



**Weymouth BID**

Week 33, 2017

14/08/2017 to 20/08/2017



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 %	▲ 4.8 %	▲ 0.3 %	▲ 3.5 %	▲ 4.2 %	▼ -1.2 %
South West	▼ -1.5 %	▼ -0.6 %	▼ -2.3 %	▲ 2.5 %	▼ -1.6 %	▼ -2.6 %
High Street Index(Coastal Town)	▼ -3.0 %	▼ -3.2 %	▼ -4.7 %	▼ -3.0 %	▼ -1.5 %	▼ -2.9 %
UK	▼ -0.5 %	▼ -1.8 %	▼ -1.5 %	▲ 0.4 %	▲ 0.5 %	▼ -2.0 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 0.1% down on the previous year.

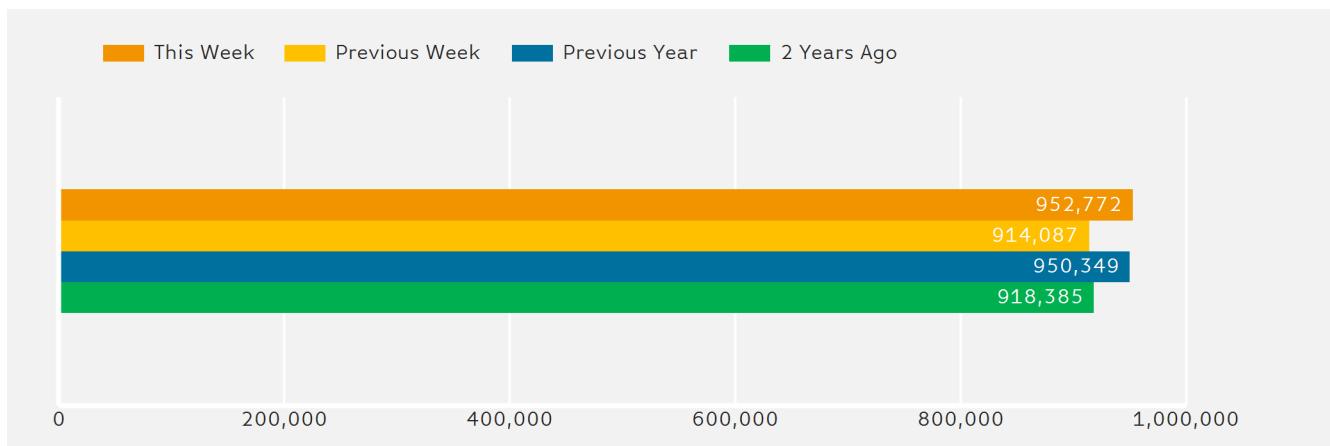
Footfall for the year to date is 1.1% down on the previous year.

The number of visitors counted for week commencing 14 August 2017 was 952,772.

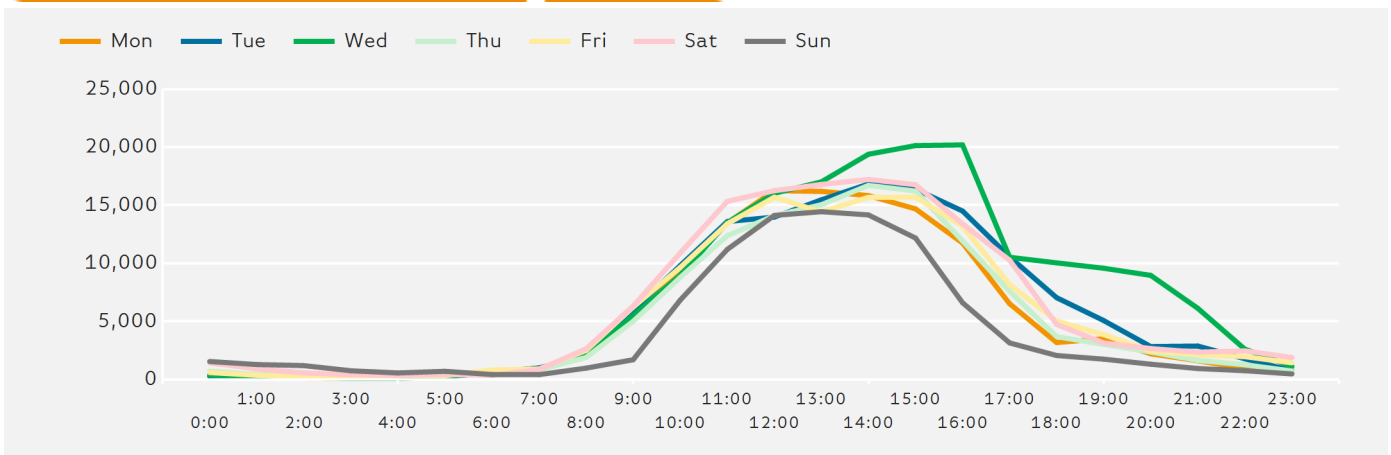
The busiest day in week commencing 14 August 2017 was Wednesday with 174,396 visitors.

