



**Weymouth BID**

Week 13, 2016

28/03/2016 to 03/04/2016



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	
	2016	2015	2016	2015	2016	2015
Weymouth BID	▲ 7.7 %		▼ -0.4 %		▲ 10.3 %	▲ 38.1 %
South West	▲ 0.9 %	▼ -0.5 %	▲ 0.8 %	▲ 0.0 %	▲ 9.3 %	▲ 9.4 %
High Street Index(Coastal Town)	▼ -2.4 %	▼ -1.3 %	▼ 0.0 %	▲ 3.2 %	▲ 7.5 %	▲ 5.6 %
UK	▼ -2.2 %	▼ -1.4 %	▼ -3.0 %	▲ 0.6 %	▲ 4.8 %	▲ 3.8 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 9.7% up on the previous year.

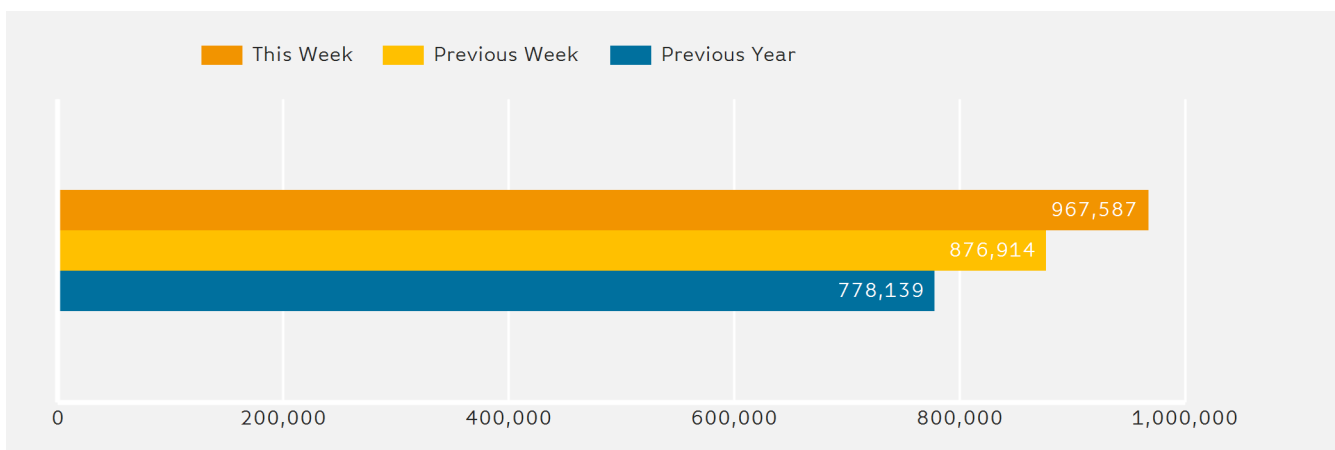
Footfall for the year to date is 7.7% up on the previous year.

Footfall week commencing 28 March 2016 was 967,587.

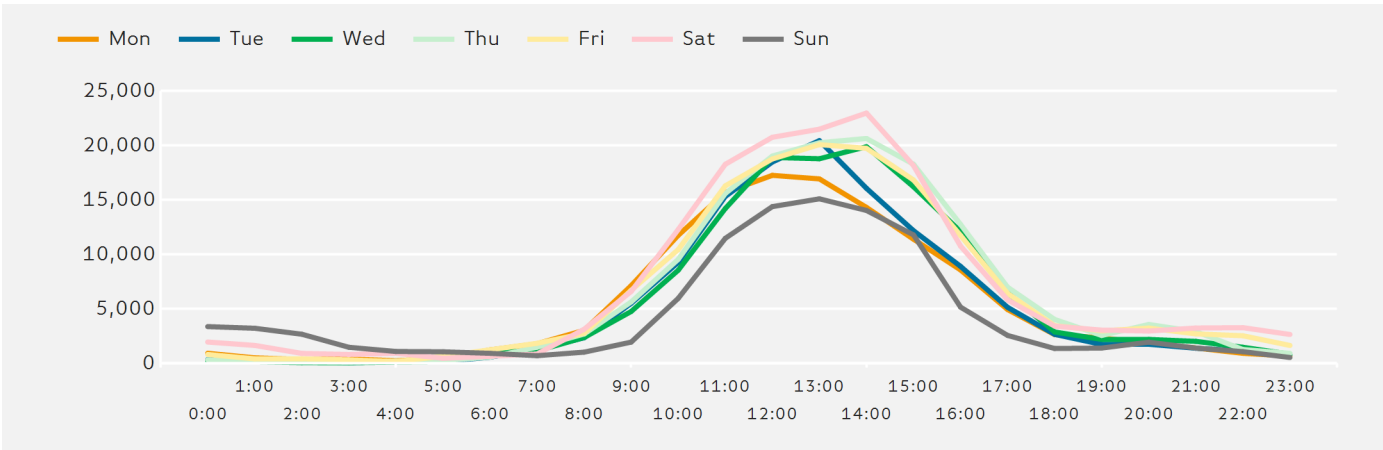
The busiest day in week commencing 28 March 2016 was Saturday with 167,484 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 22,983

