



Weymouth BID

Week 4, 2016

25/01/2016 to 31/01/2016



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	▲ 3.1 %		▼ -2.2 %		▲ 0.5 %	▲ 3.1 %
South West	▲ 2.8 %	▼ -2.6 %	▲ 3.4 %	▼ -0.6 %	▼ -0.2 %	▼ -2.9 %
High Street Index(Coastal Town)	▼ -0.1 %	▼ -4.0 %	▼ -0.8 %	▼ -2.0 %	▼ -0.3 %	▼ -1.7 %
UK	▲ 0.3 %	▼ -2.0 %	▲ 0.9 %	▼ -2.8 %	▲ 1.6 %	▼ -1.8 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 10.3% up on the previous year.

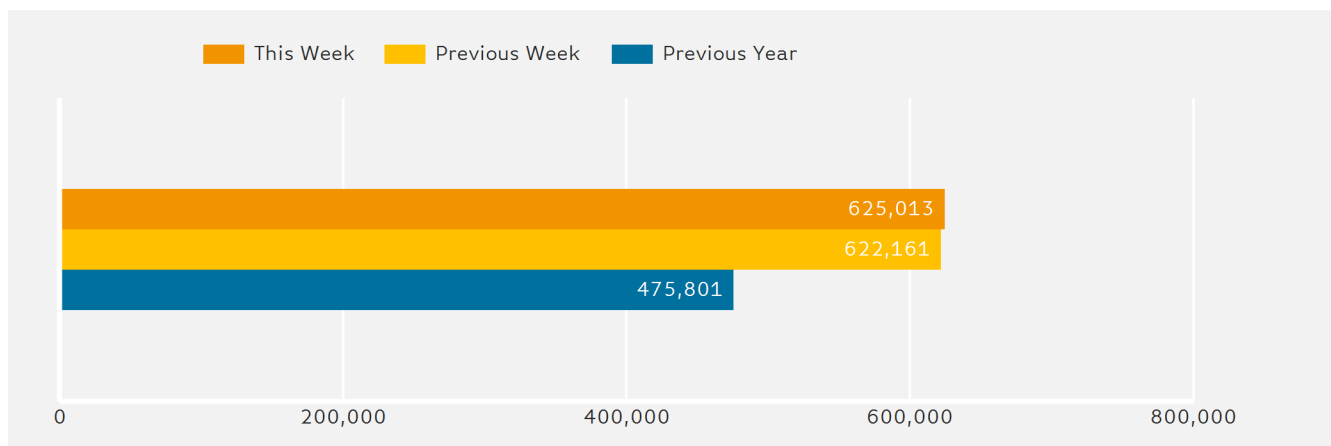
Footfall for the year to date is 3.1% up on the previous year.

Footfall week commencing 25 January 2016 was 625,013.

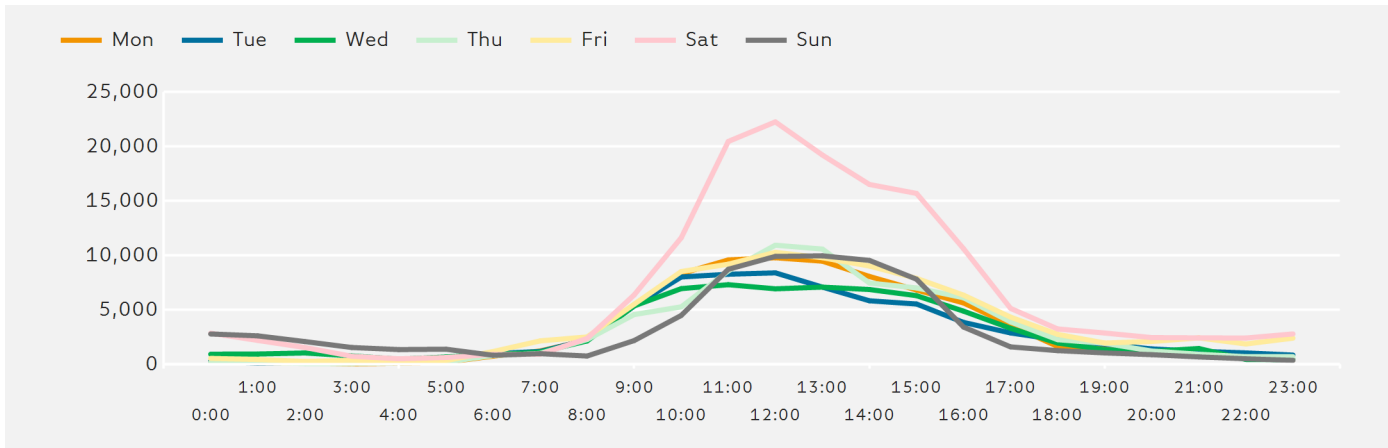
The busiest day in week commencing 25 January 2016 was Saturday with 157,189 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 22,264

