



Weymouth BID

Week 1, 2018

01/01/2018 to 07/01/2018



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	
	2018	2017	2018	2017	2018	2017
Weymouth BID	▼ -1.0 %	▼ -4.3 %	▼ -1.0 %	▼ -4.3 %	▼ -21.0 %	▼ -36.5 %
South West	▼ -8.4 %	▲ 1.3 %	▼ -8.4 %	▲ 1.3 %	▼ -10.2 %	▼ -7.5 %
High Street Index(Coastal Town)	▼ -9.6 %	▲ 1.9 %	▼ -9.6 %	▲ 1.9 %	▼ -12.8 %	▼ -7.2 %
UK	▼ -4.7 %	▲ 0.1 %	▼ -4.7 %	▲ 0.1 %	▼ -6.9 %	▼ -8.9 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 1.9% down on the previous year.

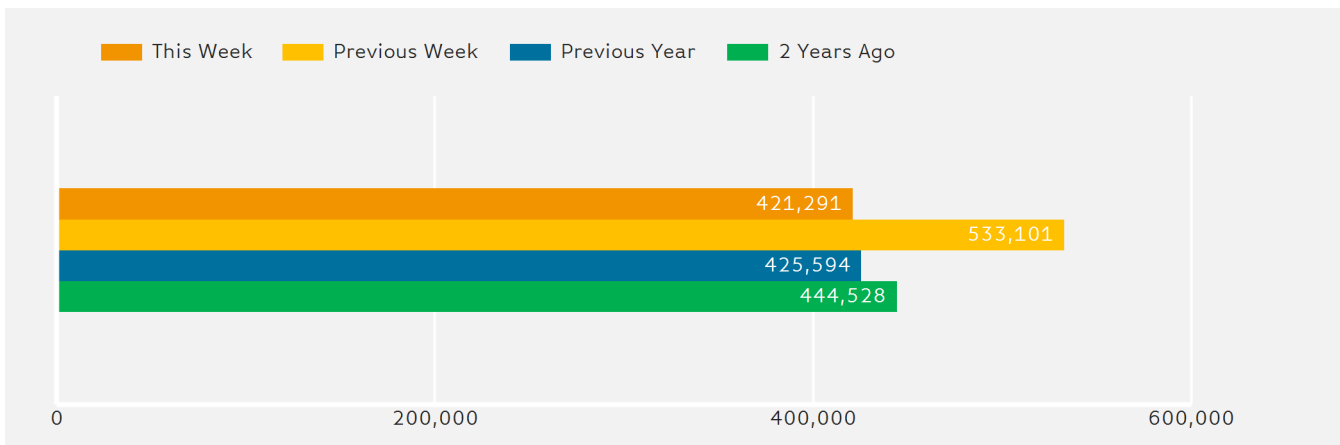
Footfall for the year to date is 1% down on the previous year.

The number of visitors counted for week commencing 1 January 2018 was 421,291.

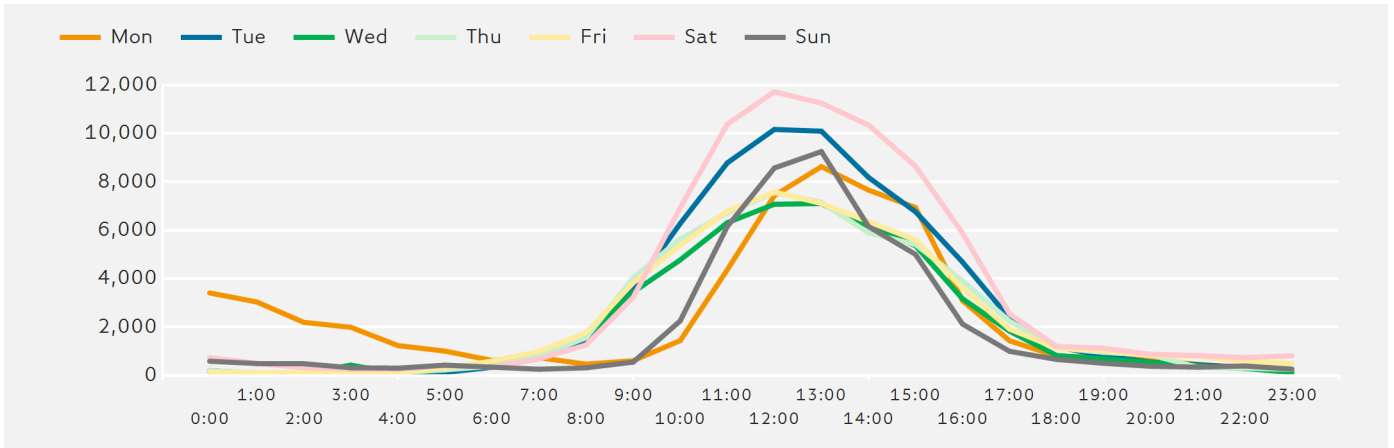
The busiest day in week commencing 1 January 2018 was Saturday with 81,291 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 11,722

