



Weymouth BID

Week 35, 2016

29/08/2016 to 04/09/2016



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	▲ 5.0 %		▲ 9.5 %		▼ -10.3 %	▼ -14.8 %
South West	▼ -0.4 %	▼ -2.3 %	▲ 4.0 %	▼ -2.4 %	▼ -5.1 %	▼ -8.9 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.7 %	▲ 0.3 %	▼ -3.3 %	▼ -3.9 %	▼ -8.4 %
UK	▼ -1.6 %	▼ -1.7 %	▲ 1.4 %	▼ -4.7 %	▼ -4.3 %	▼ -5.9 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 5.6% up on the previous year.

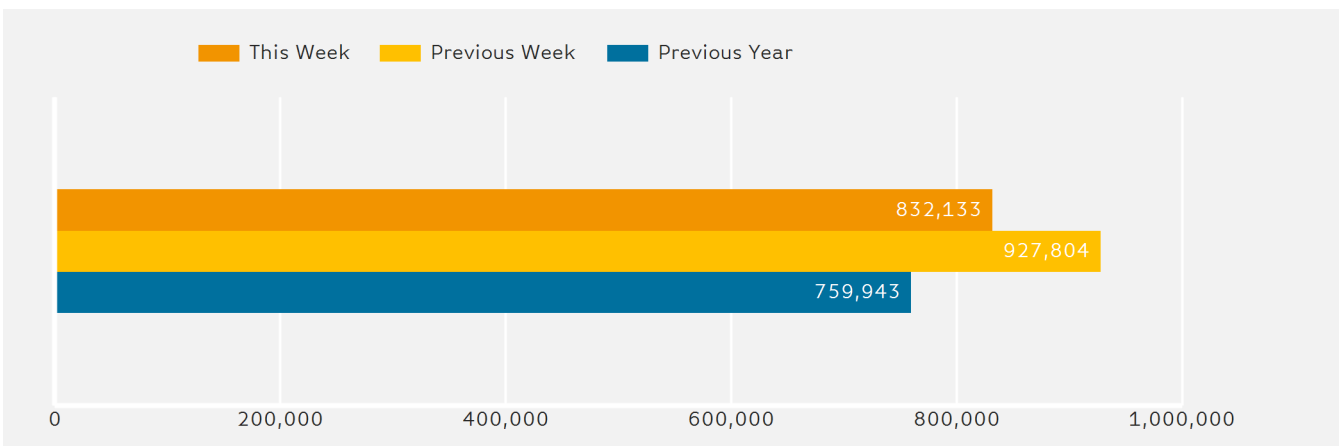
Footfall for the year to date is 5% up on the previous year.

The number of visitors counted for week commencing 29 August 2016 was 832,133.

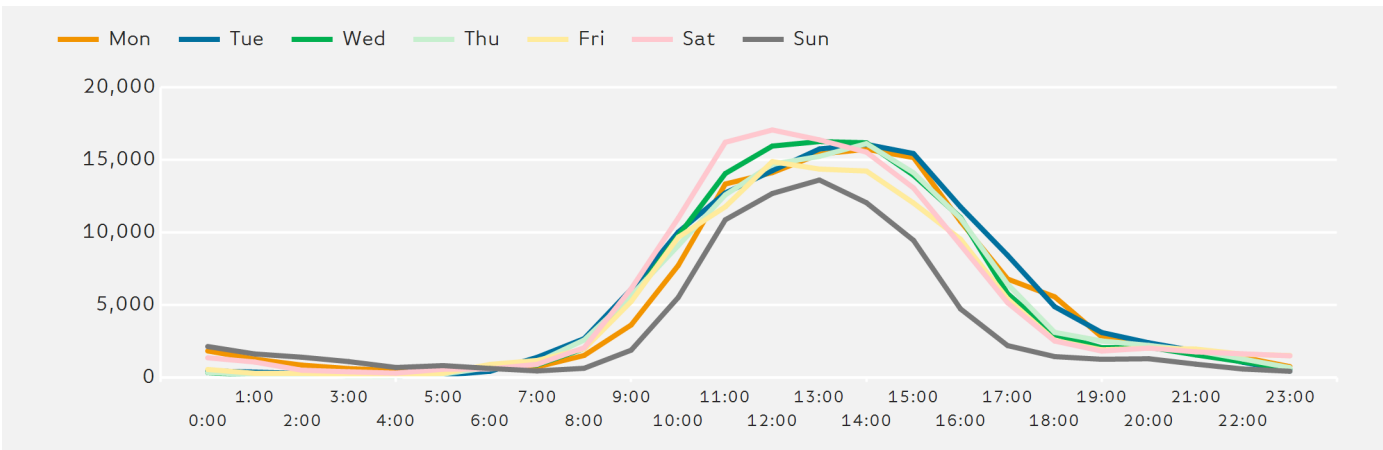
The busiest day in week commencing 29 August 2016 was Tuesday with 130,101 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 17,045

