



Weymouth BID

Week 32, 2017

07/08/2017 to 13/08/2017



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	
	2017	2016	2017	2016	2017	2016
Weymouth BID	▼ -1.1 %	▲ 4.9 %	▼ -4.9 %	▲ 10.9 %	▲ 3.3 %	▲ 1.5 %
South West	▼ -1.4 %	▼ -0.7 %	▼ -3.9 %	▲ 4.7 %	▲ 1.2 %	▲ 1.1 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -3.2 %	▼ -4.2 %	▼ -3.6 %	▲ 1.1 %	▼ -1.1 %
UK	▼ -0.4 %	▼ -1.9 %	▼ -3.9 %	▲ 2.5 %	▼ -2.2 %	▼ -1.6 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 0% up on the previous year.

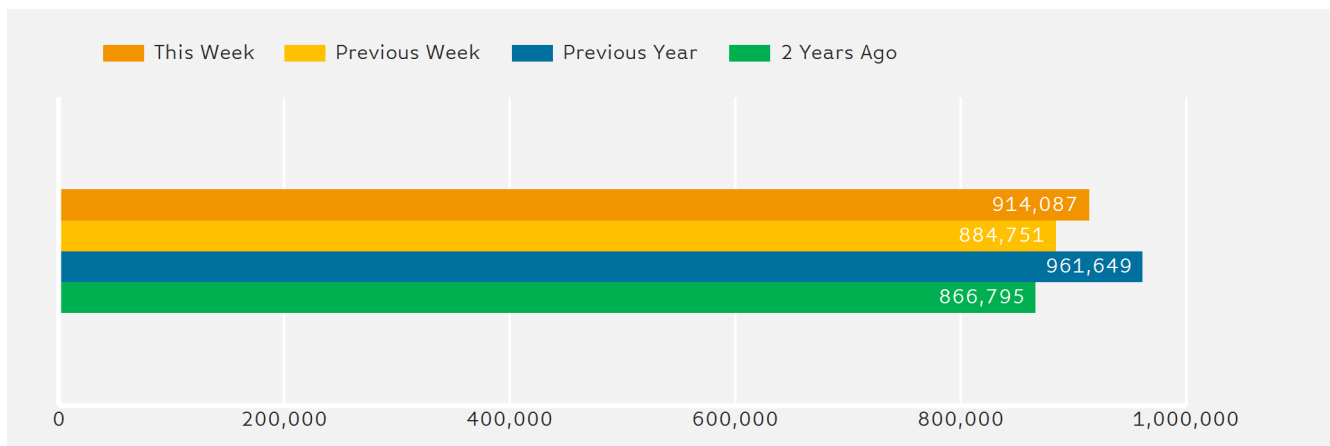
Footfall for the year to date is 1.1% down on the previous year.

The number of visitors counted for week commencing 7 August 2017 was 914,087.

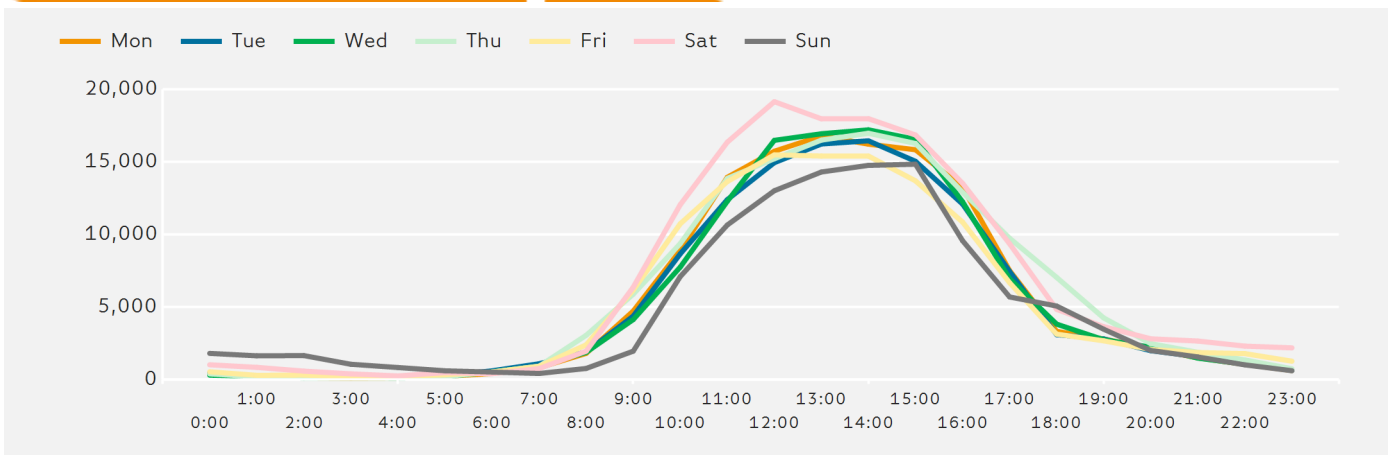
The busiest day in week commencing 7 August 2017 was Saturday with 154,493 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 19,132

