



Weymouth BID

Week 9, 2018

26/02/2018 to 04/03/2018



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	▼ -6.6 %	▼ -6.3 %	▼ -30.6 %	▼ -11.5 %	▼ -28.5 %	▲ 2.0 %
South West	▼ -4.9 %	▼ -2.3 %	▼ -16.5 %	▼ -6.0 %	▼ -25.3 %	▲ 1.1 %
High Street Index(Coastal Town)	▼ -5.2 %	▼ -3.3 %	▼ -17.4 %	▼ -6.3 %	▼ -19.6 %	▲ 0.1 %
UK	▼ -4.3 %	▼ -1.2 %	▼ -19.4 %	▼ -1.4 %	▼ -21.5 %	▼ -0.3 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 1.9% down on the previous year.

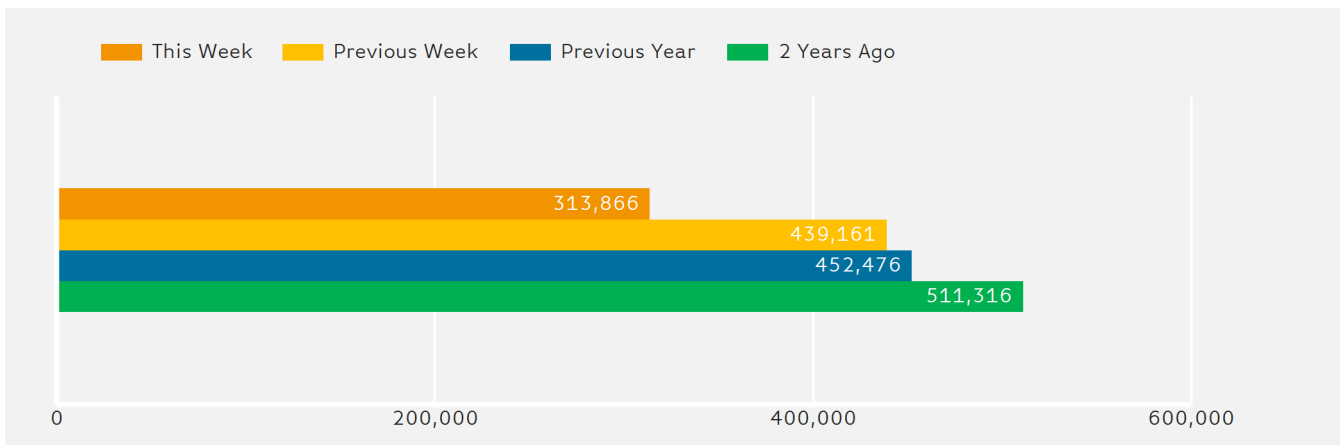
Footfall for the year to date is 6.6% down on the previous year.

The number of visitors counted for week commencing 26 February 2018 was 313,866.

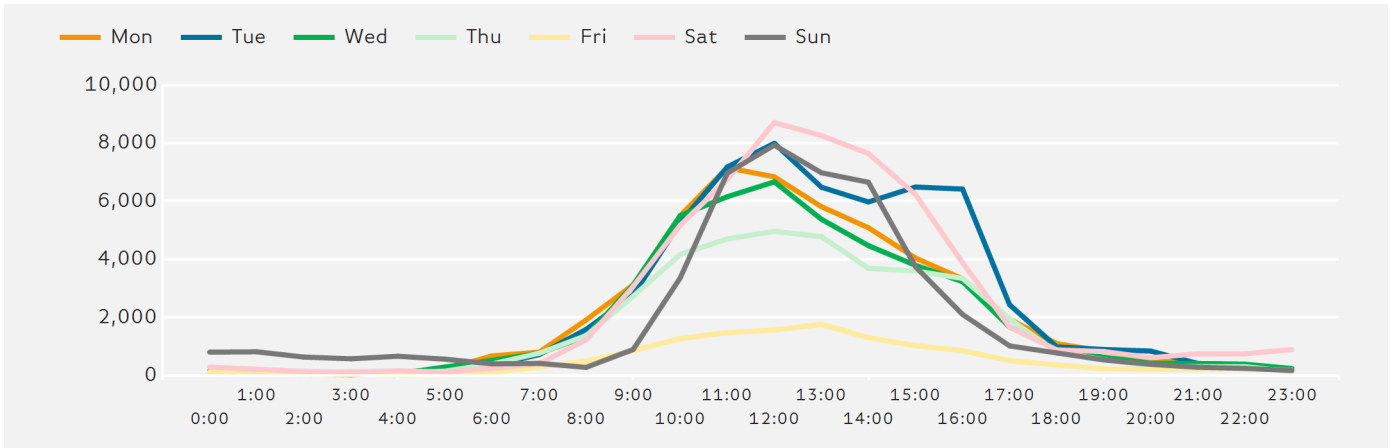
The busiest day in week commencing 26 February 2018 was Saturday with 59,022 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 8,711

