



**Weymouth BID**

Week 28, 2015

13/07/2015 to 19/07/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

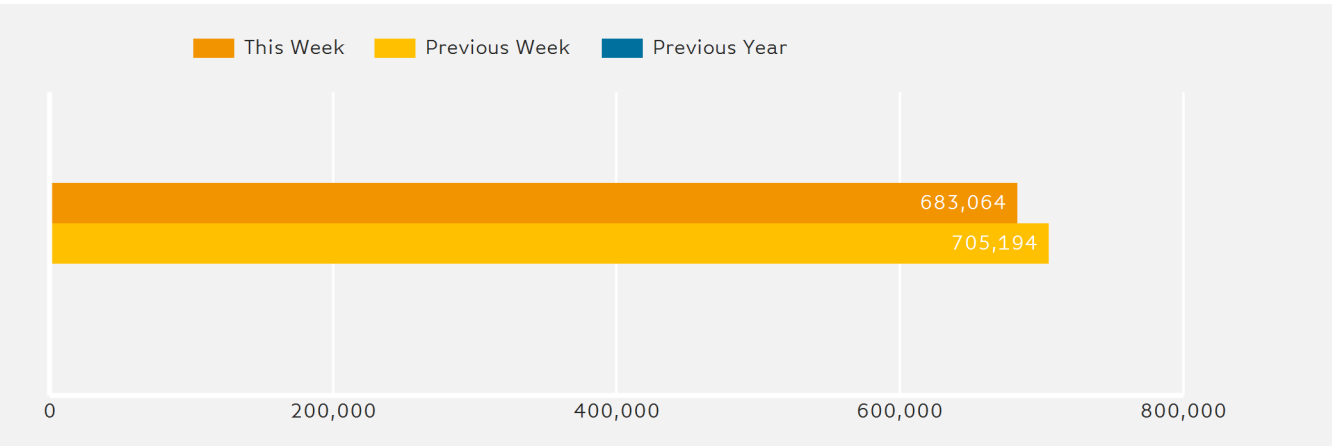
**Weekly Footfall**

|                                 | Year to Date % Change |          | Year on Year % Change |          | Week On Week % Change |          |
|---------------------------------|-----------------------|----------|-----------------------|----------|-----------------------|----------|
|                                 | 2015                  | 2014     | 2015                  | 2014     | 2015                  | 2014     |
| Weymouth BID                    |                       |          |                       |          | ▼ -3.1 %              |          |
| South West                      | ▼ -2.0 %              | ▼ -2.3 % | ▼ -2.1 %              | ▼ -4.1 % | ▼ -0.7 %              | ▼ -0.1 % |
| High Street Index(Coastal Town) | ▼ -2.5 %              | ▼ -0.4 % | ▼ -4.6 %              | ▼ -8.6 % | ▲ 1.3 %               | ▲ 3.5 %  |
| UK                              | ▼ -1.4 %              | ▼ -0.4 % | ▲ 0.5 %               | ▼ -3.4 % | ▲ 0.3 %               | ▼ -0.6 % |

