



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.

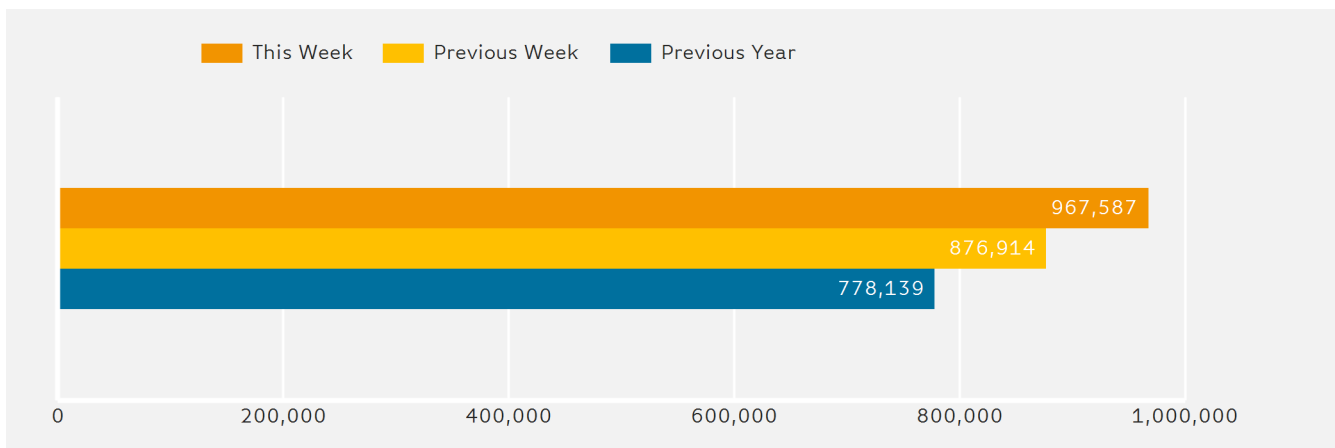
Footfall for the year to date is 7.7% up on the previous year.

Footfall week commencing 28 March 2016 was 967,587.

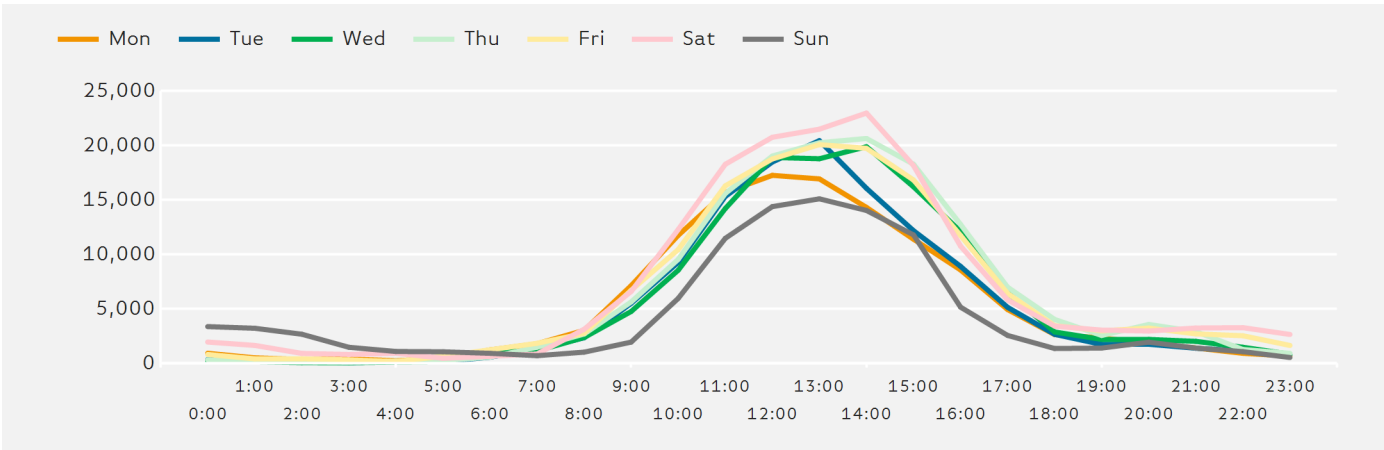
The busiest day in week commencing 28 March 2016 was Saturday with 167,484 visitors.

