



Weymouth BID

Week 18, 2016

02/05/2016 to 08/05/2016



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	▲ 5.5 %		▲ 14.5 %		▲ 5.6 %	▼ -3.7 %
South West	▼ -0.2 %	▼ -1.2 %	▲ 7.0 %	▼ -2.2 %	▲ 3.9 %	▼ -2.4 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -1.6 %	▲ 8.9 %	▲ 1.4 %	▲ 9.9 %	▼ -0.3 %
UK	▼ -2.2 %	▼ -1.1 %	▲ 8.1 %	▼ -1.5 %	▲ 3.1 %	▼ -5.4 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 7.2% up on the previous year.

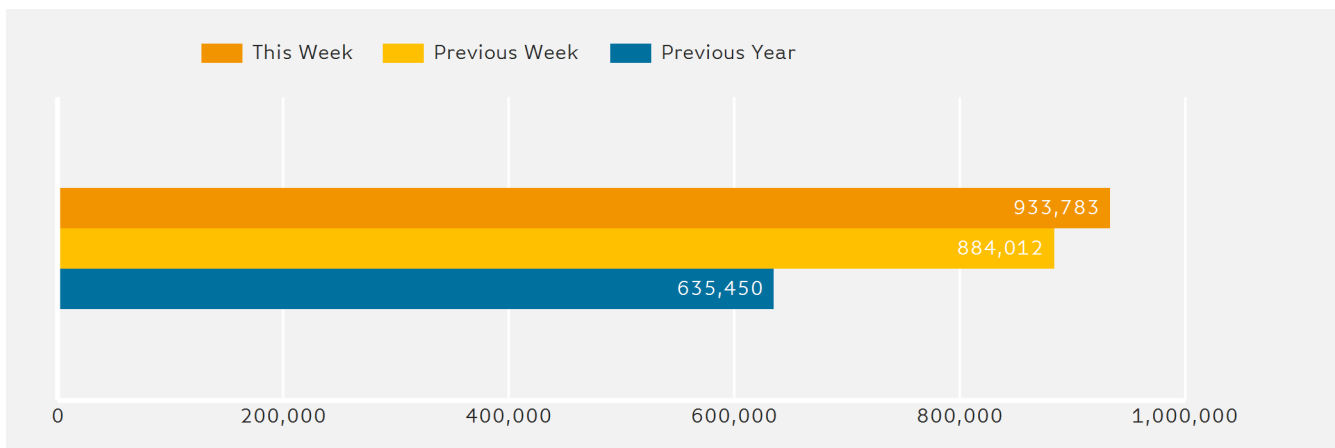
Footfall for the year to date is 5.5% up on the previous year.

Footfall week commencing 2 May 2016 was 933,783.

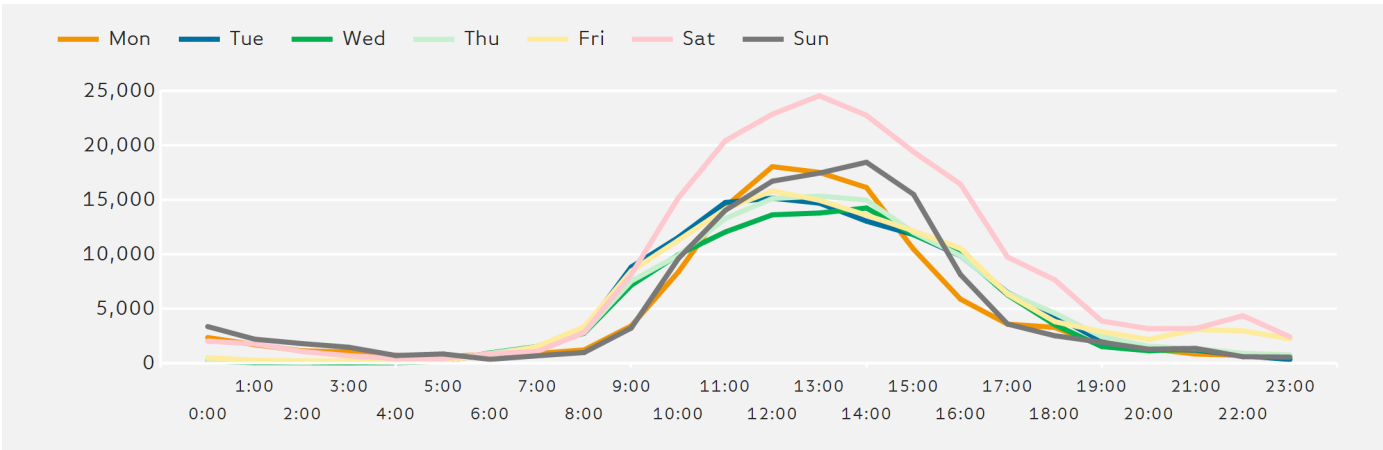
The busiest day in week commencing 2 May 2016 was Saturday with 196,005 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 24,572