Footfall Totals by Week



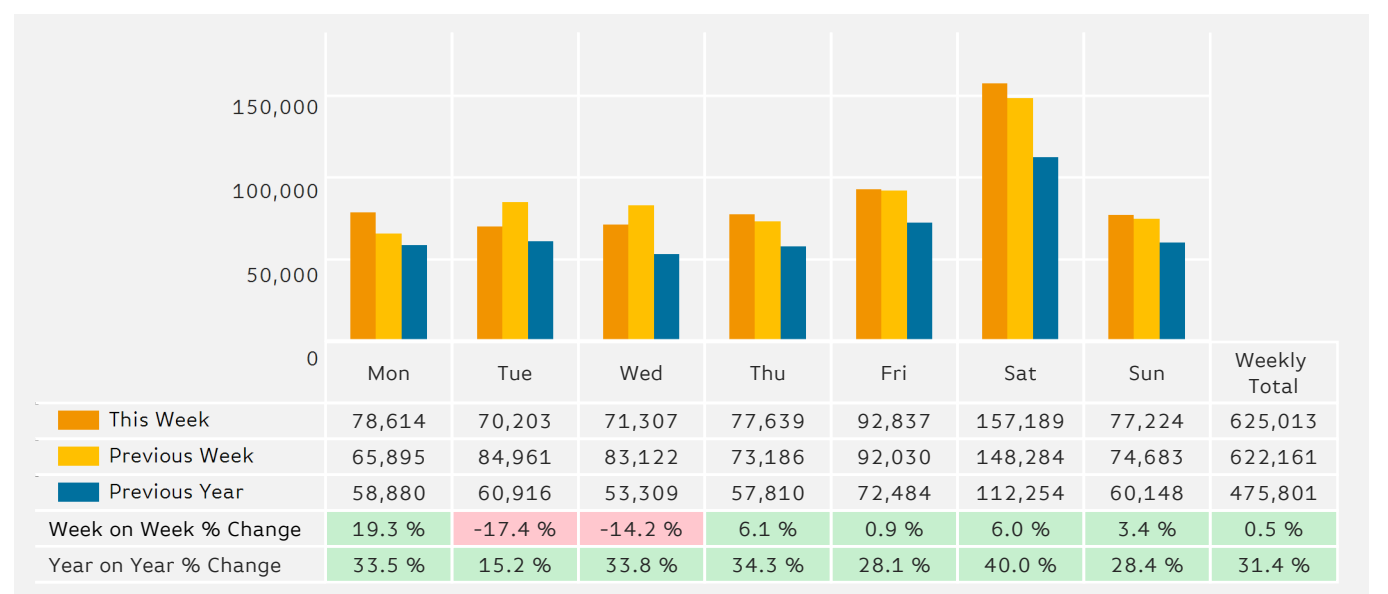
Footfall by Hour



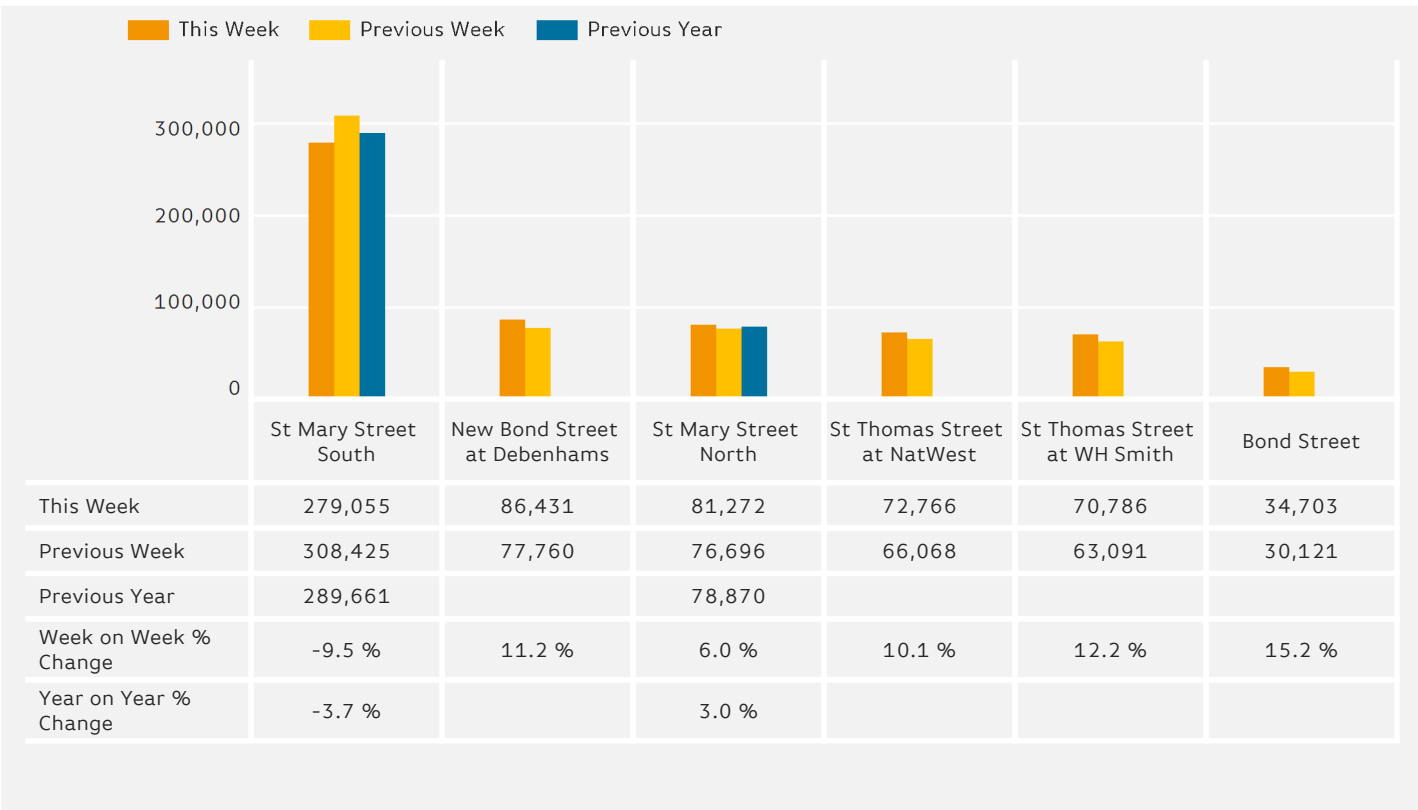
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	12	13	11	12	12	13
Previous Week	6	5	6	9	13	12	14
