



**Weymouth BID**

Week 39, 2017

25/09/2017 to 01/10/2017



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 %	▲ 4.4 %	▼ -4.6 %	▲ 0.5 %	▼ -5.8 %	▼ -2.1 %
South West	▼ -1.6 %	▼ -0.4 %	▼ -4.4 %	▼ -3.1 %	▼ -1.5 %	▼ -0.3 %
High Street Index(Coastal Town)	▼ -3.2 %	▼ -2.9 %	▼ -4.9 %	▼ -5.9 %	▼ -4.4 %	▼ -3.3 %
UK	▼ -0.8 %	▼ -1.6 %	▼ -2.6 %	▼ -4.1 %	▼ -0.2 %	▲ 0.4 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 0.8% down on the previous year.

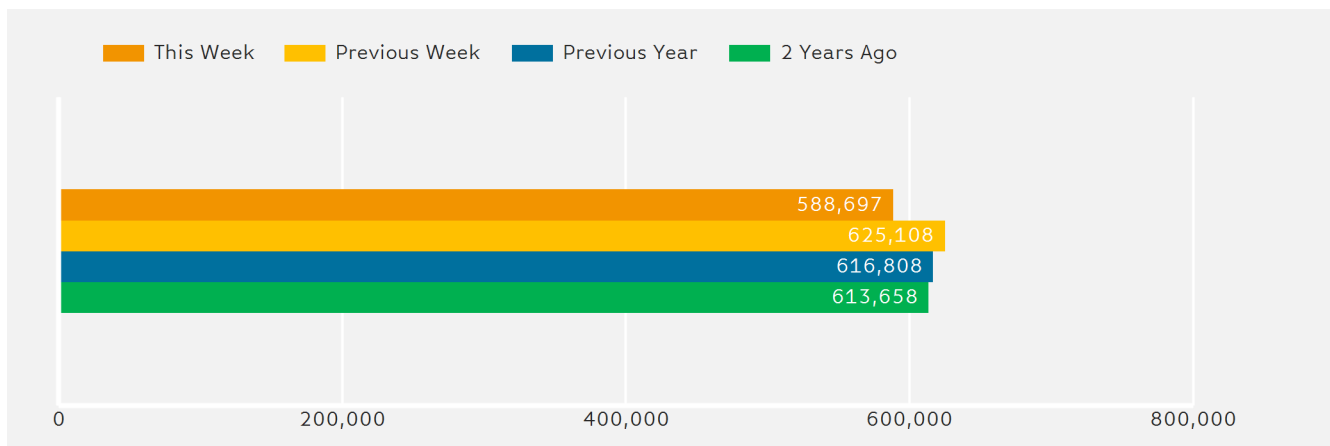
Footfall for the year to date is 1.1% down on the previous year.

The number of visitors counted for week commencing 25 September 2017 was 588,697.

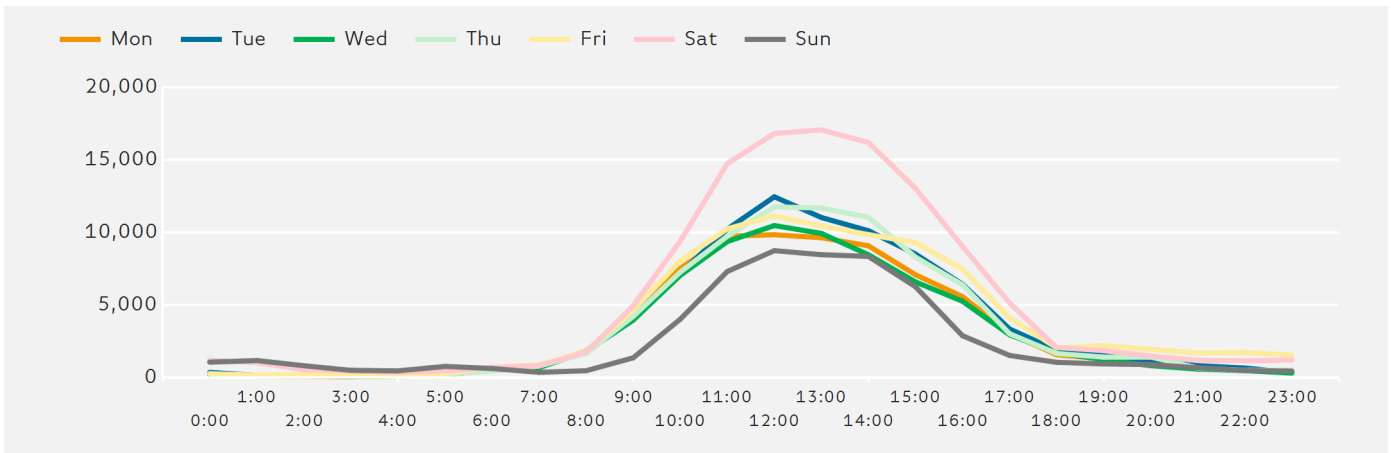
The busiest day in week commencing 25 September 2017 was Saturday with 122,449 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 17,052

