



**Weymouth BID**

Week 52, 2015

28/12/2015 to 03/01/2016



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	▲ 19.9 %		▲ 26.2 %		▼ -1.6 %	▼ -5.3 %
South West	▼ -2.4 %	▼ -2.6 %	▼ -6.3 %	▲ 3.7 %	▼ -10.4 %	▼ -11.5 %
High Street Index(Coastal Town)	▼ -2.1 %	▼ -0.7 %	▼ -6.2 %	▲ 6.4 %	▼ -11.1 %	▼ -8.4 %
UK	▼ -2.0 %	▼ -1.1 %	▼ -2.9 %	▲ 2.0 %	▼ -6.5 %	▼ -5.4 %

**Headlines**

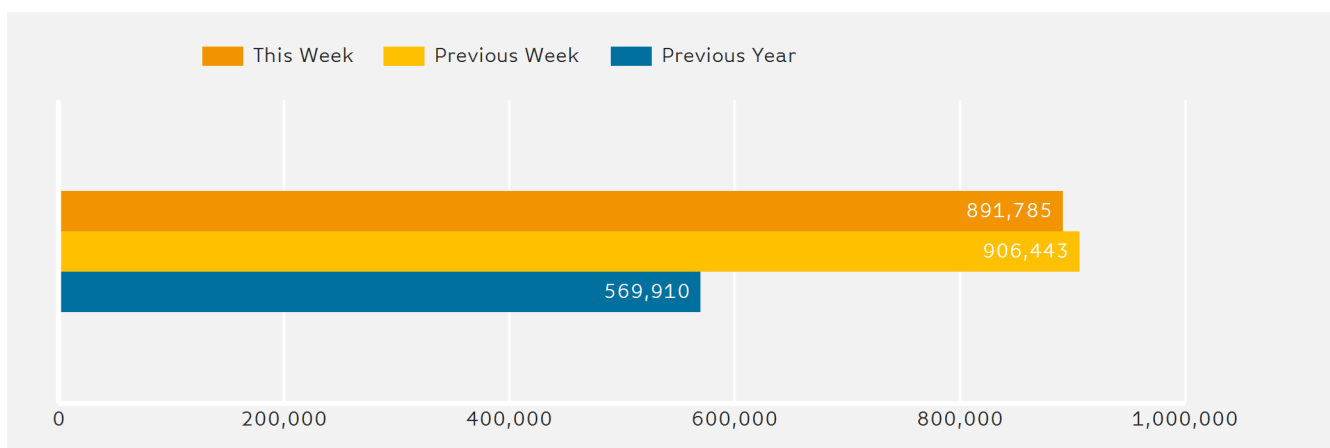
Footfall for the year to date is 19.9% up on the previous year.

Footfall week commencing 28 December 2015 was 891,785.

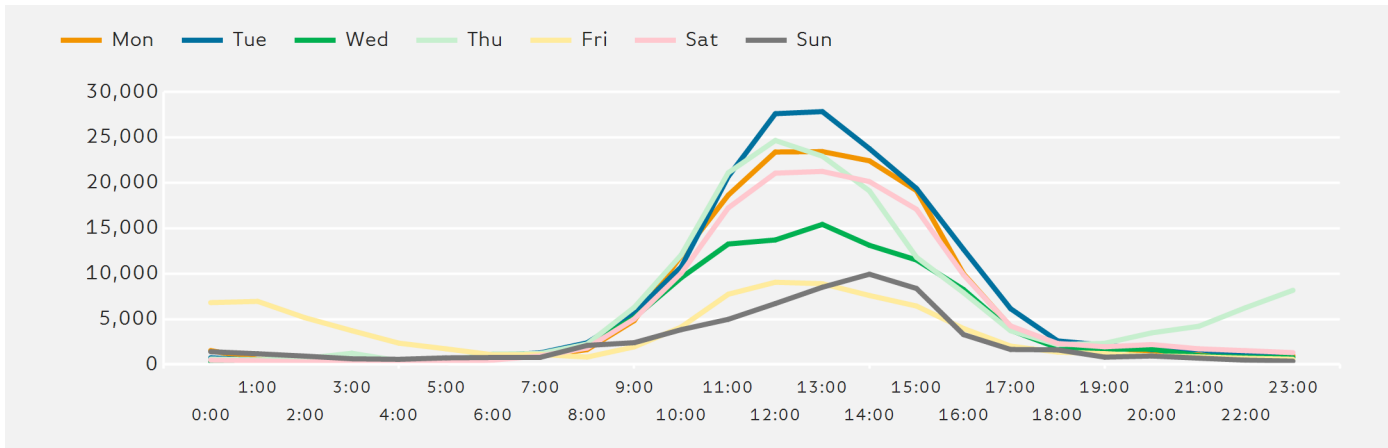
The busiest day in week commencing 28 December 2015 was Tuesday with 171,941 visitors.