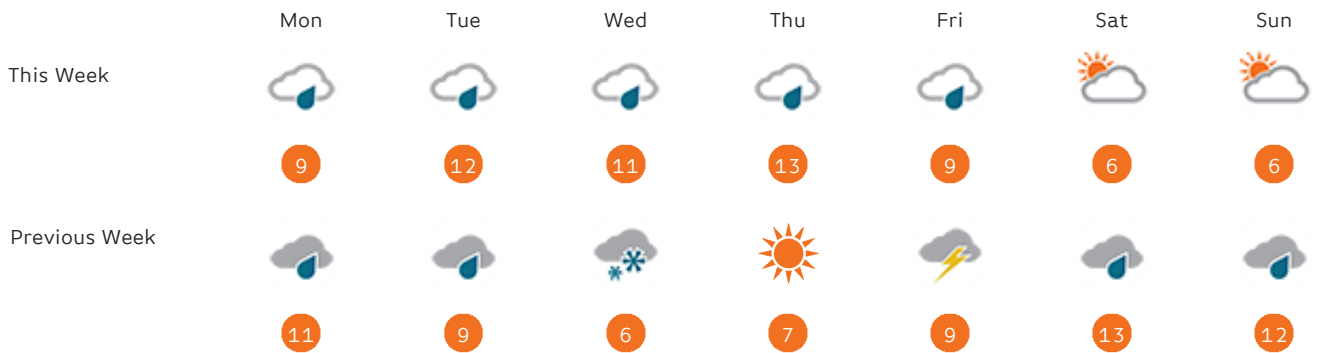
Footfall by Week



Footfall by Hour



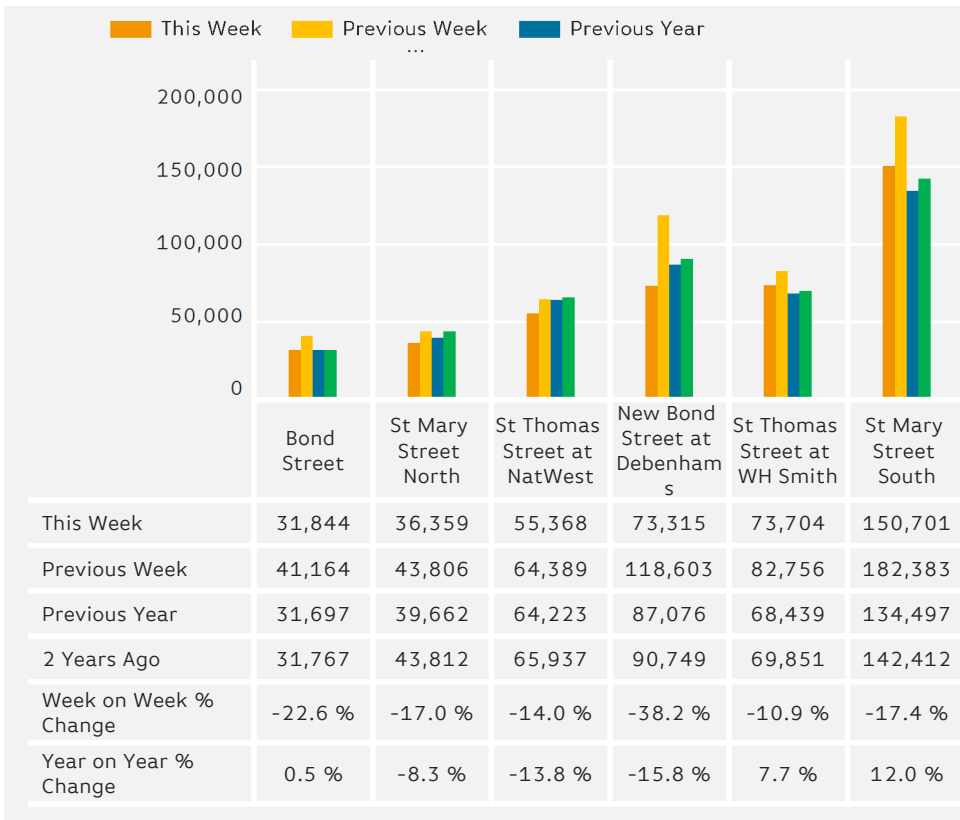
Weather



Footfall by Day

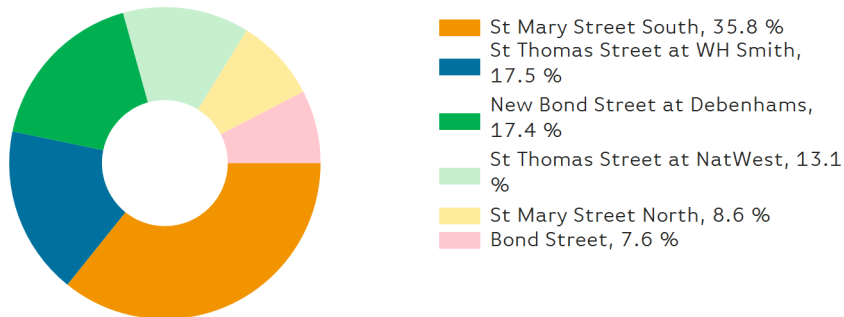
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	59,486	67,878	52,239	55,977	57,250	81,291	47,170	421,291
Previous Week	9,127	55,823	90,582	100,982	94,370	105,818	76,399	533,101
Previous Year	68,469	47,430	63,091	53,728	60,607	88,831	43,438	425,594
2 Years Ago	67,185	64,024	54,113	53,511	65,217	92,735	47,743	444,528
