



**Weymouth BID**

Week 52, 2016

26/12/2016 to 01/01/2017



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 %	▲ 20.5 %	▲ 7.9 %	▲ 26.2 %	▲ 4.9 %	▼ -2.1 %
South West	▼ -0.4 %	▼ -2.4 %	▲ 5.2 %	▼ -6.3 %	▼ -6.9 %	▼ -10.4 %
High Street Index(Coastal Town)	▼ -2.3 %	▼ -2.1 %	▲ 5.8 %	▼ -6.2 %	▼ -12.2 %	▼ -11.1 %
UK	▼ -1.1 %	▼ -2.0 %	▲ 4.9 %	▼ -2.9 %	▼ -5.6 %	▼ -6.5 %

**Headlines**

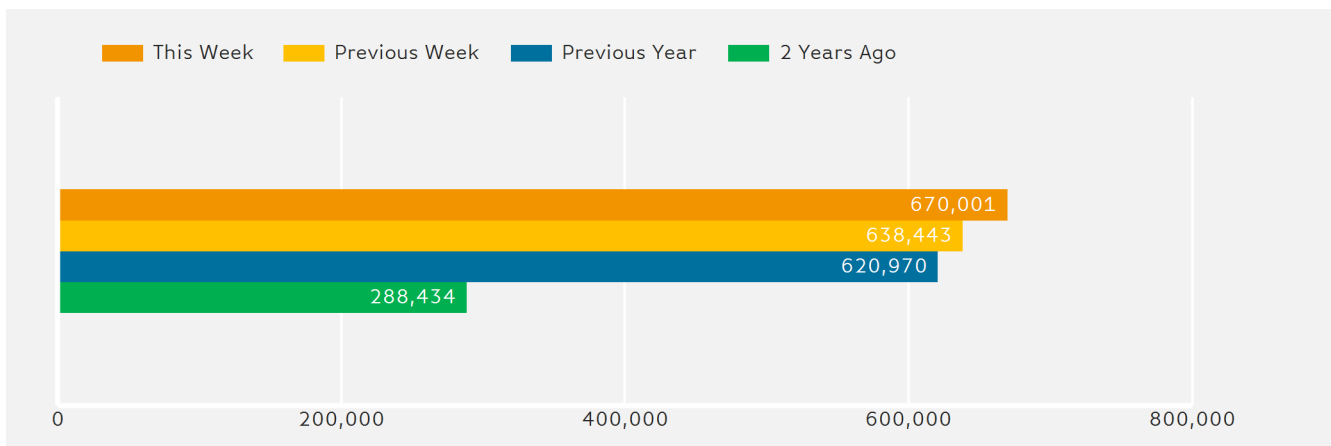
Footfall for the year to date is 3.1% up on the previous year.

The number of visitors counted for week commencing 26 December 2016 was 670,001.

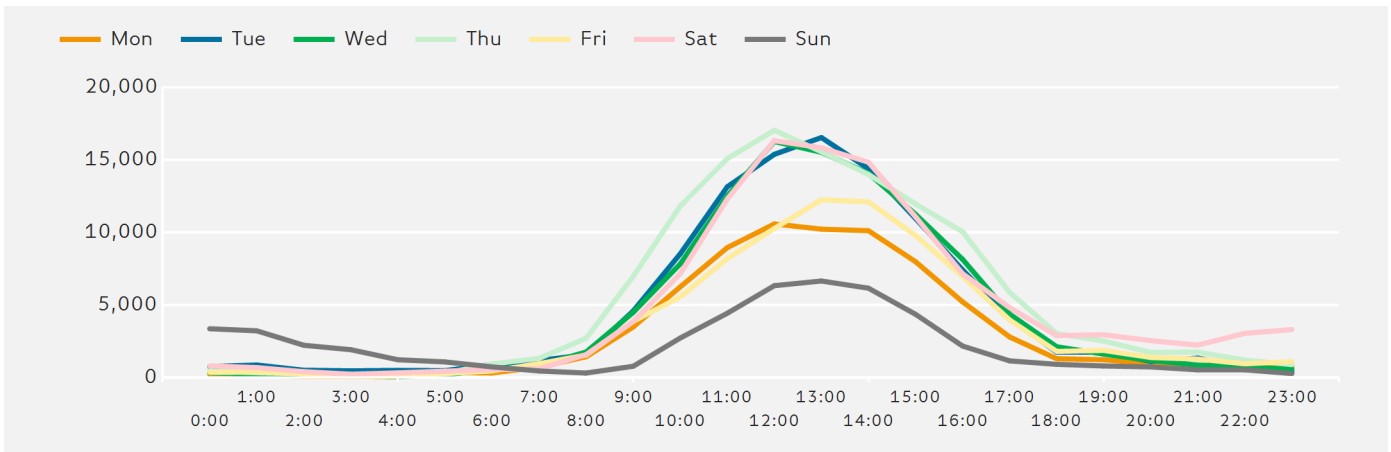
The busiest day in week commencing 26 December 2016 was Thursday with 126,036 visitors.