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

Footfall Totals by Week



Footfall by Hour



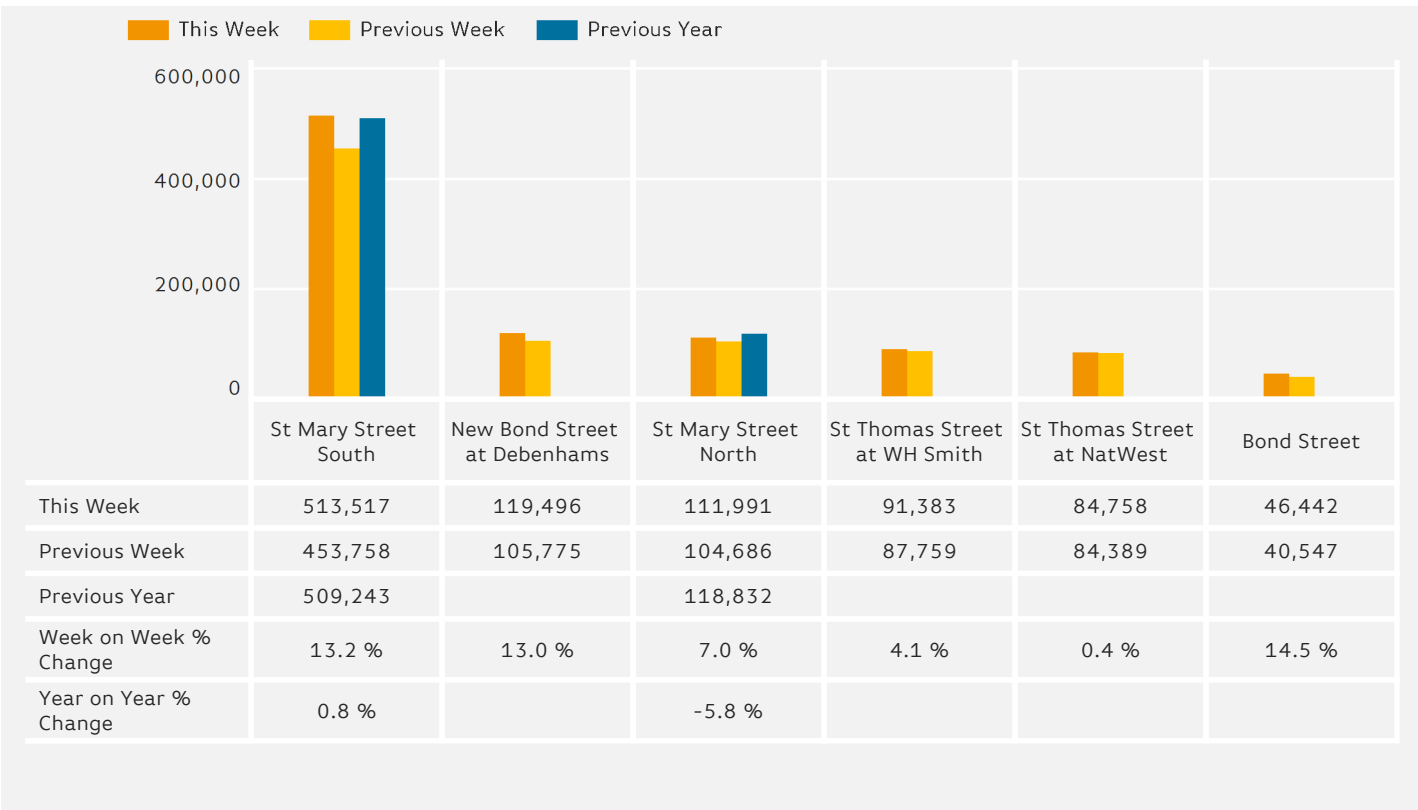
Weather

	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

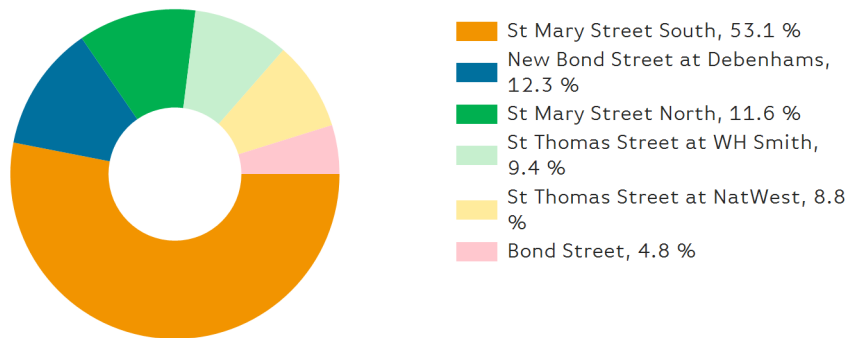
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	127,175	126,577	137,282	150,348	152,599	167,484	106,122	967,587
Previous Week	93,752	99,909	94,227	110,996	172,126	187,508	118,396	876,914
Previous Year	86,807	97,025	92,420	95,563	120,718	173,142	112,464	778,139
Week on Week % Change	35.7 %	26.7 %	45.7 %	35.5 %	-11.3 %	-10.7 %	-10.4 %	10.3 %
Year on Year % Change	46.5 %	30.5 %	48.5 %	57.3 %	26.4 %	-3.3 %	-5.6 %	24.3 %

Footfall Totals

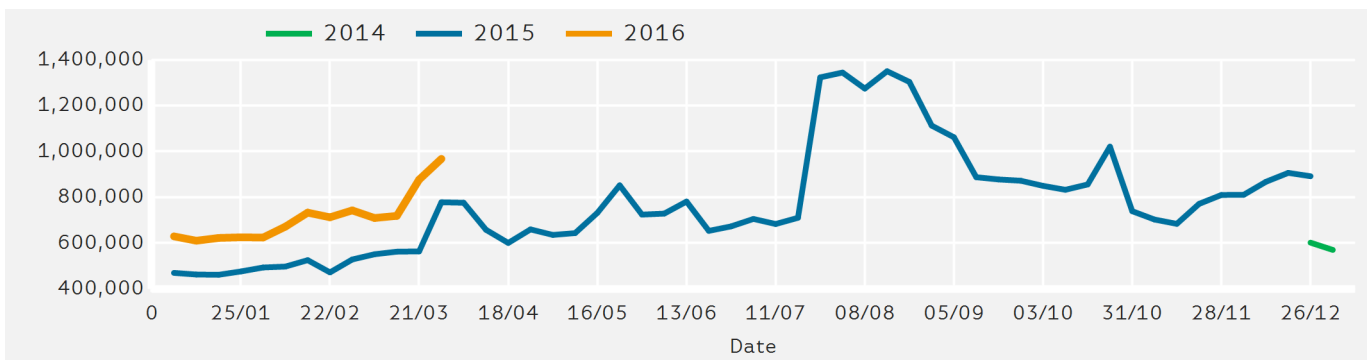


Footfall Totals

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.