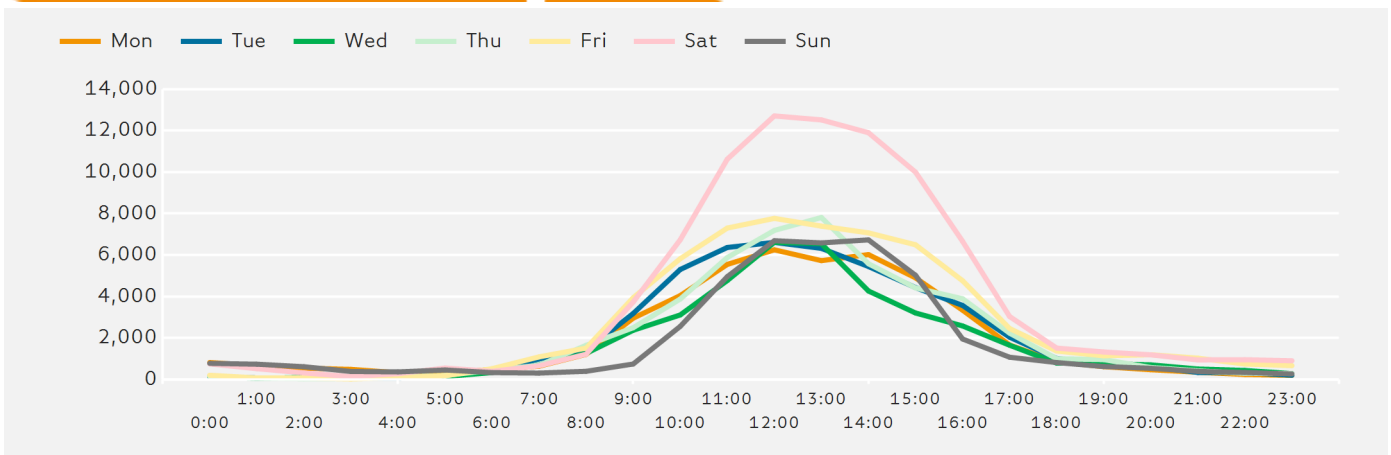
The busiest day in week commencing 8 January 2018 was Saturday with 89,567 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 12,705