Footfall Totals by Week



Footfall by Hour



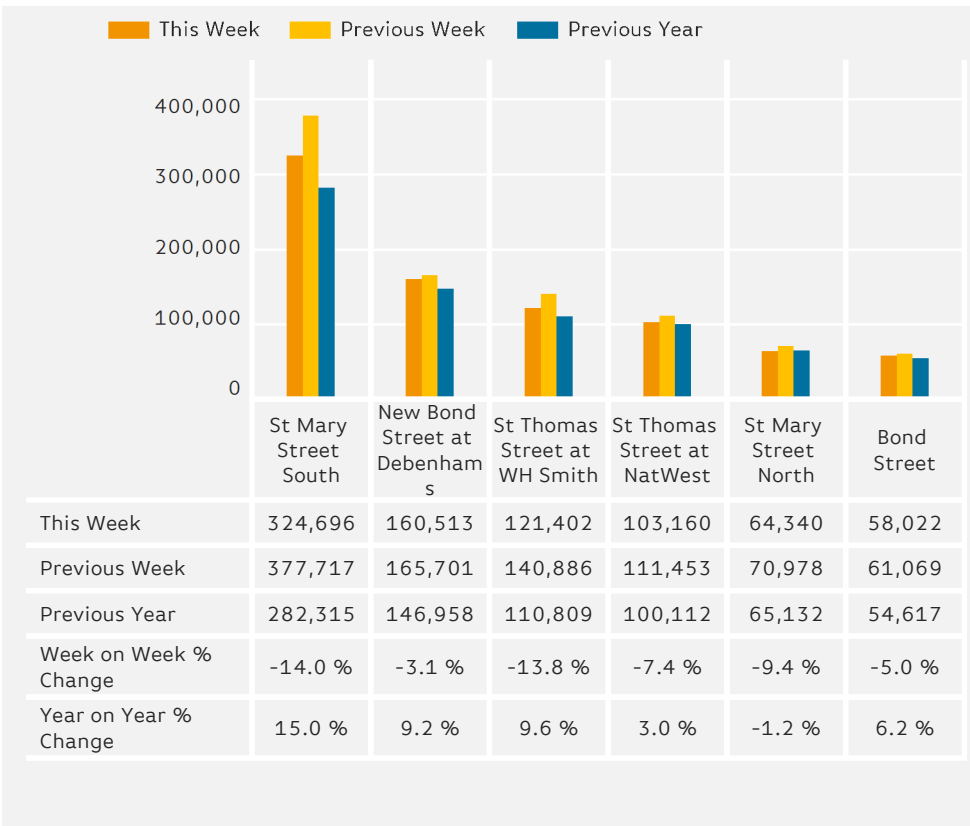
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	22	22	20	20	19	19	20
Previous Week	21	24	27	24	22	23	21
Previous Year	16	18	17	15	18	16	18

Footfall by Day

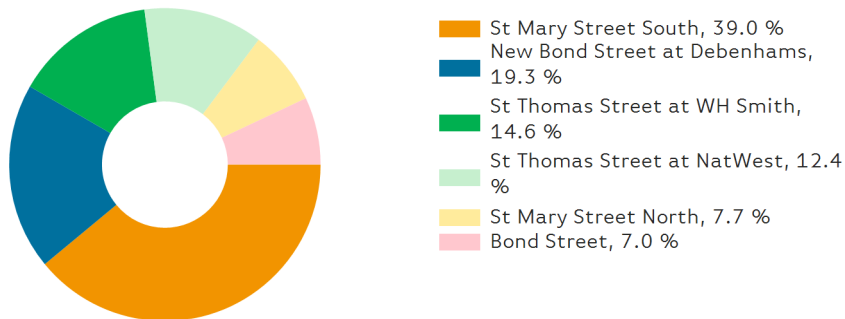
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	125,542	130,101	123,372	121,904	114,387	128,520	88,307	832,133
Previous Week	121,292	126,883	115,405	132,115	136,236	158,827	137,046	927,804
Previous Year	110,868	113,306	105,884	100,181	105,110	131,613	92,981	759,943
Week on Week % Change	3.5 %	2.5 %	6.9 %	-7.7 %	-16.0 %	-19.1 %	-35.6 %	-10.3 %
Year on Year % Change	13.2 %	14.8 %	16.5 %	21.7 %	8.8 %	-2.4 %	-5.0 %	9.5 %

Footfall Totals

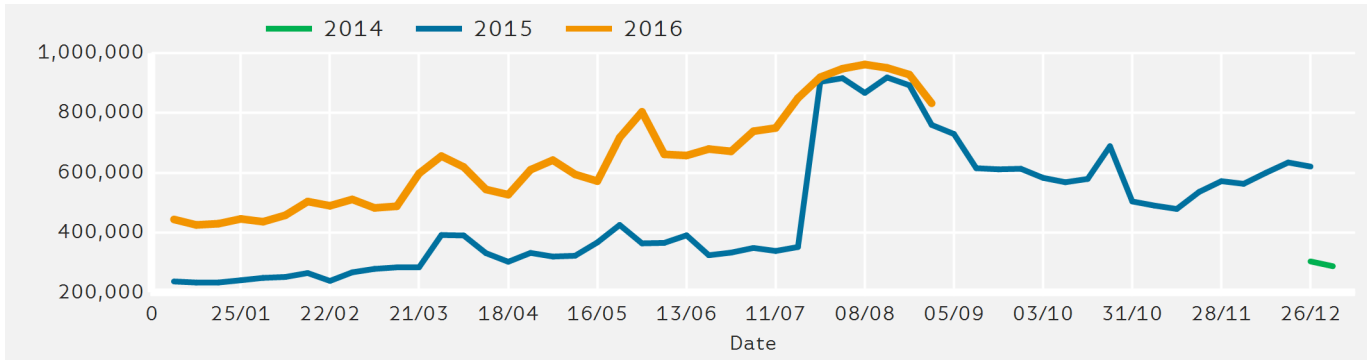


Footfall Totals

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.