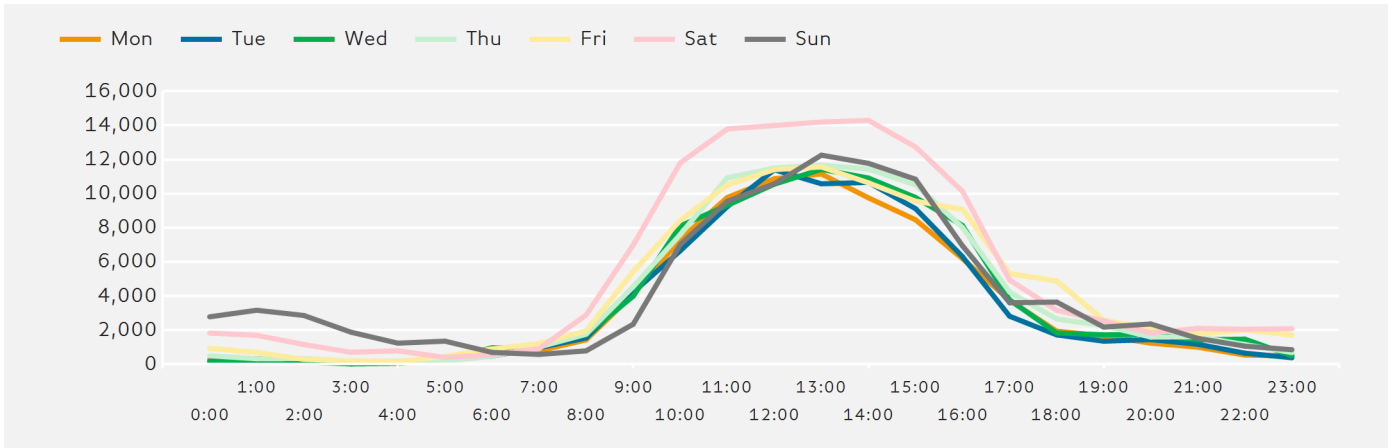
**Headlines**

Footfall week commencing 13 July 2015 was 683,064.  
 The busiest day in week commencing 13 July 2015 was Saturday with 127,664 visitors.  
 The peak hour of the week was 14:00 on Saturday with footfall of 14,293

