



Weymouth BID

Week 47, 2015

23/11/2015 to 29/11/2015



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 | | | | | ▲ 12.8 % | |
| South West | ▼ -2.1 % | ▼ -3.0 % | ▼ -10.9 % | ▼ -4.6 % | ▲ 9.2 % | ▲ 13.4 % |
| High Street Index(Coastal Town) | ▼ -2.0 % | ▼ -0.9 % | ▼ -5.1 % | ▲ 3.4 % | ▲ 13.8 % | ▲ 11.5 % |
| UK | ▼ -1.8 % | ▼ -1.0 % | ▼ -6.8 % | ▼ -3.3 % | ▲ 6.9 % | ▲ 10.8 % |

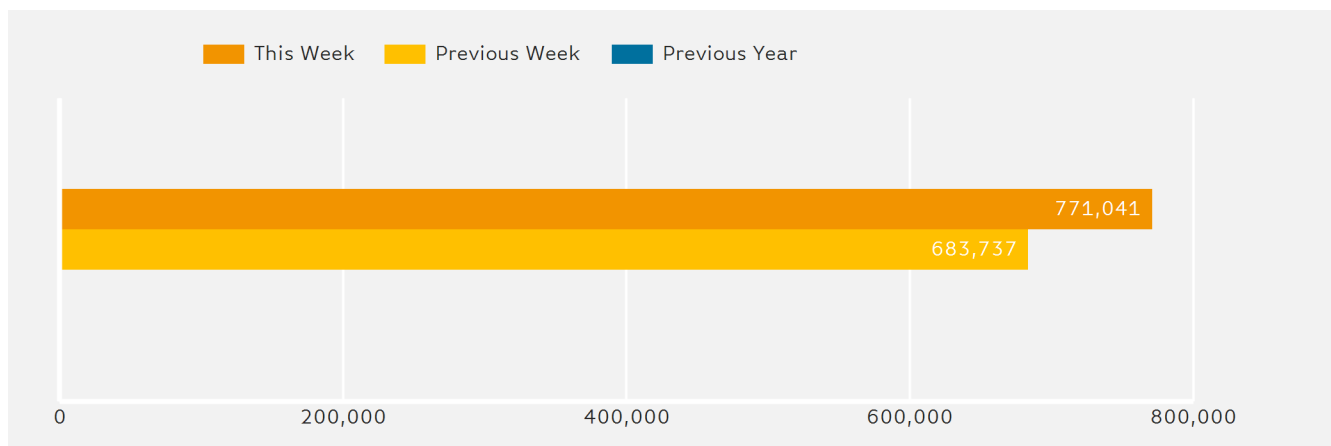
Headlines

Footfall week commencing 23 November 2015 was 771,041.

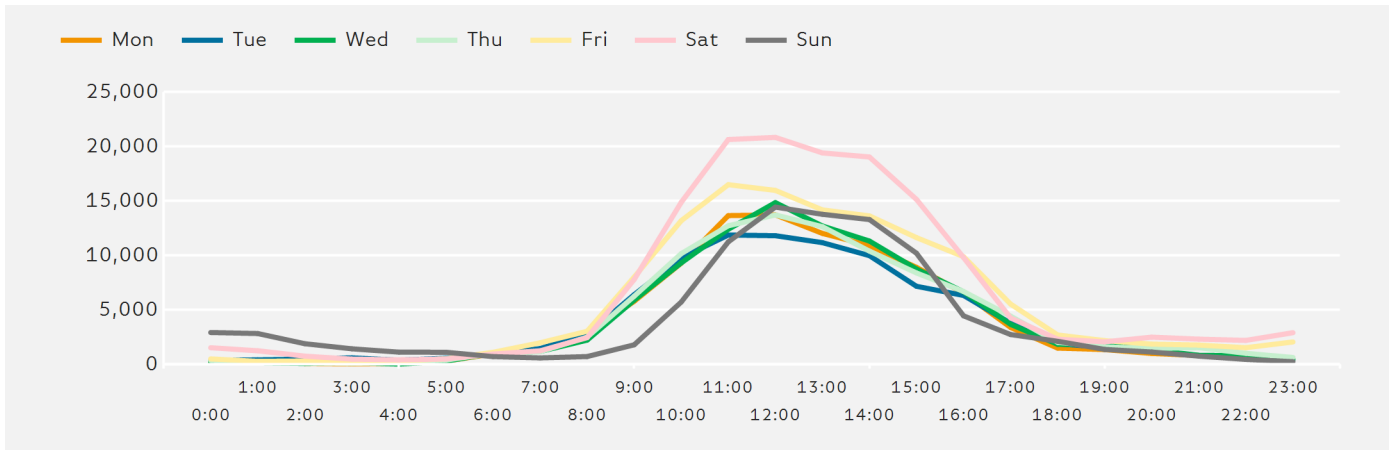
The busiest day in week commencing 23 November 2015 was Saturday with 156,011 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 20,843

