



**Weymouth BID**

Week 51, 2015

21/12/2015 to 27/12/2015



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	
	2015	2014	2015	2014	2015	2014
Weymouth BID	▲ 15.6 %		▲ 15.5 %		▲ 4.5 %	▲ 186.0 %
South West	▼ -2.4 %	▼ -2.8 %	▼ -2.1 %	▲ 11.5 %	▼ -9.1 %	▼ -16.0 %
High Street Index(Coastal Town)	▼ -2.0 %	▼ -0.8 %	▼ -0.1 %	▲ 4.6 %	▼ -12.0 %	▼ -14.7 %
UK	▼ -1.9 %	▼ -1.1 %	▼ -2.3 %	▲ 0.4 %	▼ -14.9 %	▼ -18.0 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 15.6% up on the previous year.

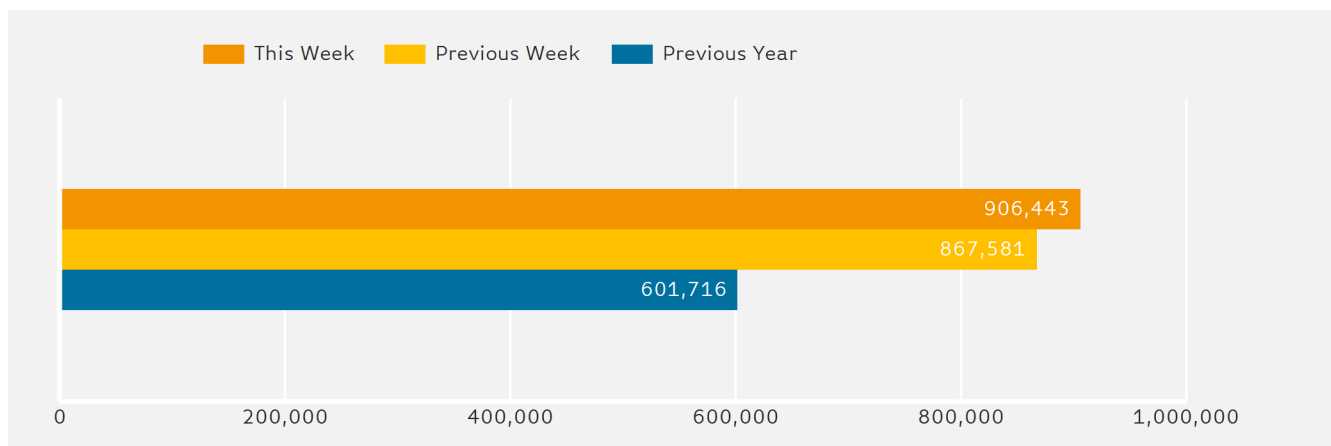
Footfall for the year to date is 15.6% up on the previous year.

Footfall week commencing 21 December 2015 was 906,443.

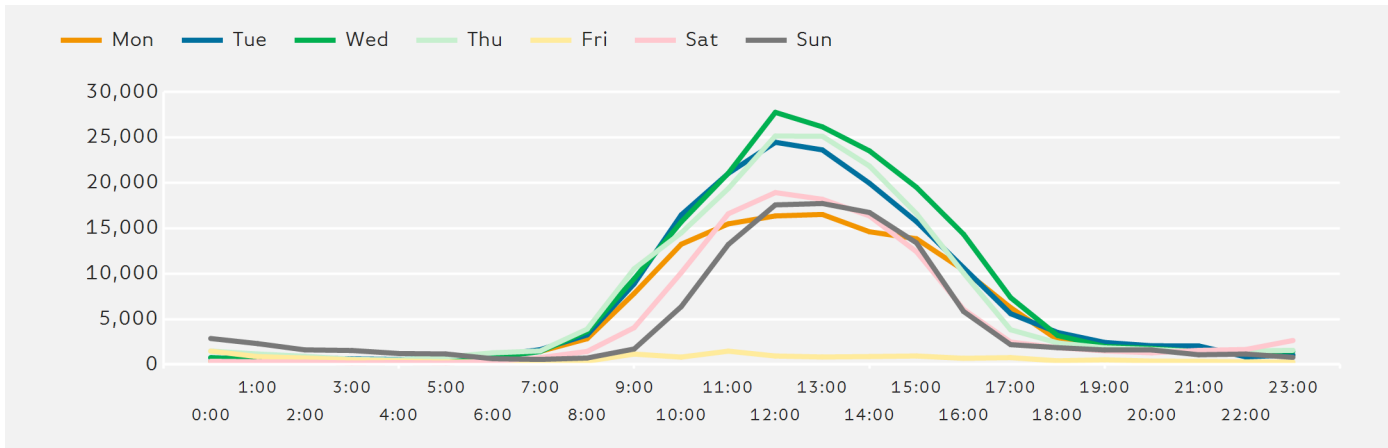
The busiest day in week commencing 21 December 2015 was Wednesday with 184,647 visitors.

