



Weymouth BID

Week 49, 2015

07/12/2015 to 13/12/2015



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					▲ 0.1 %	
South West	▼ -2.3 %	▼ -3.0 %	▼ -4.7 %	▼ -4.2 %	▲ 1.8 %	▼ -0.8 %
High Street Index(Coastal Town)	▼ -2.0 %	▼ -0.9 %	▼ -2.3 %	▼ -1.6 %	▼ -0.4 %	▼ -0.3 %
UK	▼ -1.9 %	▼ -1.1 %	▼ -4.2 %	▼ -4.0 %	▼ -0.3 %	▼ -0.9 %

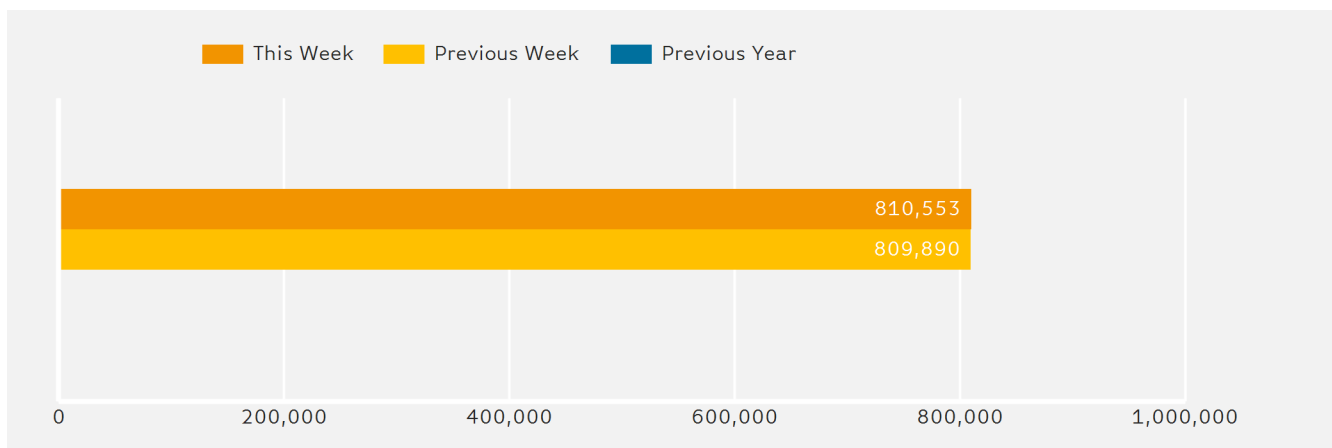
Headlines

Footfall week commencing 7 December 2015 was 810,553.

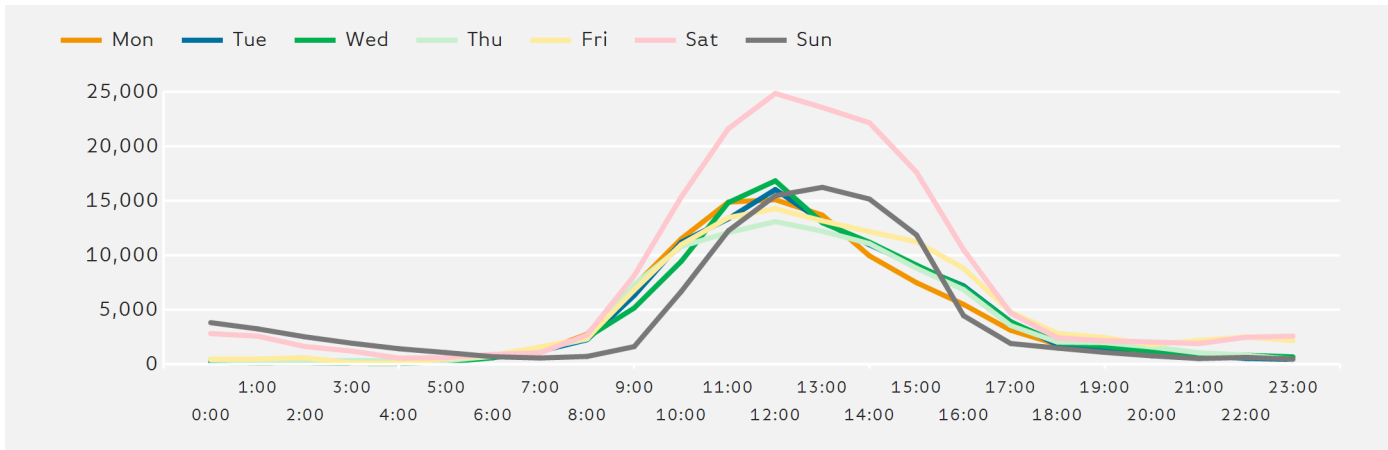
The busiest day in week commencing 7 December 2015 was Saturday with 176,740 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 24,873