The peak hour of the week was 12:00 on Thursday with footfall of 17,025

**Footfall Totals by Week**



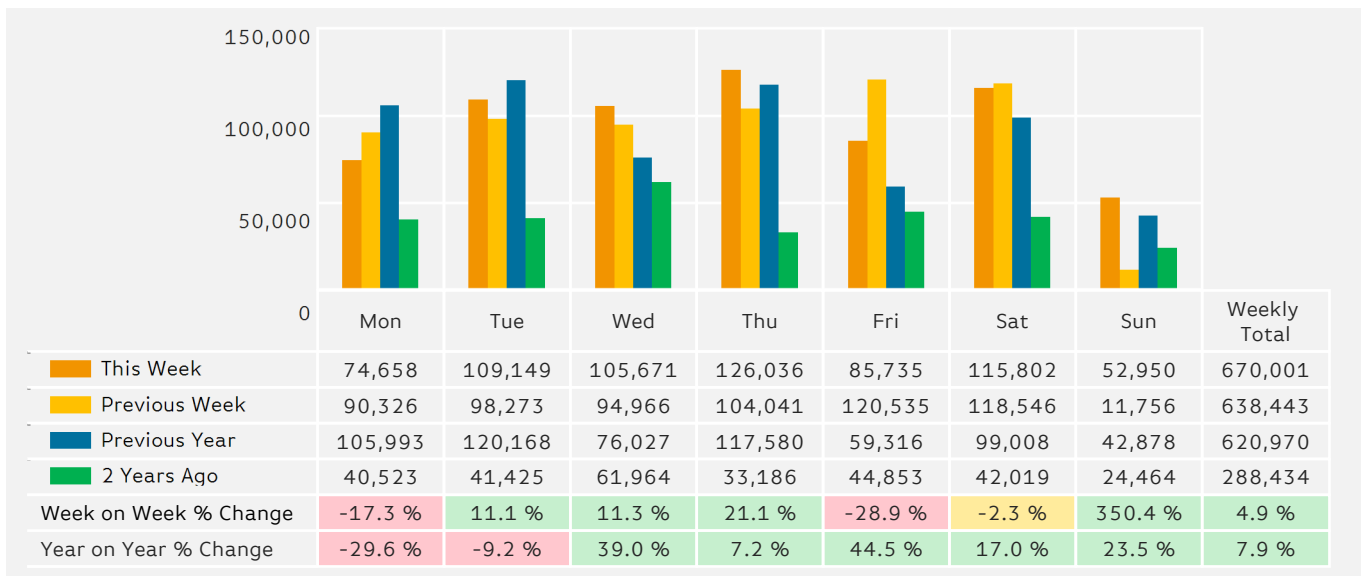
### Footfall by Hour



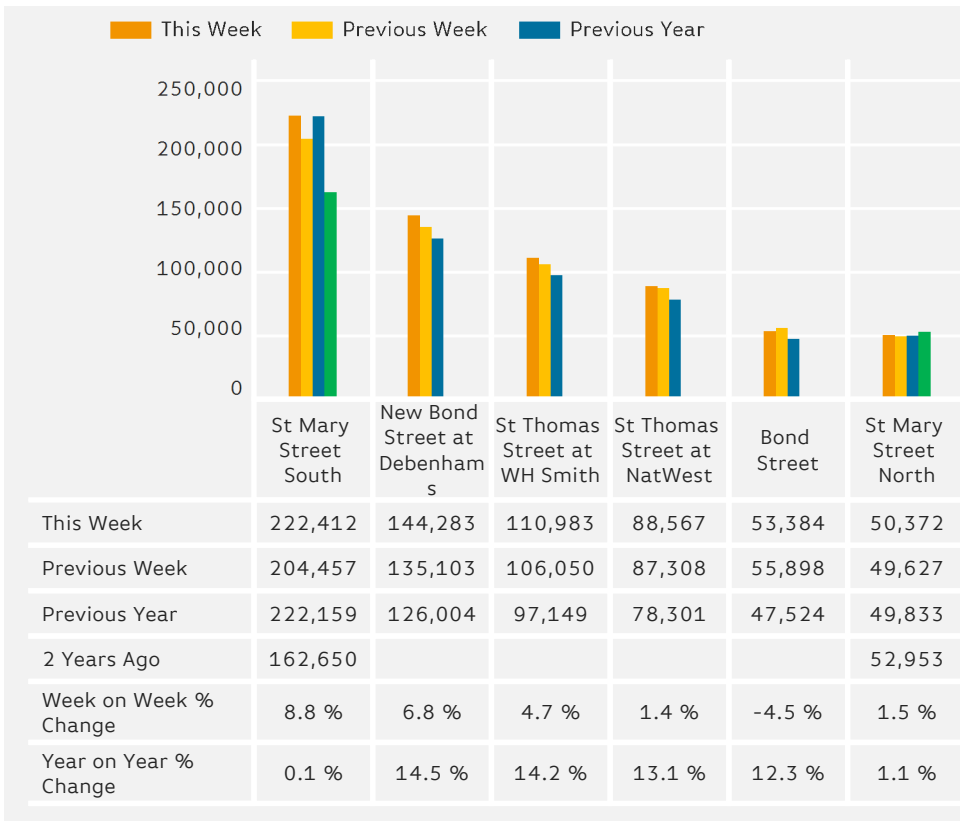
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	3	9	7	<b>FOG</b> 6	0	0
Previous Week	7	9	11	10	12	10	14
Previous Year	13	13	13	11	10	11	11