The peak hour of the week was 13:00 on Tuesday with footfall of 27,848

**Footfall Totals by Week**



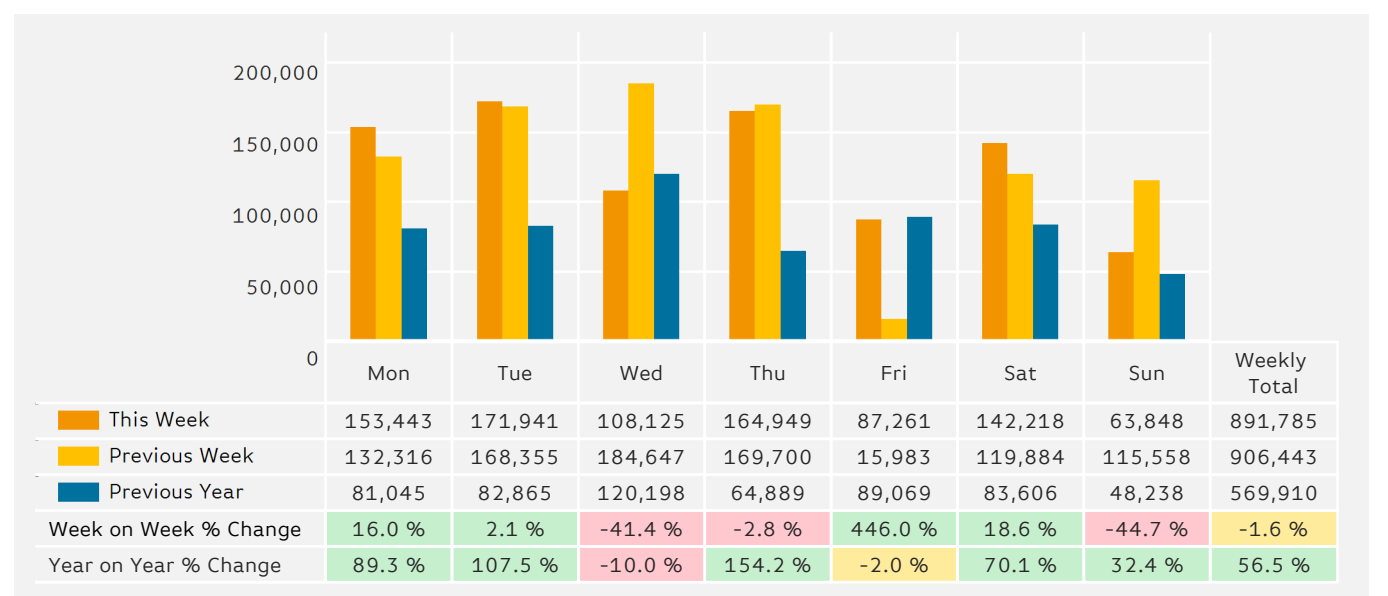
### Footfall by Hour



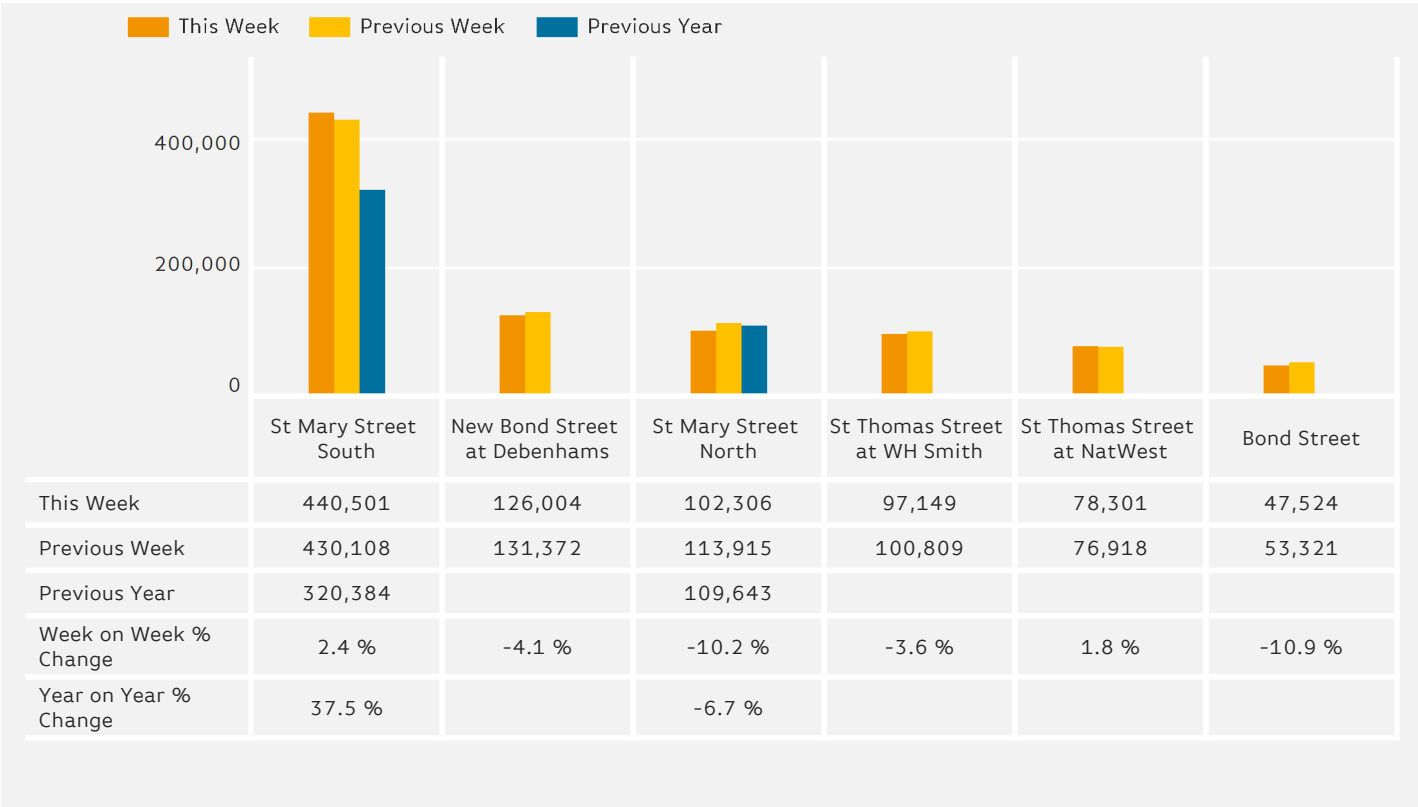
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	13	13	11	10	11	11