Footfall Totals by Week



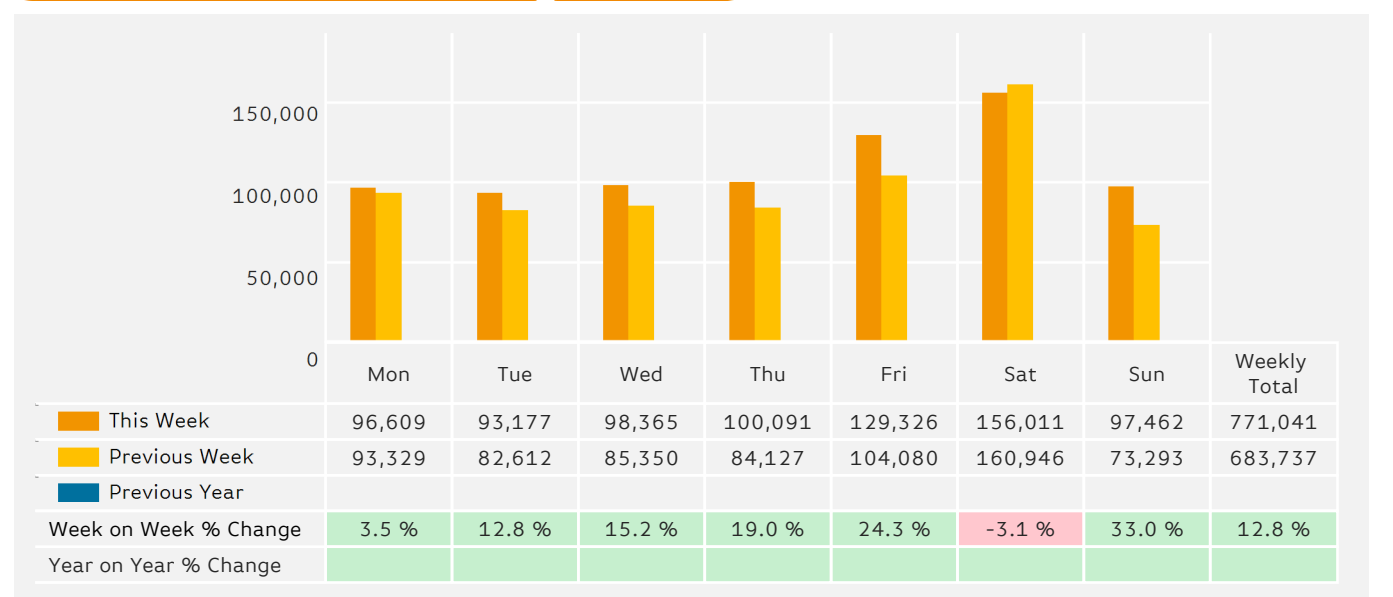
Footfall by Hour



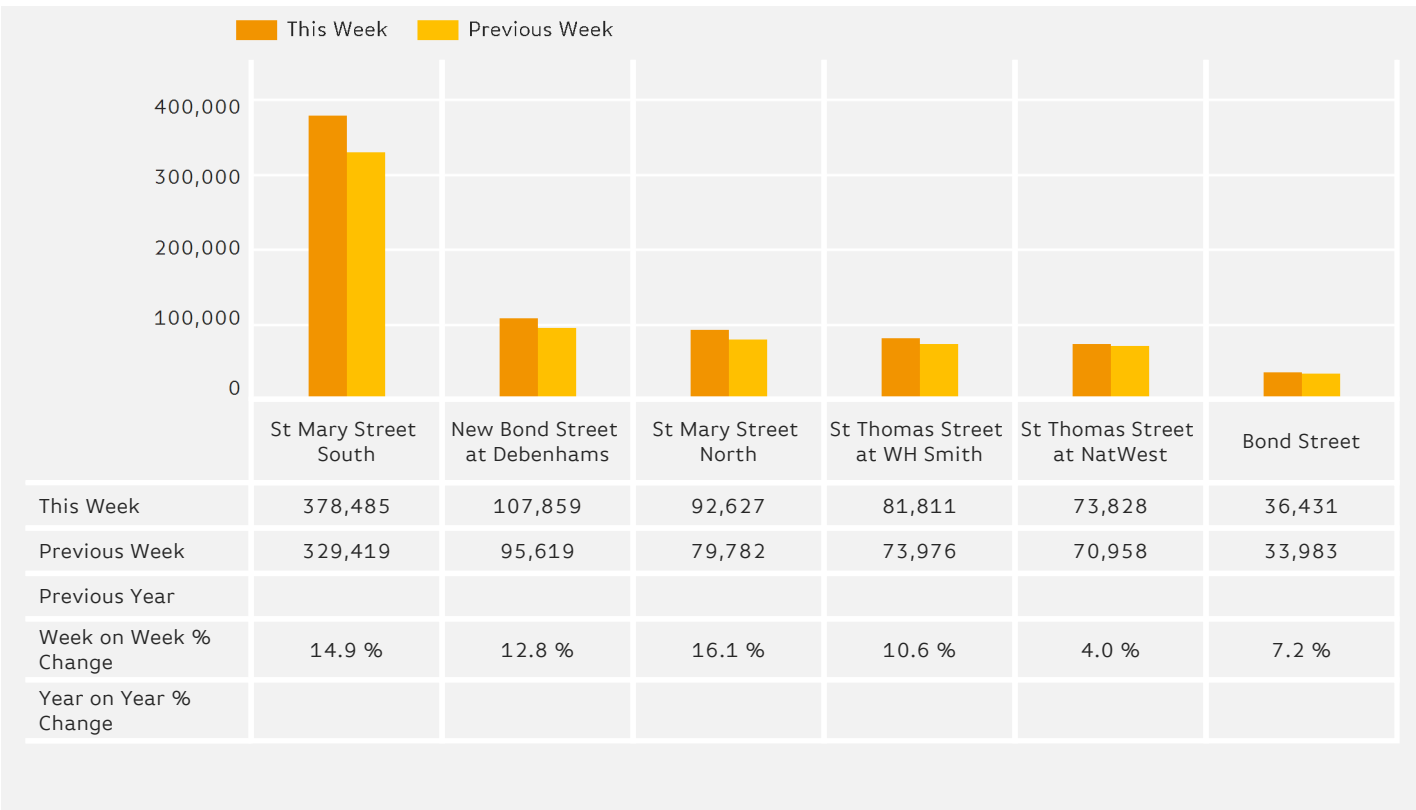
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|---------------|-----|
| This Week | 8 | 11 | 12 | 11 | 12 | FOG 11 | 13 |
