



Weymouth BID

Week 51, 2016

19/12/2016 to 25/12/2016



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	▲ 3.0 %	▲ 15.3 %	▲ 0.6 %	▲ 15.3 %	▲ 11.3 %	▲ 5.7 %
South West	▼ -0.5 %	▼ -2.4 %	▲ 3.7 %	▼ -2.1 %	▼ -6.6 %	▼ -9.1 %
High Street Index(Coastal Town)	▼ -2.4 %	▼ -2.0 %	▼ -1.5 %	▼ -0.1 %	▲ 0.9 %	▼ -12.0 %
UK	▼ -1.2 %	▼ -1.9 %	▲ 5.7 %	▼ -2.3 %	▼ -7.5 %	▼ -14.9 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 3.2% up on the previous year.

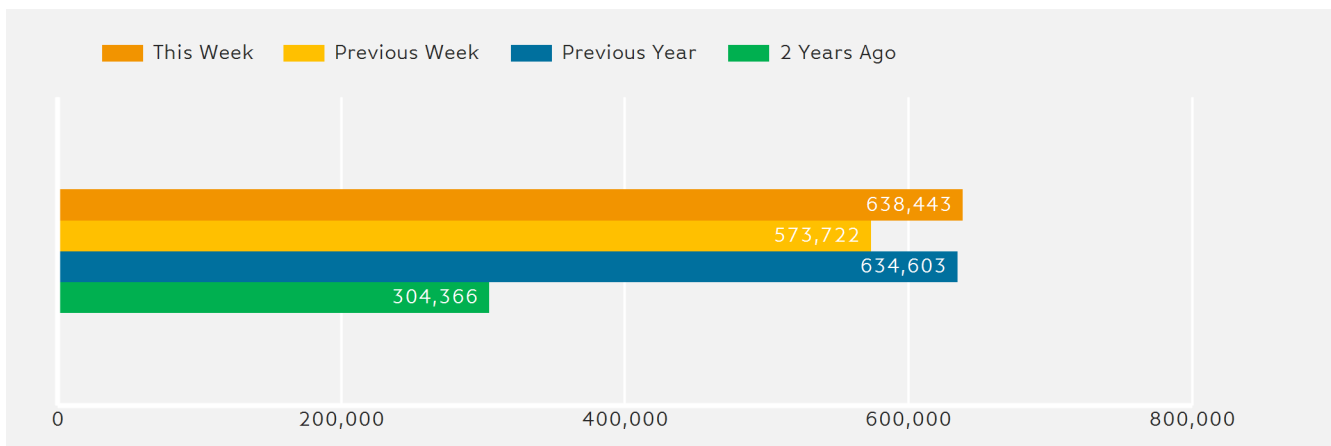
Footfall for the year to date is 3% up on the previous year.

The number of visitors counted for week commencing 19 December 2016 was 638,443.

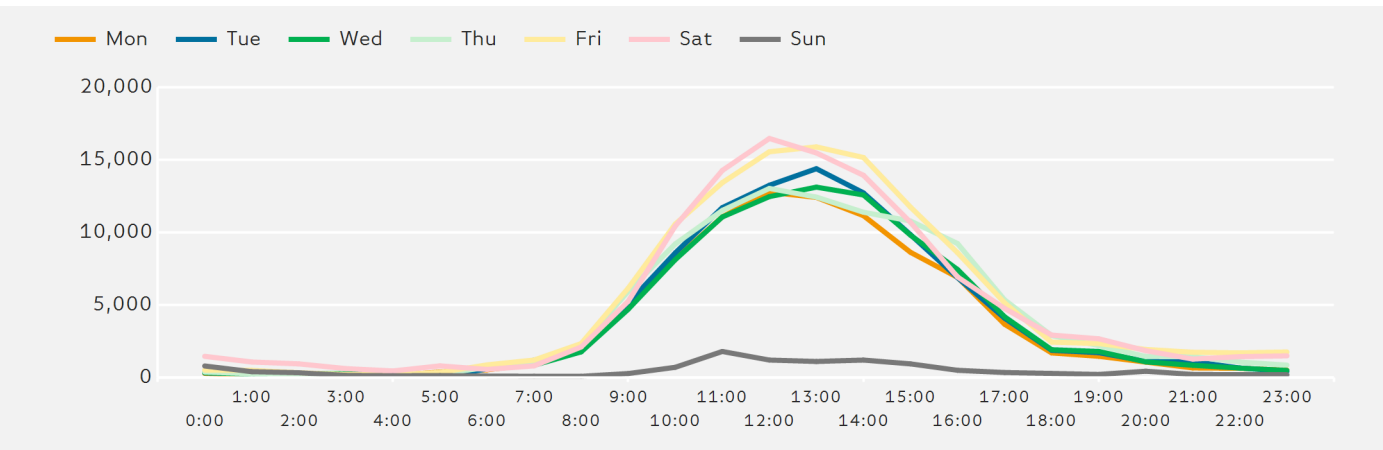
The busiest day in week commencing 19 December 2016 was Friday with 120,535 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 16,460