Footfall Totals by Week



Footfall by Hour



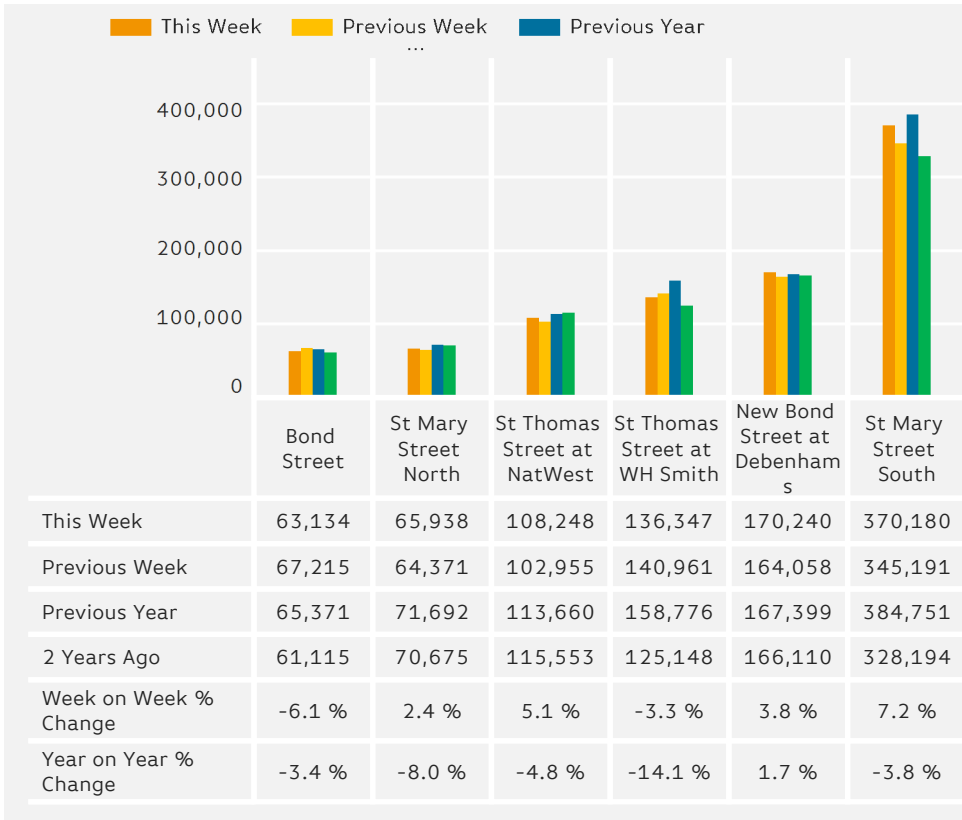
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	17	17	19	18	19	18
Previous Week	18	18	18	18	18	19	18
Previous Year	20	19	20	20	23	22	22

Footfall by Day

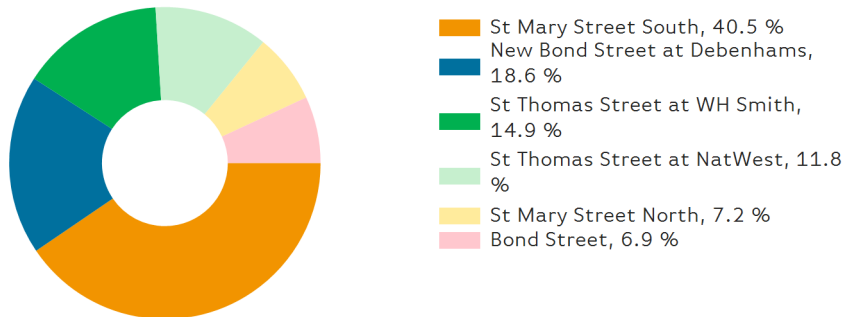
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	128,261	123,652	126,663	139,962	126,361	154,493	114,695	914,087
Previous Week	132,593	132,717	96,644	134,232	126,985	152,149	109,431	884,751
Previous Year	137,011	139,591	130,089	130,569	139,752	163,336	121,301	961,649
2 Years Ago	122,088	124,423	127,894	117,133	120,490	148,682	106,085	866,795
Week on Week % Change	-3.3 %	-6.8 %	31.1 %	4.3 %	-0.5 %	1.5 %	4.8 %	3.3 %
Year on Year % Change	-6.4 %	-11.4 %	-2.6 %	7.2 %	-9.6 %	-5.4 %	-5.4 %	-4.9 %

Footfall by Location

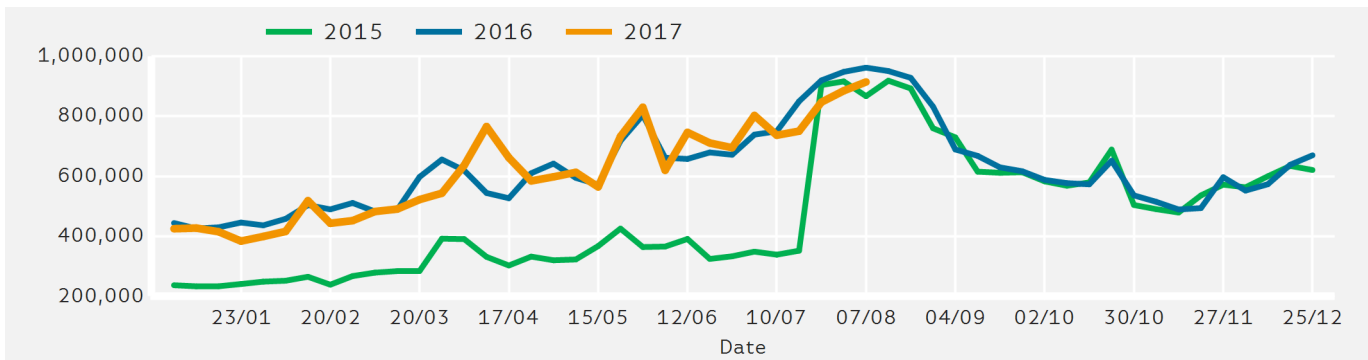


Footfall by location

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.