The peak hour of the week was 12:00 on Wednesday with footfall of 27,768

**Footfall Totals by Week**



### Footfall by Hour



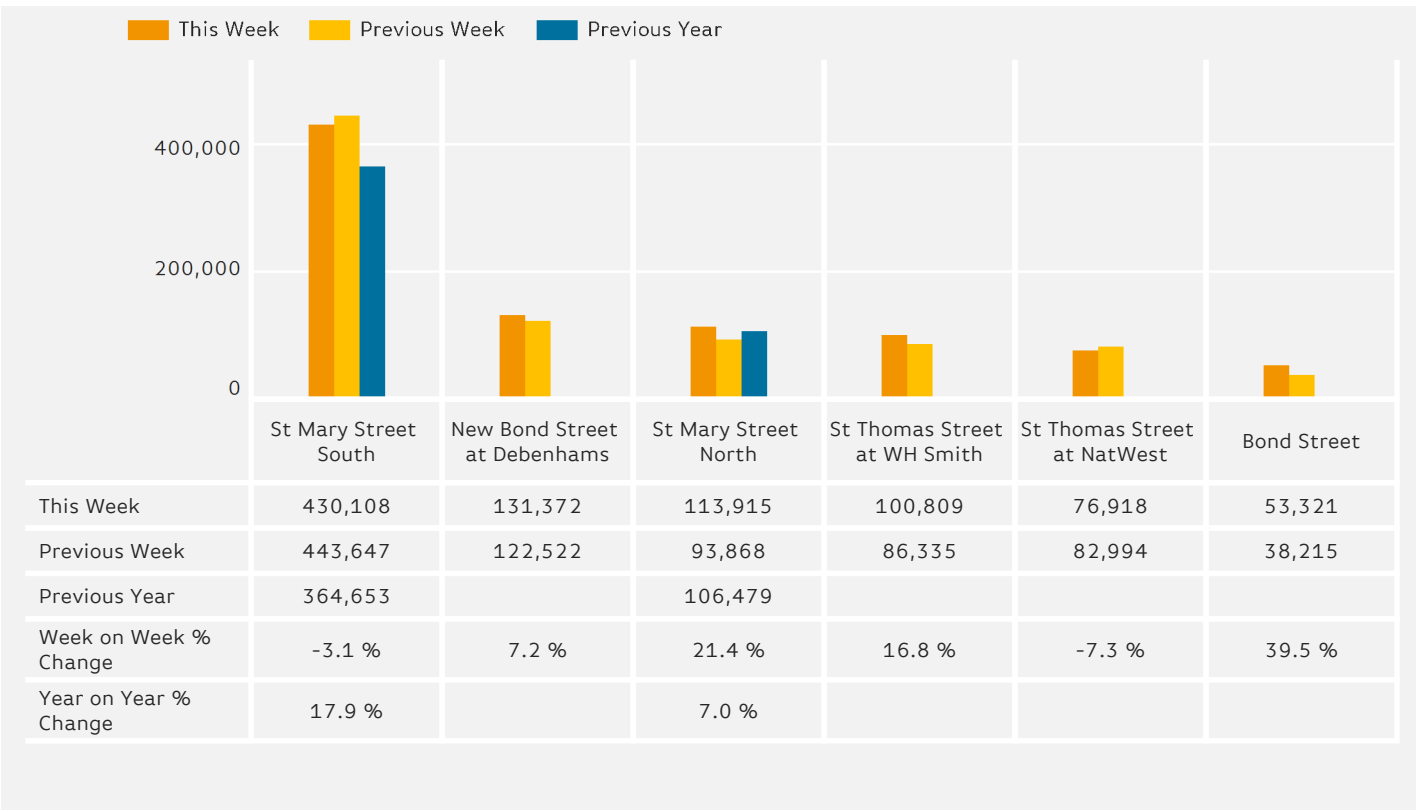
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	14	12	12	14	14	15
Previous Week	12	14	15	15	14	16	16
Previous Year	13	13	12	8	11	7	5