**Footfall by Week**



### Footfall by Hour



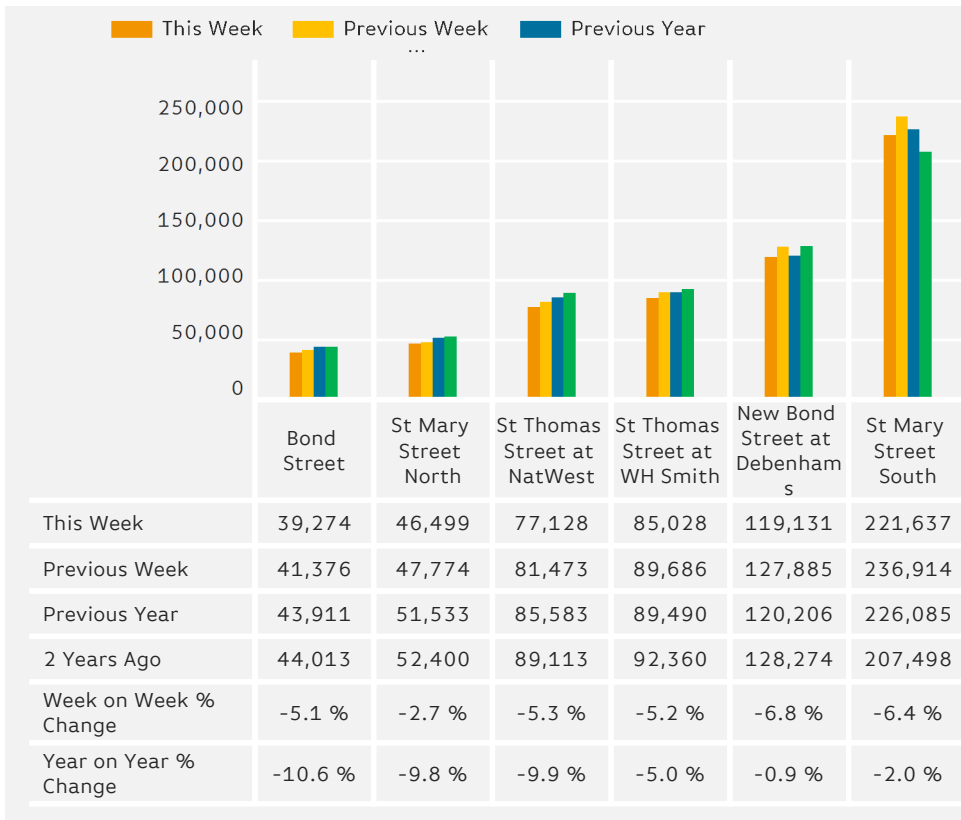
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	19	17	18	16	17	16	18
Previous Week	18	16	17	16	16	17	17
Previous Year	17	19	22	19	18	15	<input type="checkbox"/>

### Footfall by Day

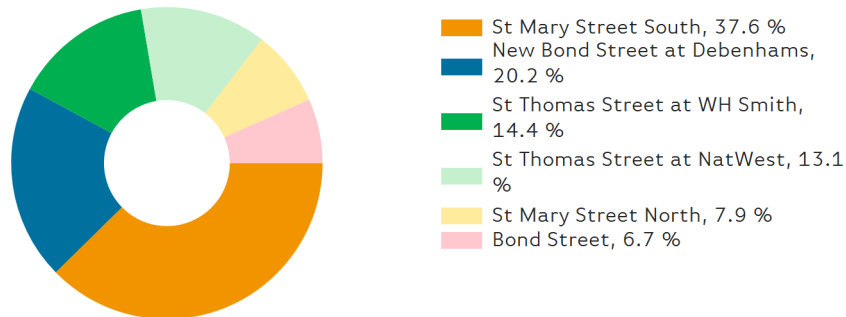
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	75,688	83,991	72,903	83,258	90,908	122,449	59,500	588,697
Previous Week	85,601	93,448	80,024	80,123	92,590	121,726	71,596	625,108
Previous Year	70,306	79,324	80,602	83,277	97,512	129,006	76,781	616,808
2 Years Ago	77,647	83,943	82,806	84,249	89,819	125,796	69,398	613,658
Week on Week % Change	-11.6 %	-10.1 %	-8.9 %	3.9 %	-1.8 %	0.6 %	-16.9 %	-5.8 %
Year on Year % Change	7.7 %	5.9 %	-9.6 %	0.0 %	-6.8 %	-5.1 %	-22.5 %	-4.6 %

### Footfall by Location

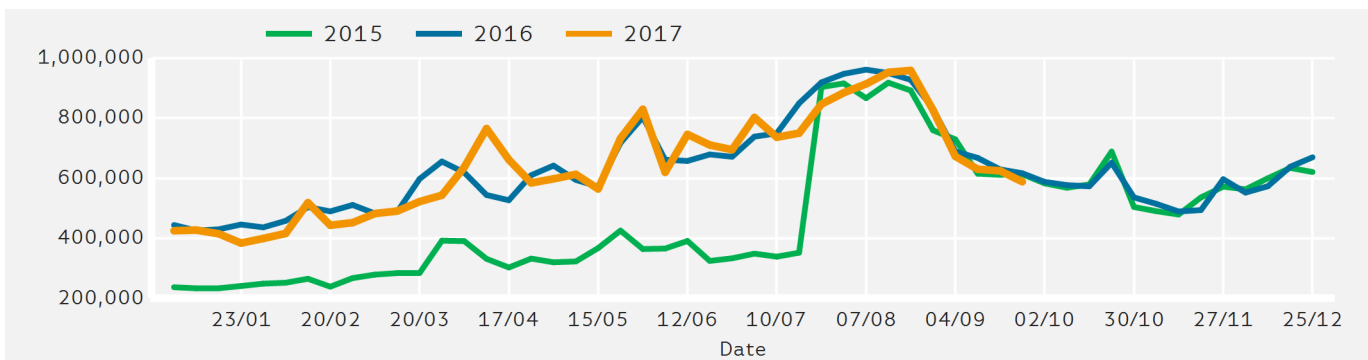


### Footfall by location

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.