| Previous Week | 15 | 17 | 15 | 13 | 10 | 6 | 8 |
| Previous Year | 8 | 7 | 8 | 10 | 12 | 14 | 12 |

Footfall by Day

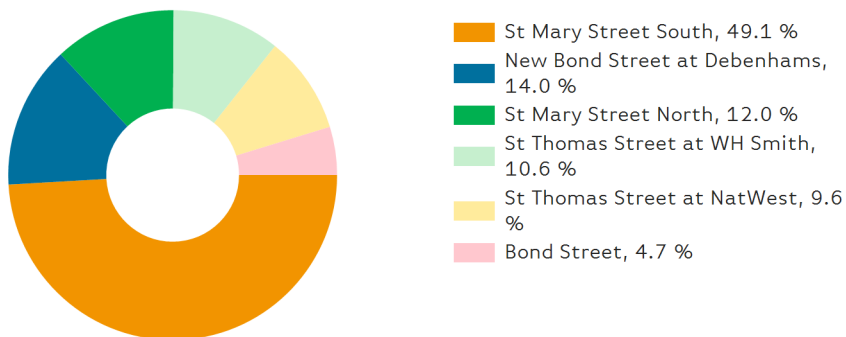


Footfall Totals

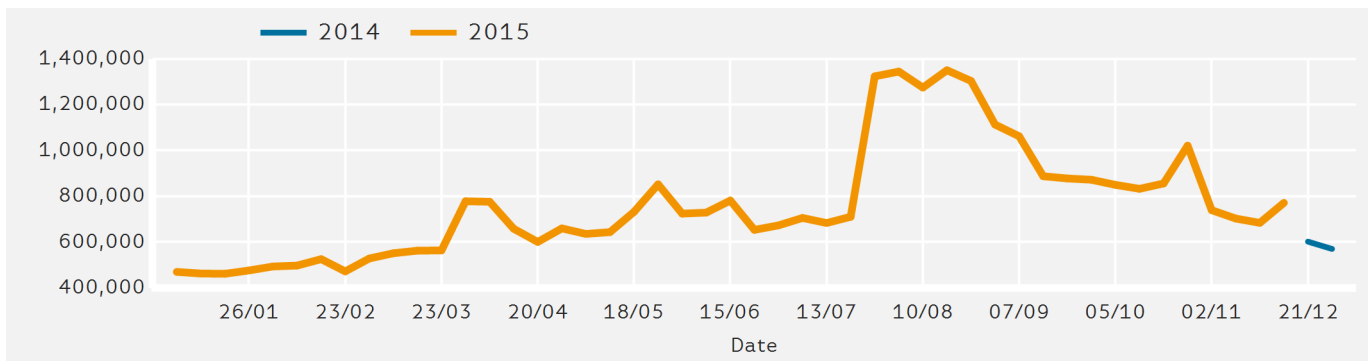


Footfall Totals

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.