Footfall Totals by Week



Footfall by Hour



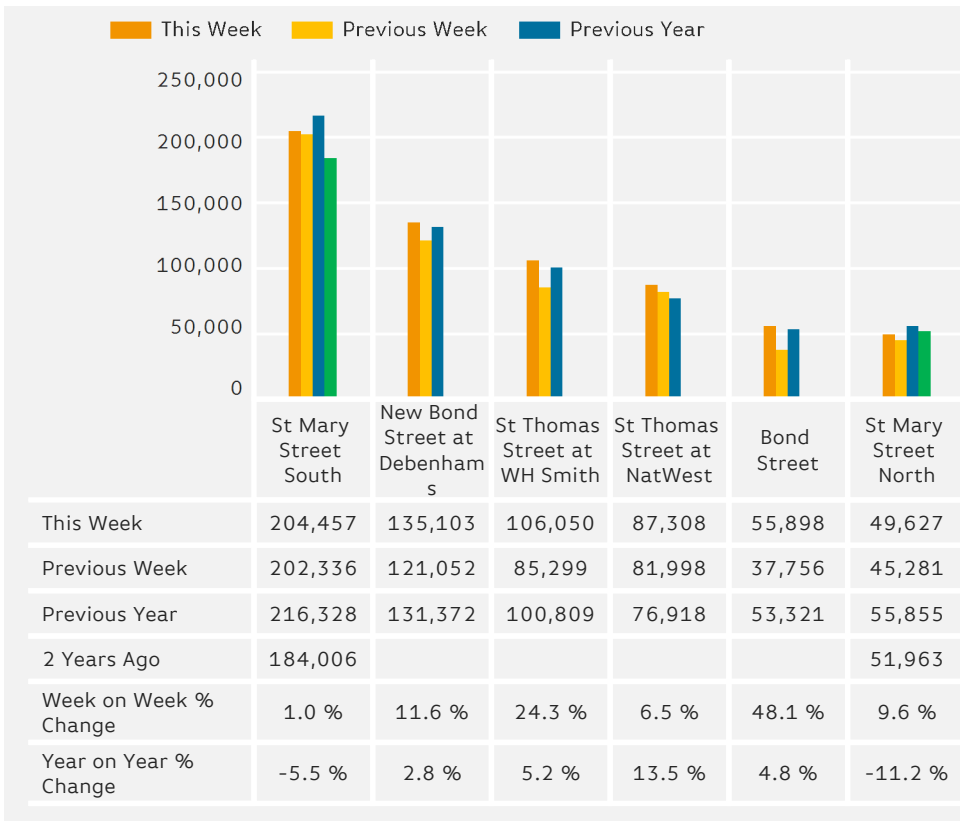
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	9	11	10	12	0	0
Previous Week	13	14	12	12	12	10	7
Previous Year	14	14	12	12	14	14	15

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	90,326	98,273	94,966	104,041	120,535	118,546	11,756	638,443
Previous Week	65,035	71,725	70,524	69,642	93,429	133,981	69,386	573,722
Previous Year	92,498	115,881	129,760	119,505	10,791	85,549	80,619	634,603
2 Years Ago	57,293	60,497	59,985	8,473	26,814	51,372	39,932	304,366
Week on Week % Change	38.9 %	37.0 %	34.7 %	49.4 %	29.0 %	-11.5 %	-83.1 %	11.3 %
Year on Year % Change	-2.3 %	-15.2 %	-26.8 %	-12.9 %	1017.0 %	38.6 %	-85.4 %	0.6 %

Footfall Totals



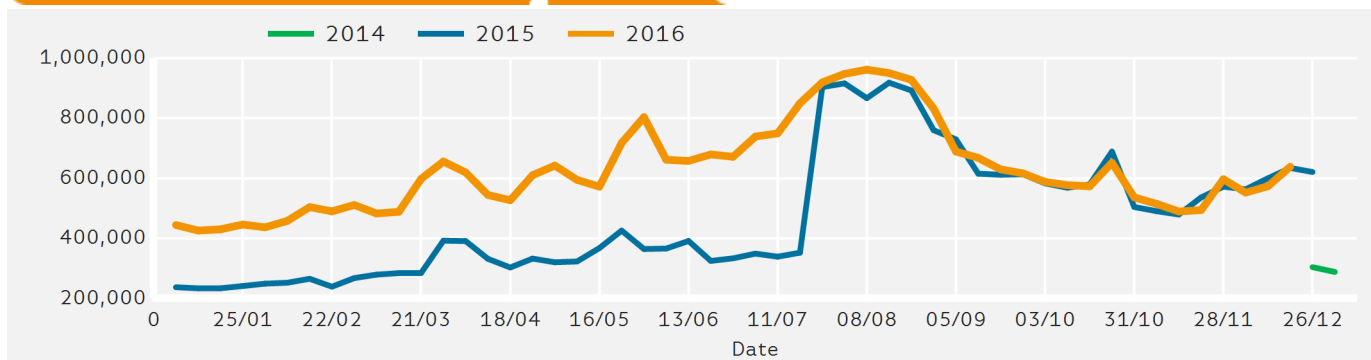
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 32.0 %
- New Bond Street at Debenhams, 21.2 %
- St Thomas Street at WH Smith, 16.6 %
- St Thomas Street at NatWest, 13.7 %
- Bond Street, 8.8 %
- St Mary Street North, 7.8 %

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.