### Footfall by Day



### Footfall Totals



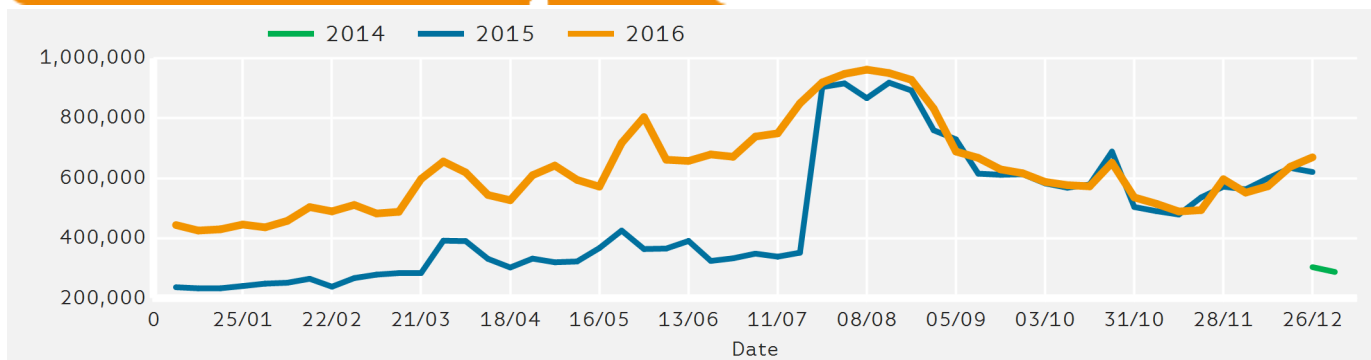
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 33.2 %
- New Bond Street at Debenhams, 21.5 %
- St Thomas Street at WH Smith, 16.6 %
- St Thomas Street at NatWest, 13.2 %
- Bond Street, 8.0 %
- St Mary Street North, 7.5 %

### 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.