Week on Week % Change	551.8 %	21.6 %	-42.3 %	-44.6 %	-39.3 %	-23.2 %	-38.3 %	-21.0 %
Year on Year % Change	-13.1 %	43.1 %	-17.2 %	4.2 %	-5.5 %	-8.5 %	8.6 %	-1.0 %

Footfall by Location

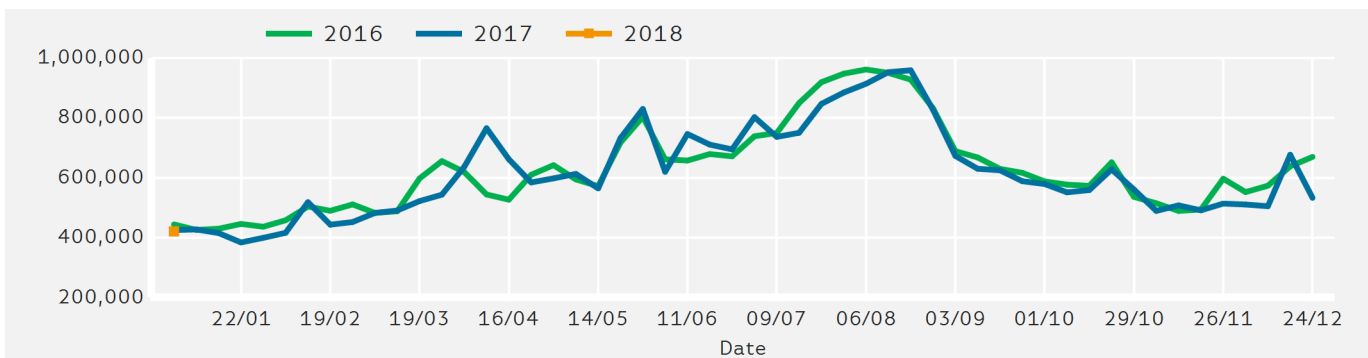


Footfall by location

Counting By Location - Main Locations Only



Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 1, 2018 Vs Week 1, 2017 to Week 1, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 1, 2018 Vs Week 1, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2018 Vs Week 52 2017