Previous Week	14	14	12	12	14	14	15
Previous Year	5	8	10	13	13	13	7

### Footfall by Day

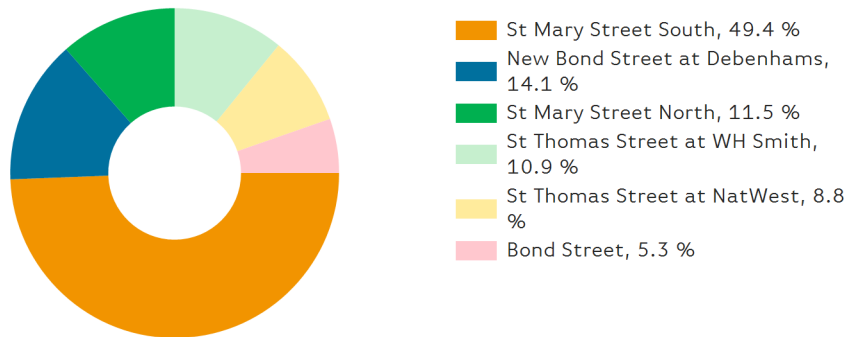


### Footfall Totals

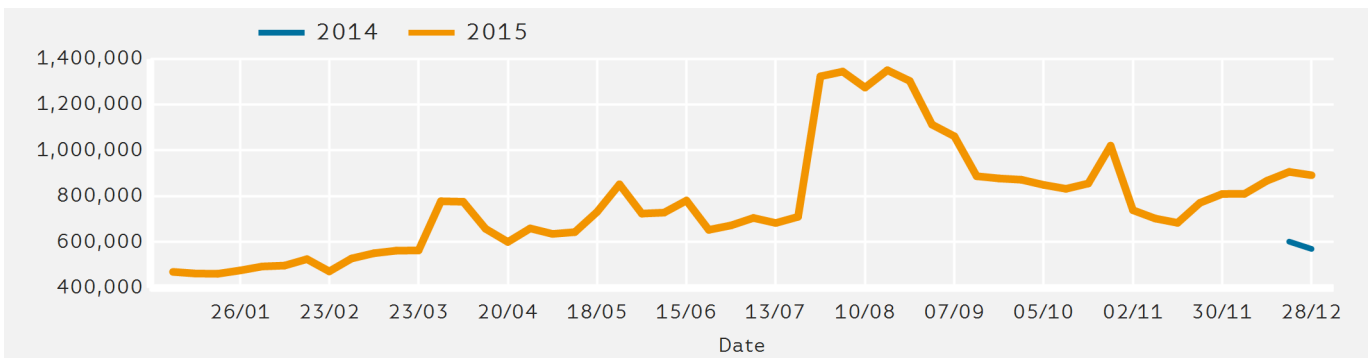


### Footfall Totals

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.