**Footfall Totals by Week**



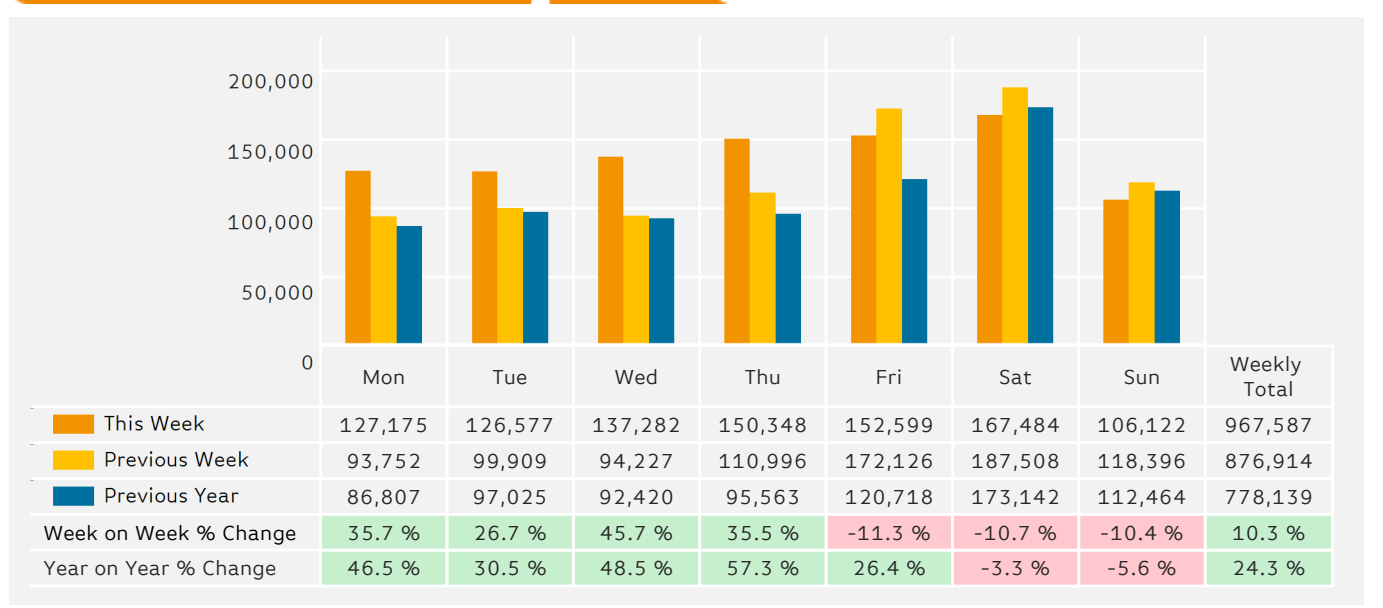
### Footfall by Hour



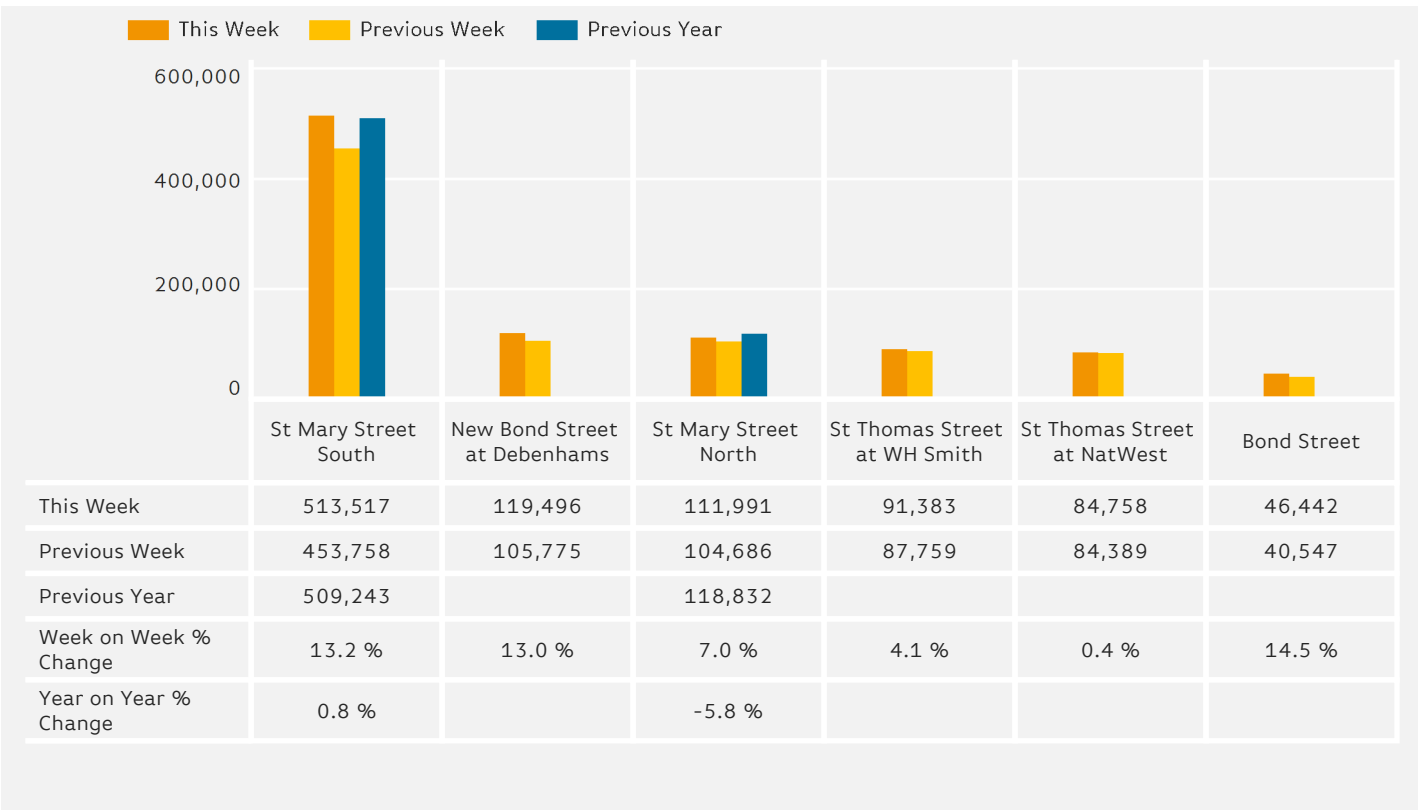
### Weather

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