Footfall Totals by Week



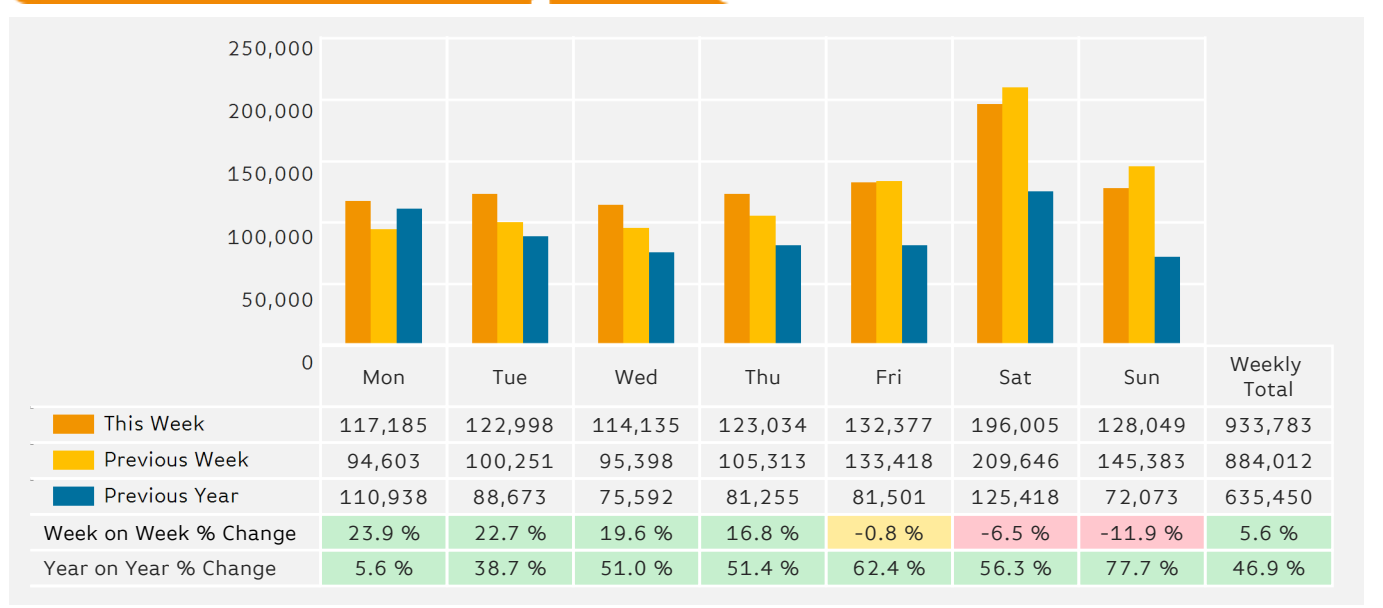
Footfall by Hour



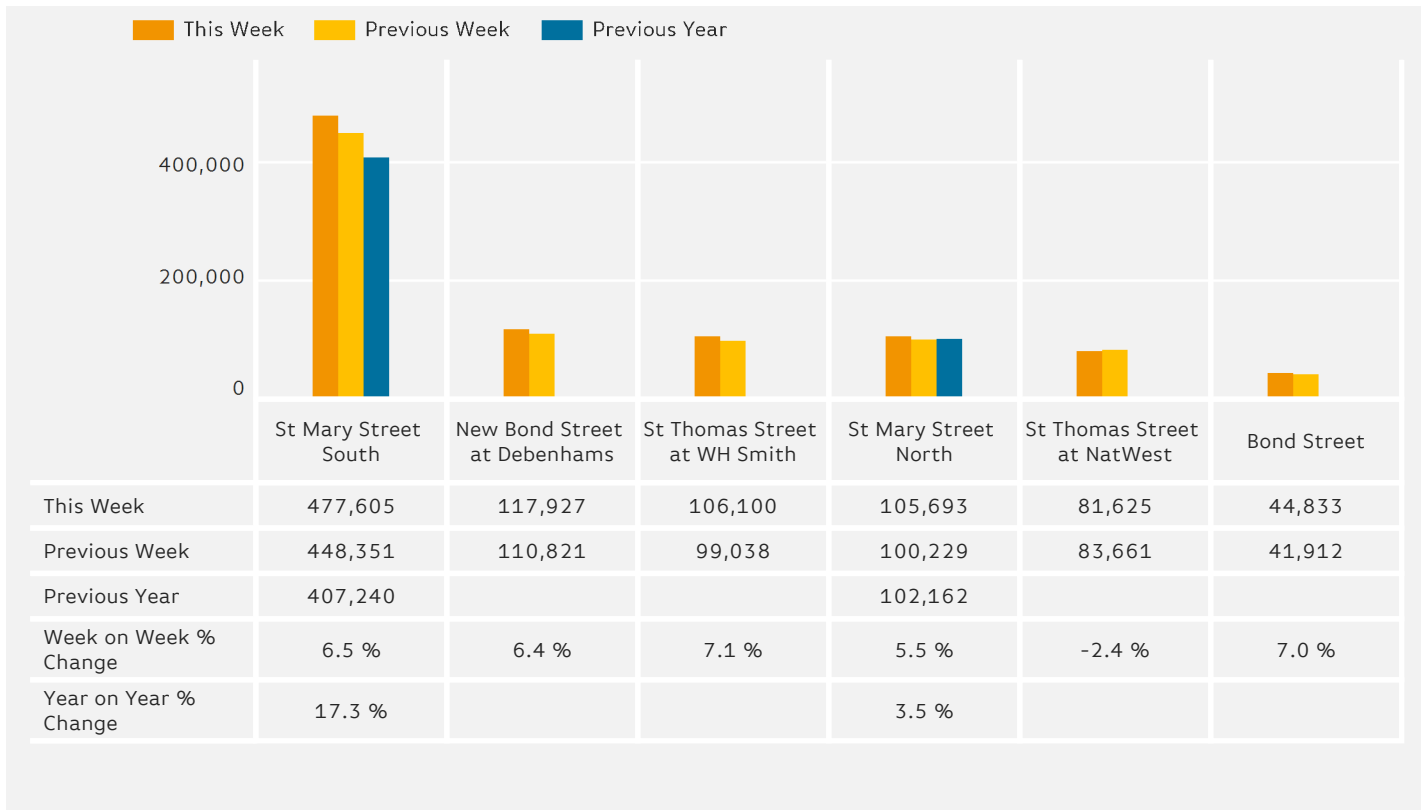
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	14	15	19	21	21	23
Previous Week	12	10	9	10	10	12	12