Footfall Totals by Week



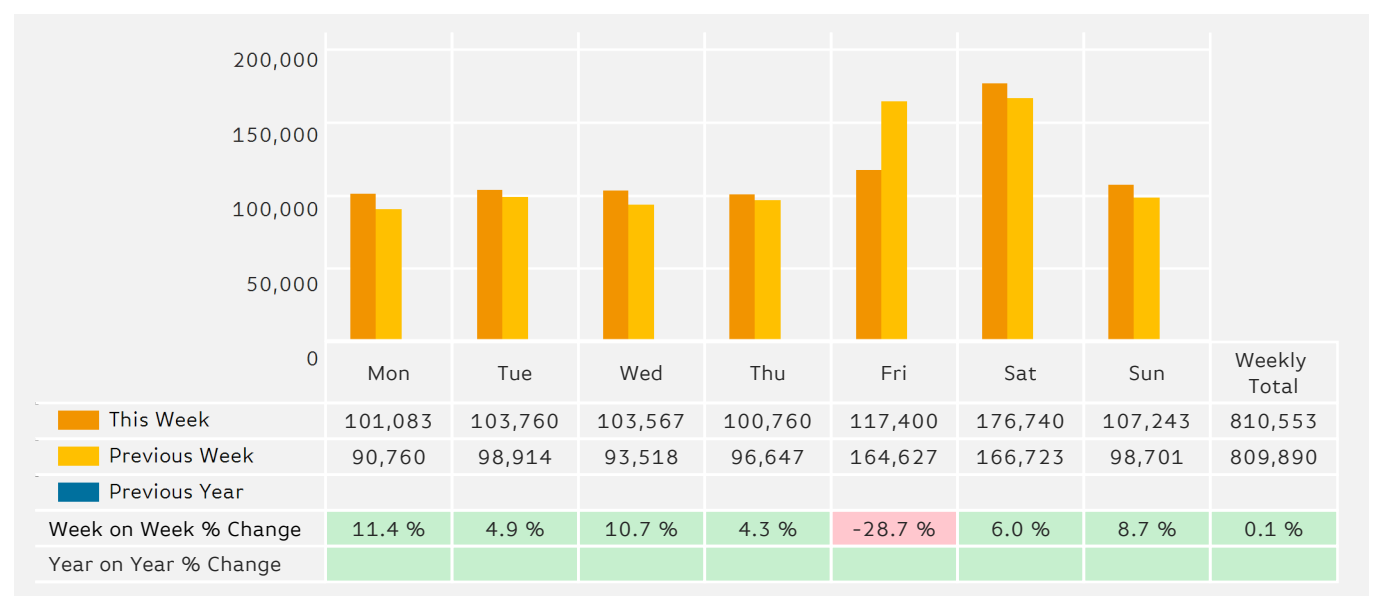
Footfall by Hour



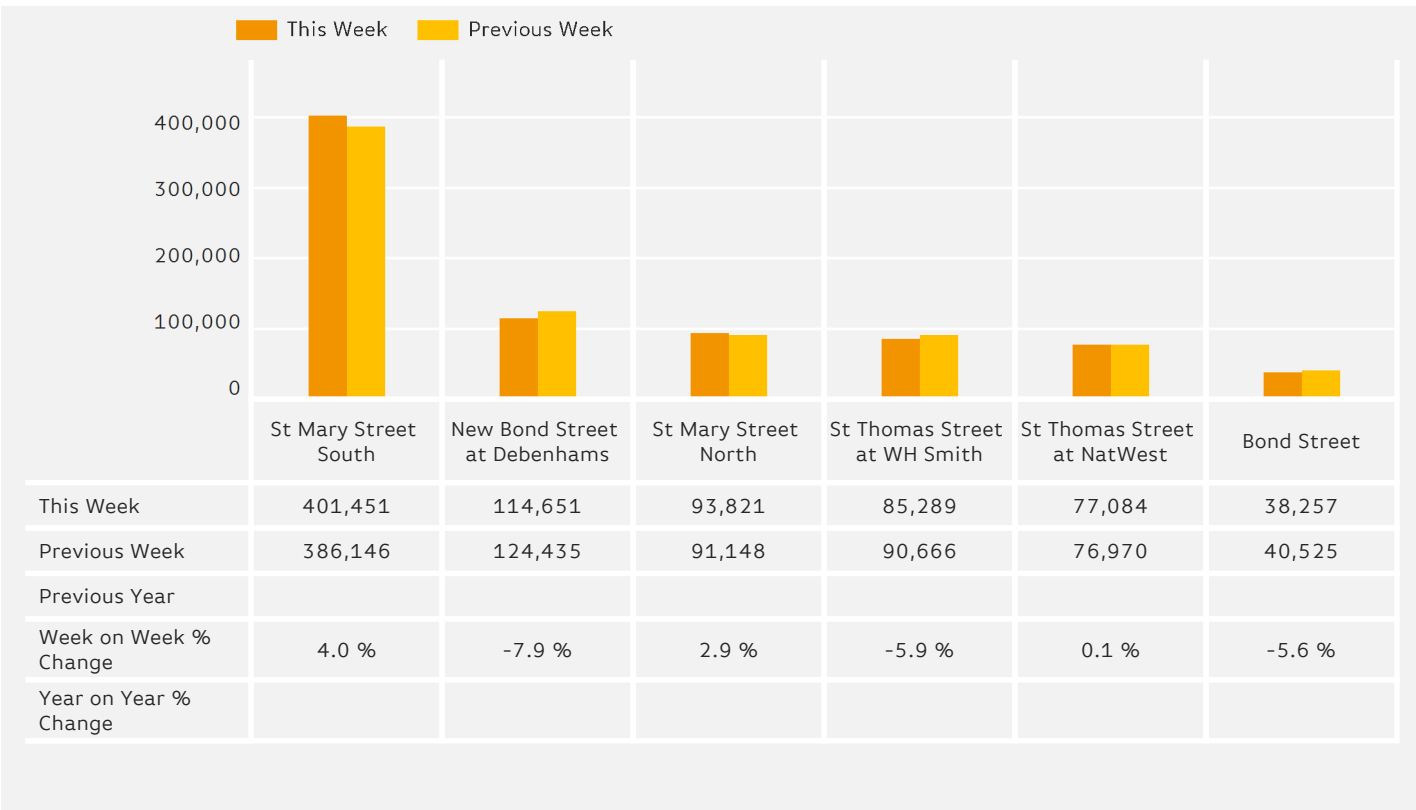
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	14	12	13	11	13	13
Previous Week	14	15	14	14	13	13	14