Previous Year	10	8	10	6	7	7	6

Footfall by Day

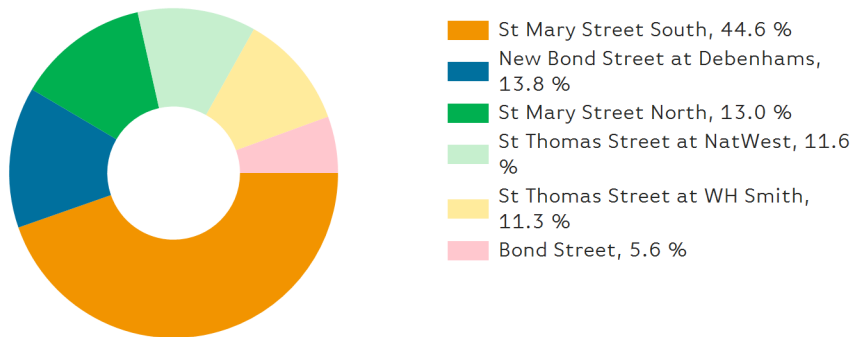


Footfall Totals

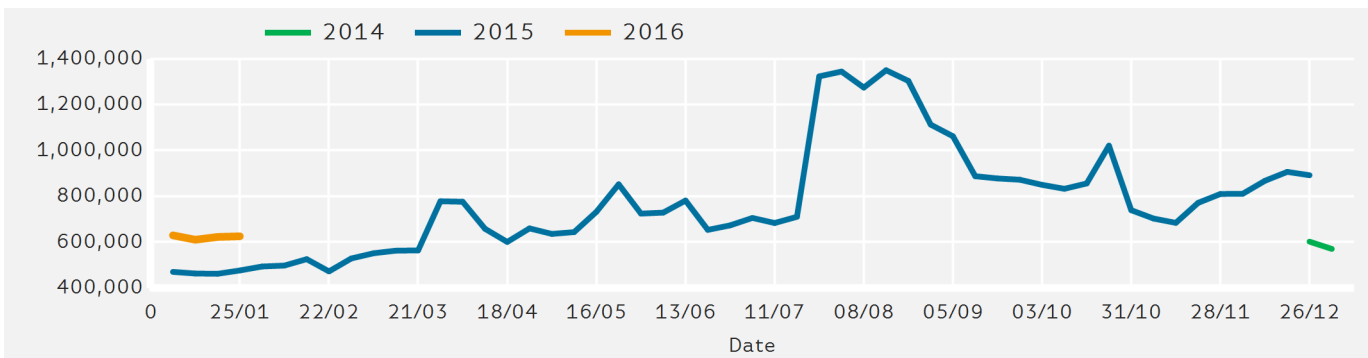


Footfall Totals

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.