**Footfall by Week**



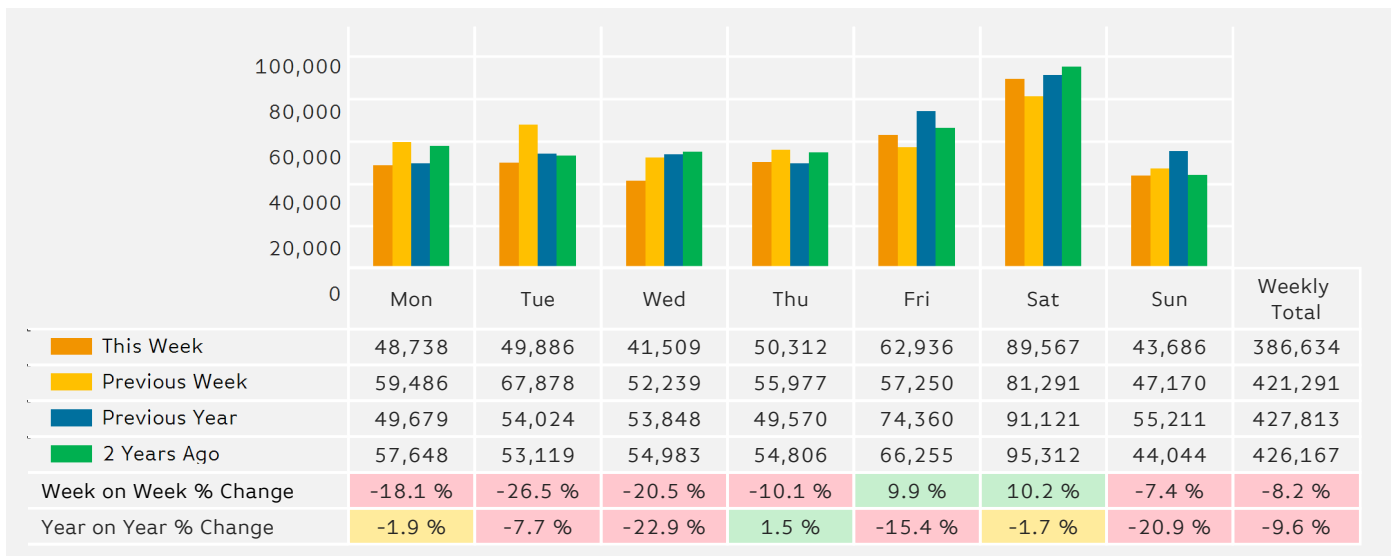
### Footfall by Hour



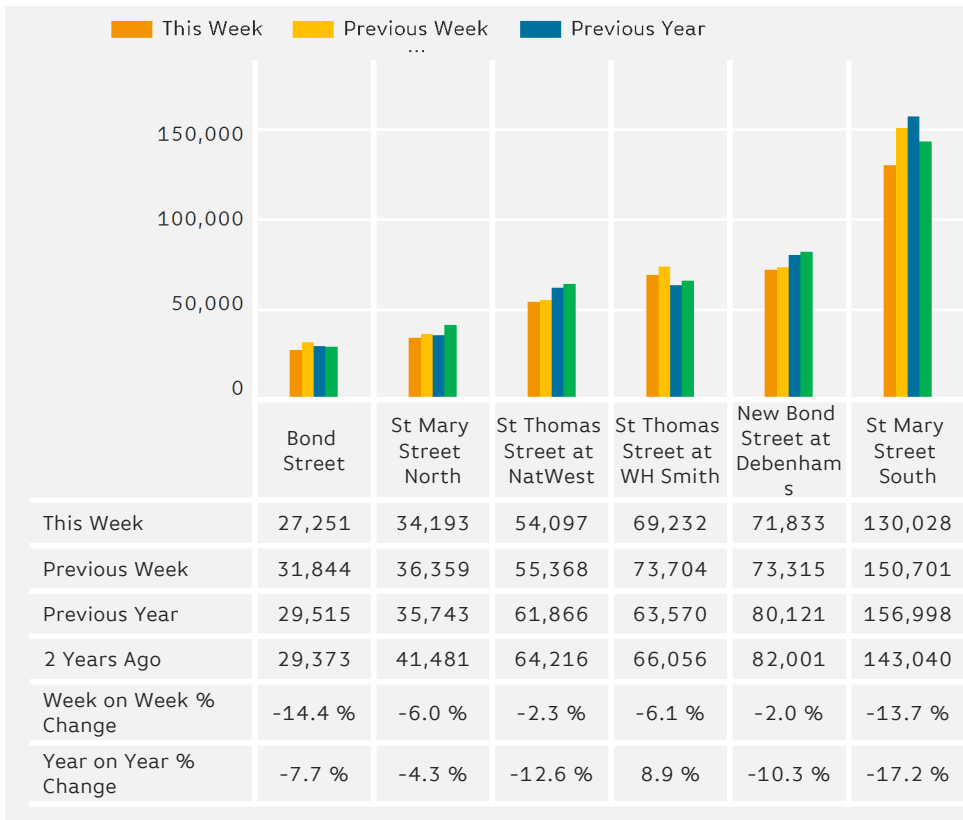
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	9	10	7	9	8	8
Previous Week	9	12	11	13	9	6	6
Previous Year	11	9	11	7	6	8	10

### Footfall by Day

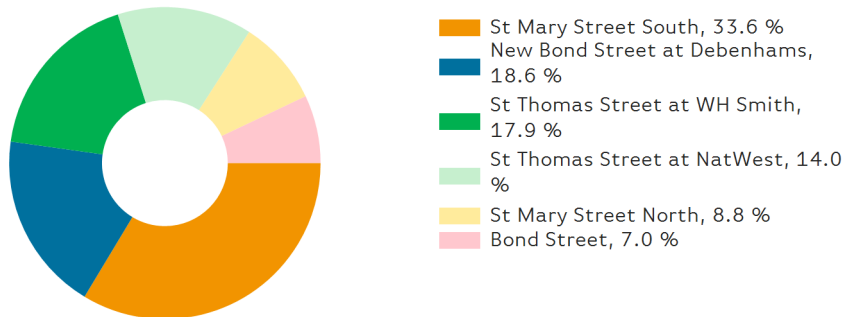


### Footfall by Location

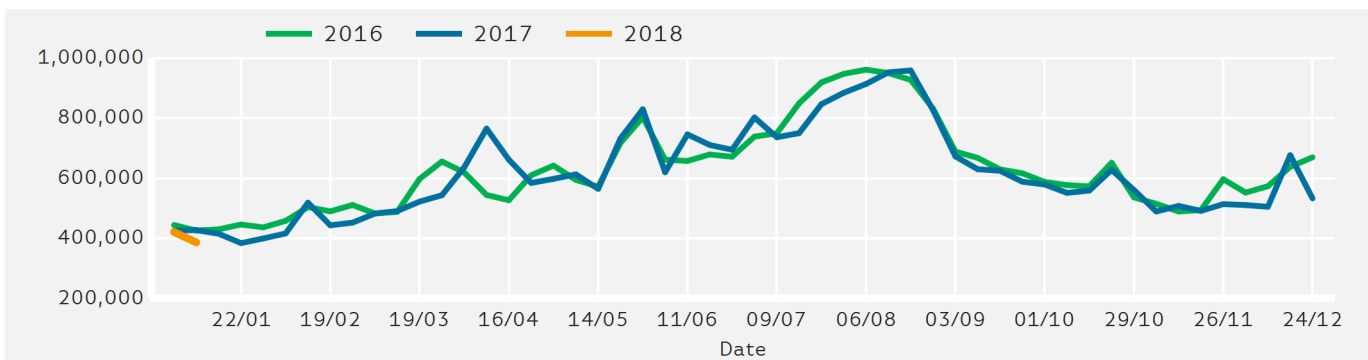


### Footfall by location

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.