### Footfall by Day

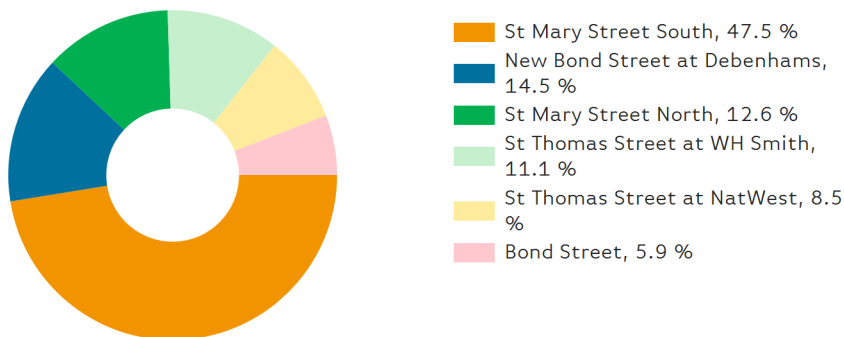
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	132,316	168,355	184,647	169,700	15,983	119,884	115,558	906,443
Previous Week	100,053	90,386	111,654	111,694	143,195	189,954	120,645	867,581
Previous Year	113,906	119,723	117,297	16,394	53,480	101,640	79,276	601,716
Week on Week % Change	32.2 %	86.3 %	65.4 %	51.9 %	-88.8 %	-36.9 %	-4.2 %	4.5 %
Year on Year % Change	16.2 %	40.6 %	57.4 %	935.1 %	-70.1 %	17.9 %	45.8 %	50.6 %

### Footfall Totals

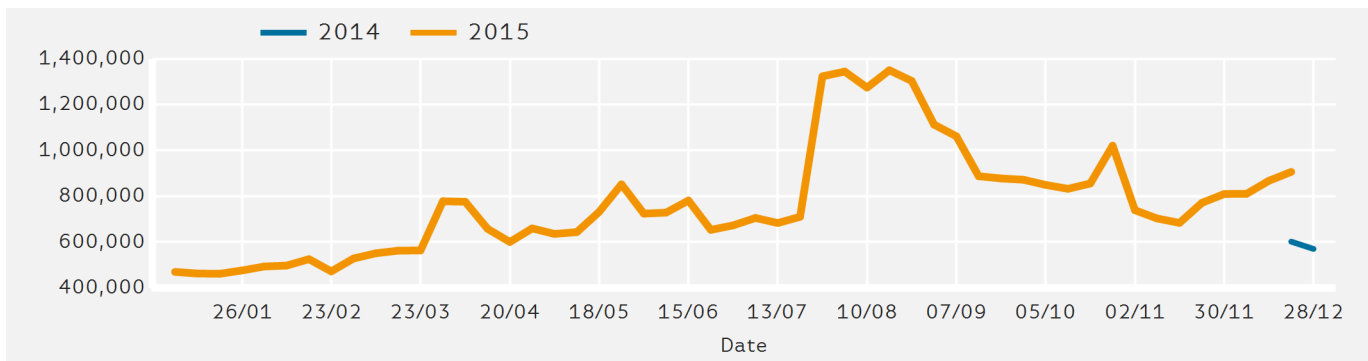


### Footfall Totals

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.