### Footfall by Day

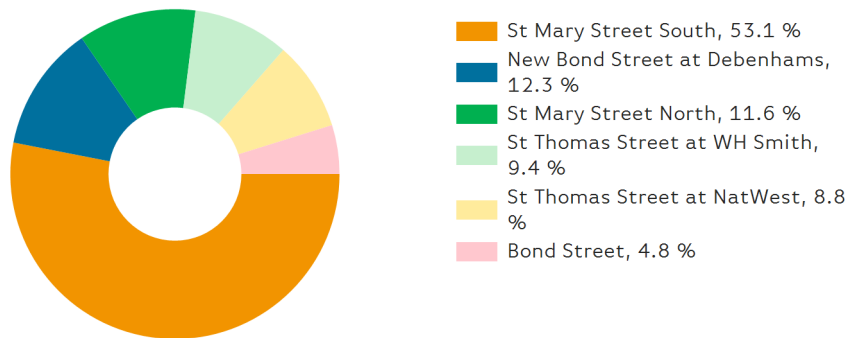


### Footfall Totals

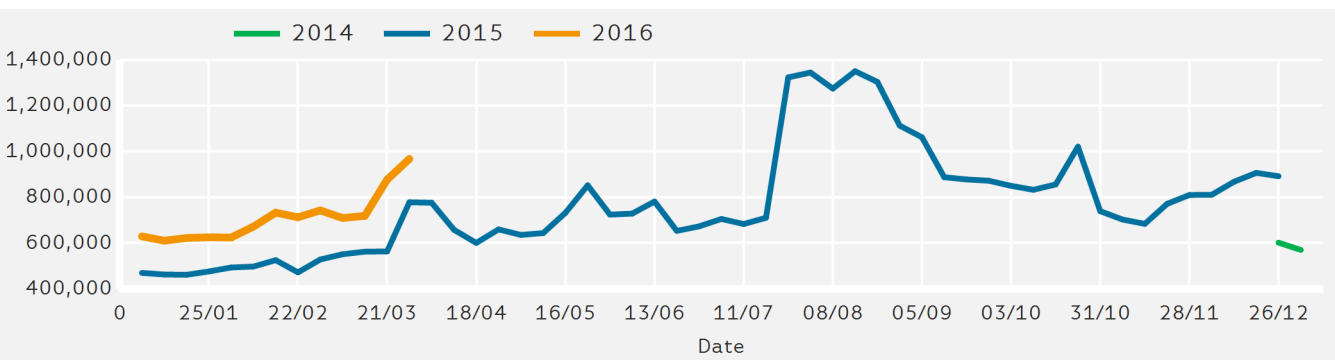


### Footfall Totals

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.