Footfall by Week



Footfall by Hour



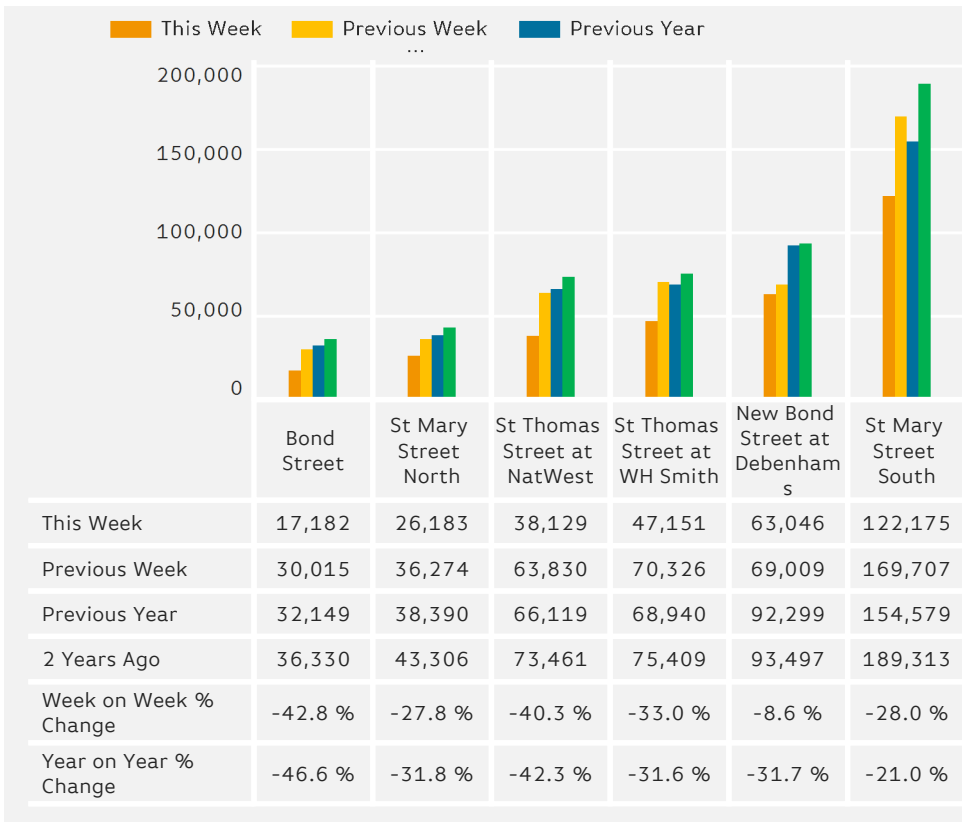
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	3	1	-1	2	6	9
Previous Week	13	11	8	6	6	7	5
Previous Year	9	9	8	11	11	10	10

Footfall by Day

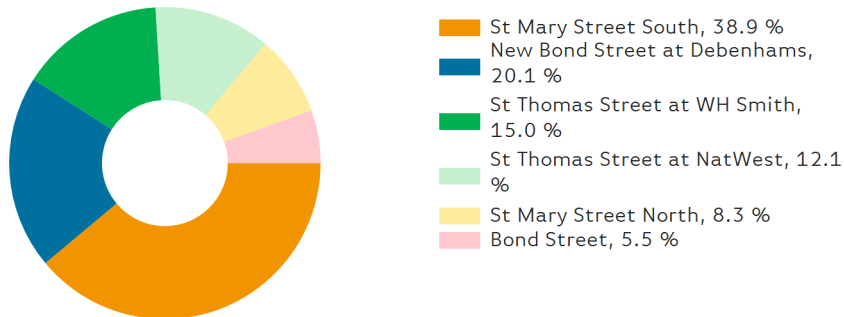
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	50,242	58,088	46,335	39,582	13,388	59,022	47,209	313,866
Previous Week	58,451	56,878	56,962	54,841	64,340	98,815	48,874	439,161
Previous Year	51,911	59,831	55,674	62,089	63,822	108,338	50,811	452,476
2 Years Ago	66,266	55,677	57,188	62,405	74,023	135,444	60,313	511,316
Week on Week % Change	-14.0 %	2.1 %	-18.7 %	-27.8 %	-79.2 %	-40.3 %	-3.4 %	-28.5 %
Year on Year % Change	-3.2 %	-2.9 %	-16.8 %	-36.2 %	-79.0 %	-45.5 %	-7.1 %	-30.6 %

Footfall by Location

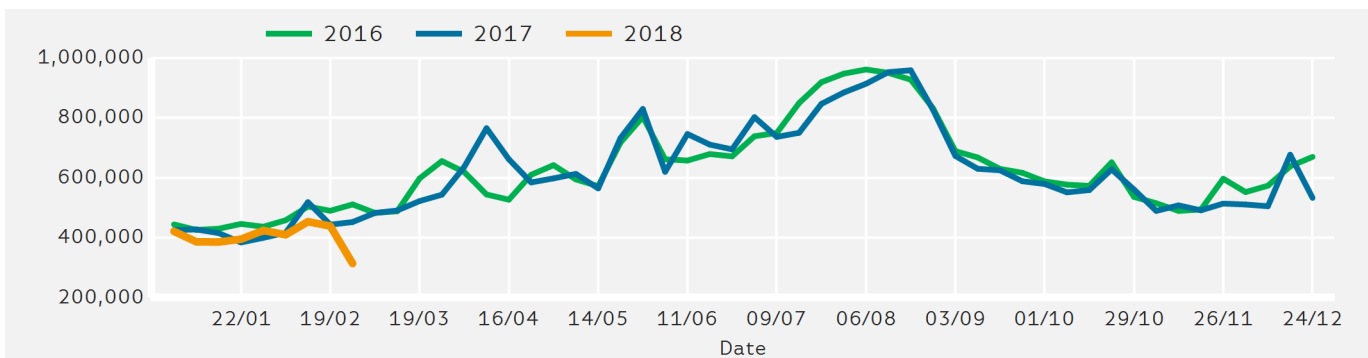


Footfall by location

Counting By Location - Main Locations Only



Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 9, 2018 Vs Week 1, 2017 to Week 9, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 9, 2018 Vs Week 9, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 9 2018 Vs Week 8 2018