Previous Year	16	14	14	14	15	15	15

Footfall by Day

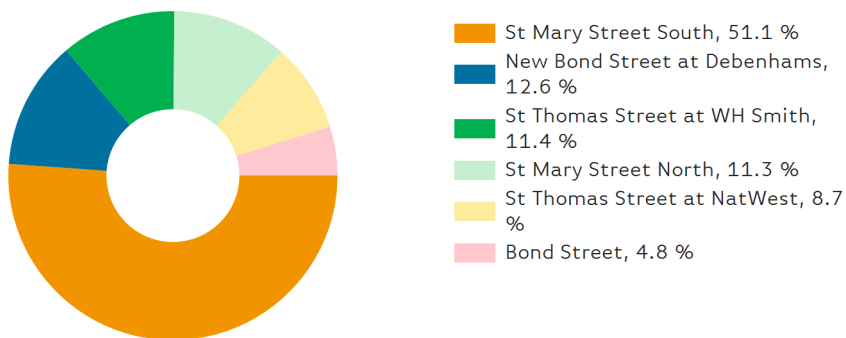


Footfall Totals

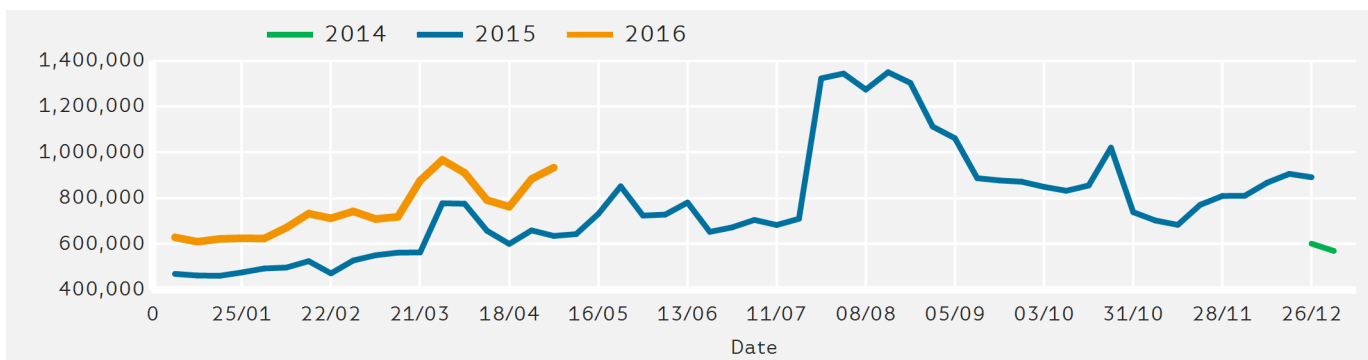


Footfall Totals

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.