Previous Year	8	13	12	9	11	7	10

Footfall by Day

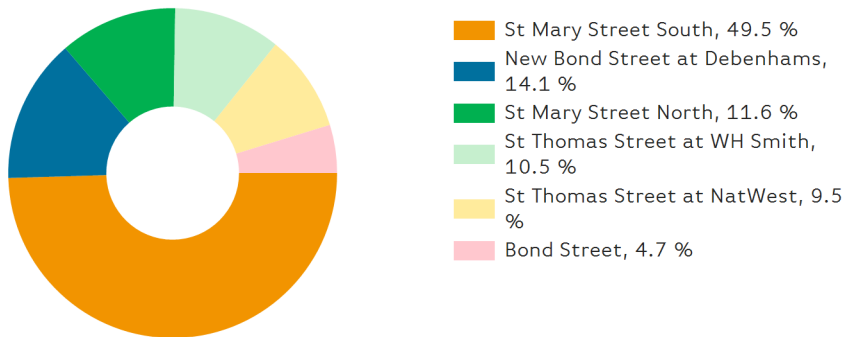


Footfall Totals

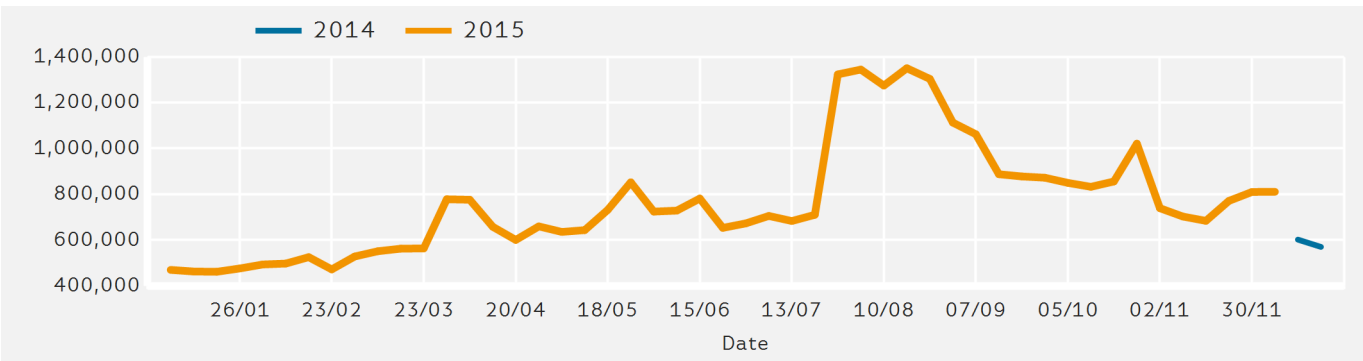


Footfall Totals

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.