The peak hour of the week was 16:00 on Wednesday with footfall of 20,195

**Footfall Totals by Week**



### Footfall by Hour



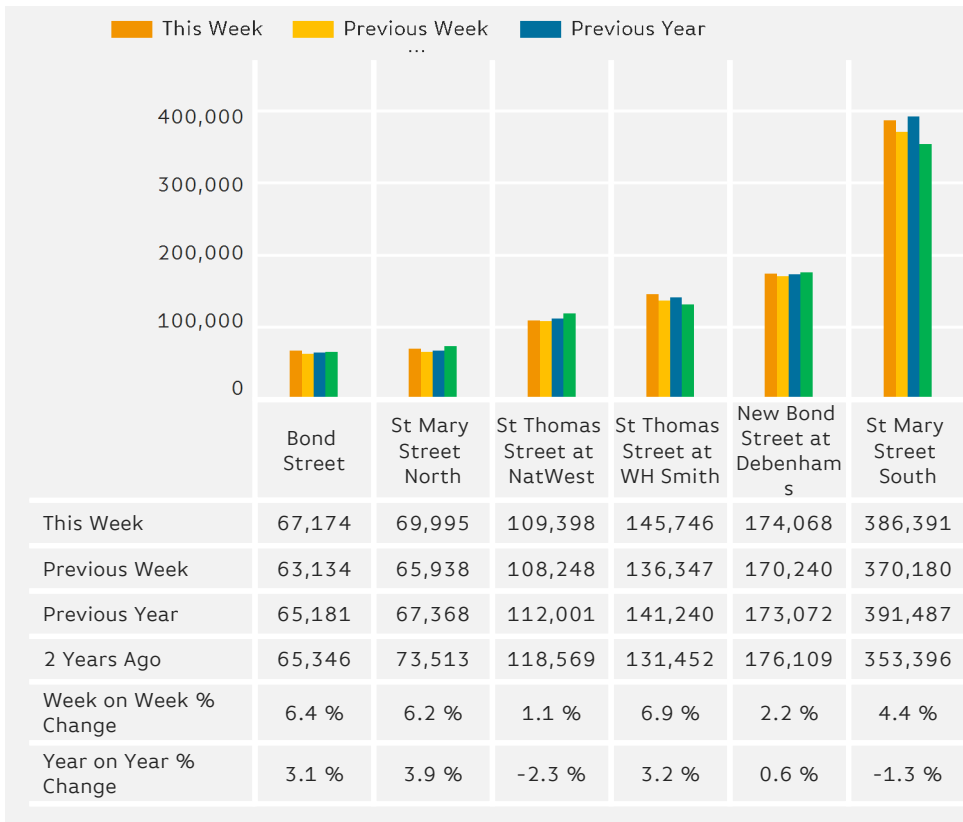
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	19	18	19	18	18	18
Previous Week	18	17	17	19	18	19	18
Previous Year	25	26	26	23	21	19	20

### Footfall by Day

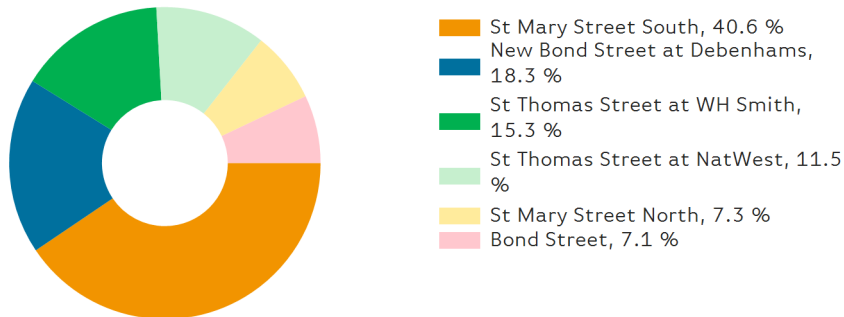
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	126,135	142,266	174,396	126,633	135,269	148,478	99,595	952,772
Previous Week	128,261	123,652	126,663	139,962	126,361	154,493	114,695	914,087
Previous Year	140,788	149,182	173,550	128,259	127,947	139,161	91,462	950,349
2 Years Ago	127,736	134,093	166,874	123,500	127,228	140,863	98,091	918,385
Week on Week % Change	-1.7 %	15.1 %	37.7 %	-9.5 %	7.0 %	-3.9 %	-13.2 %	4.2 %
Year on Year % Change	-10.4 %	-4.6 %	0.5 %	-1.3 %	5.7 %	6.7 %	8.9 %	0.3 %

### Footfall by Location

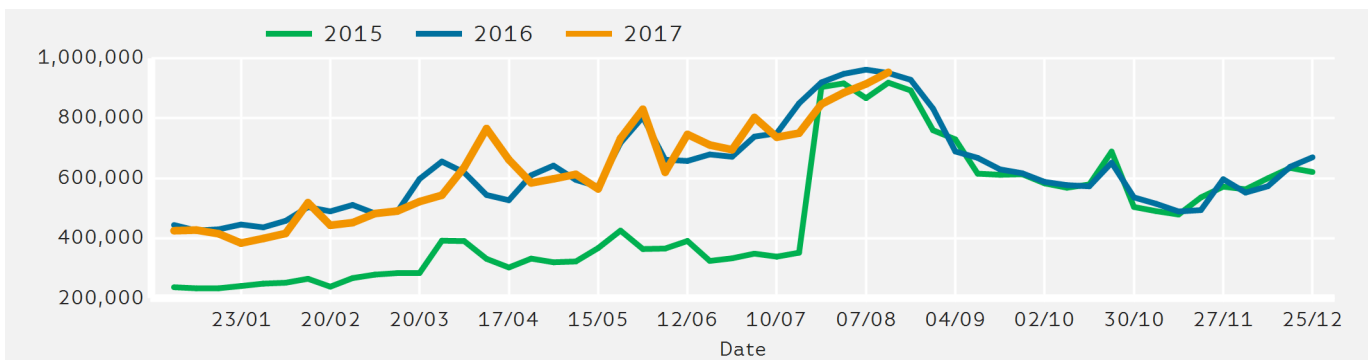


### Footfall by location

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.