**Footfall Totals by Week**



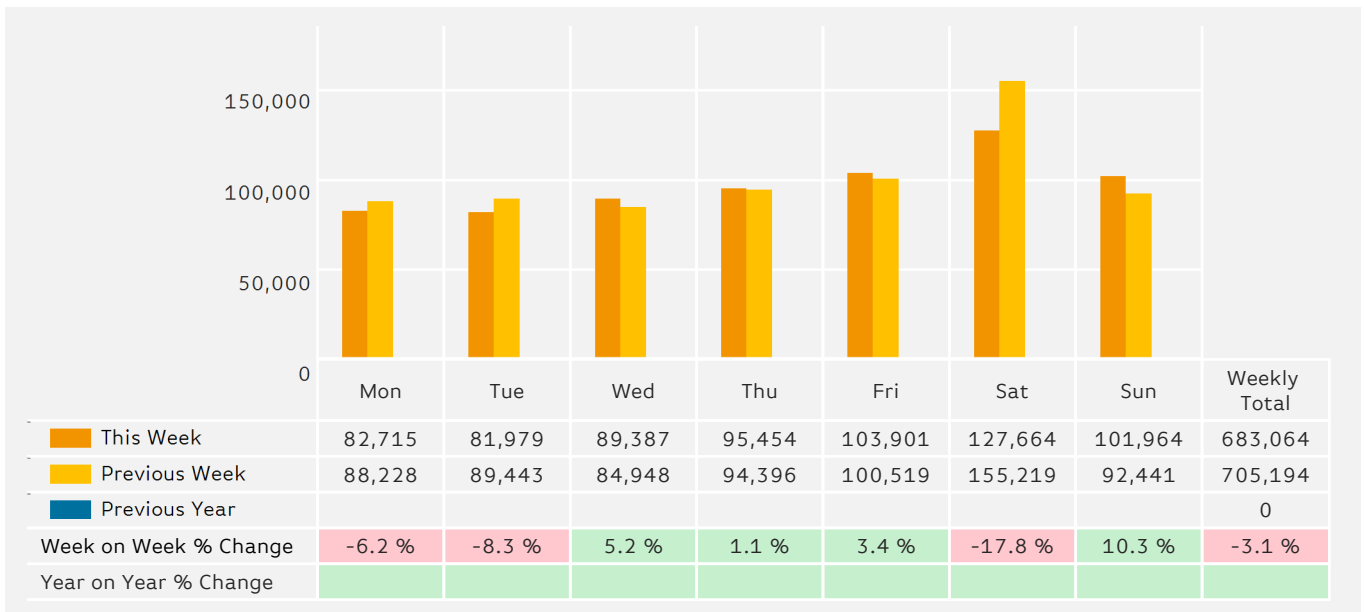
### Footfall by Hour



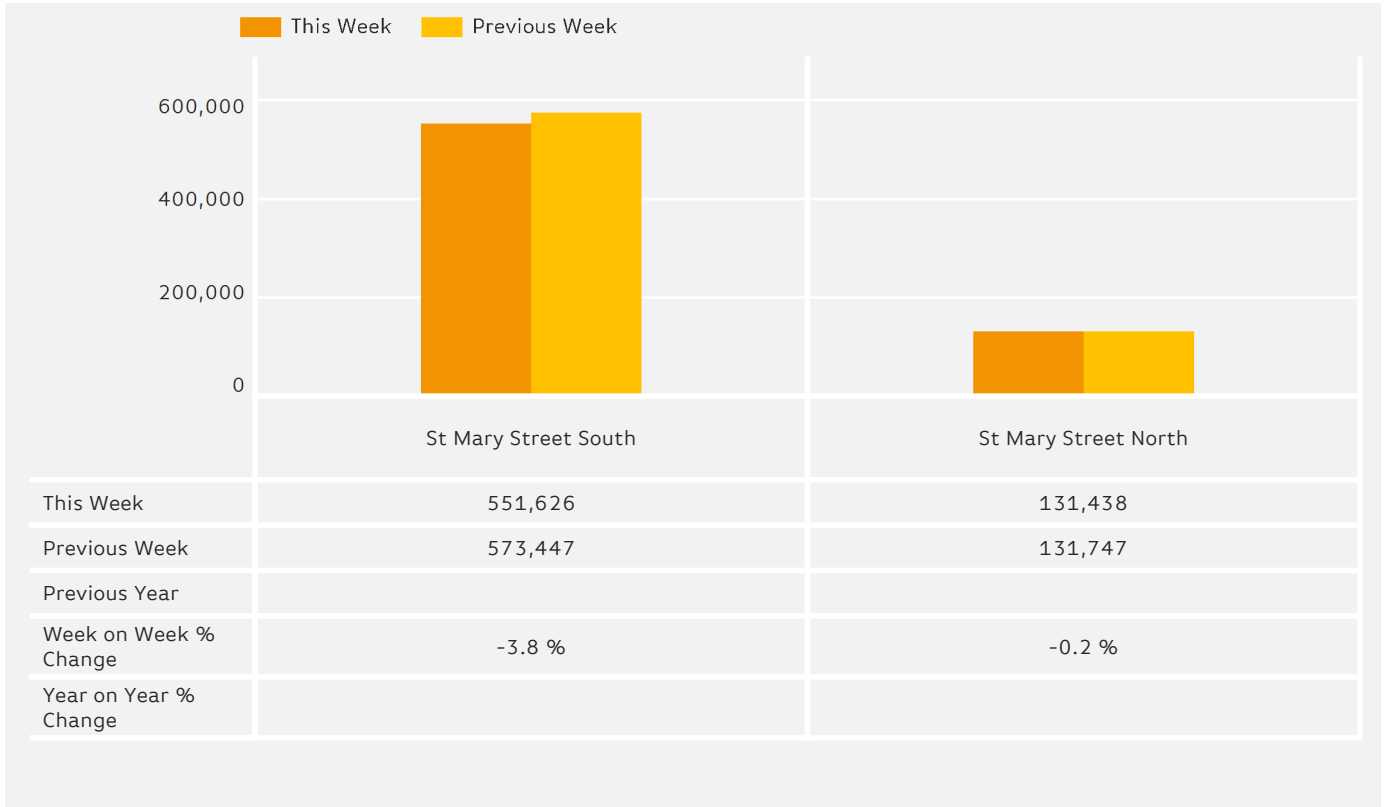
### Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week     | 21  | 22  | 20  | 24  | 20  | 20  | 22  |
| Previous Week | 19  | 20  | 19  | 19  | 21  | 21  | 19  |
| Previous Year | 21  | 22  | 22  | 27  | 22  | 23  | 23  |

### Footfall by Day

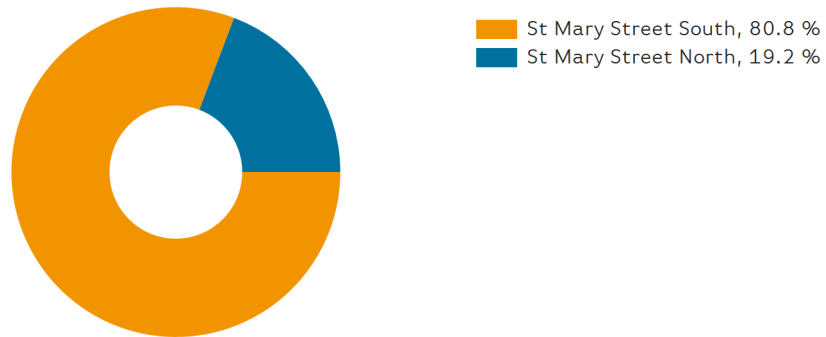


### Footfall Totals

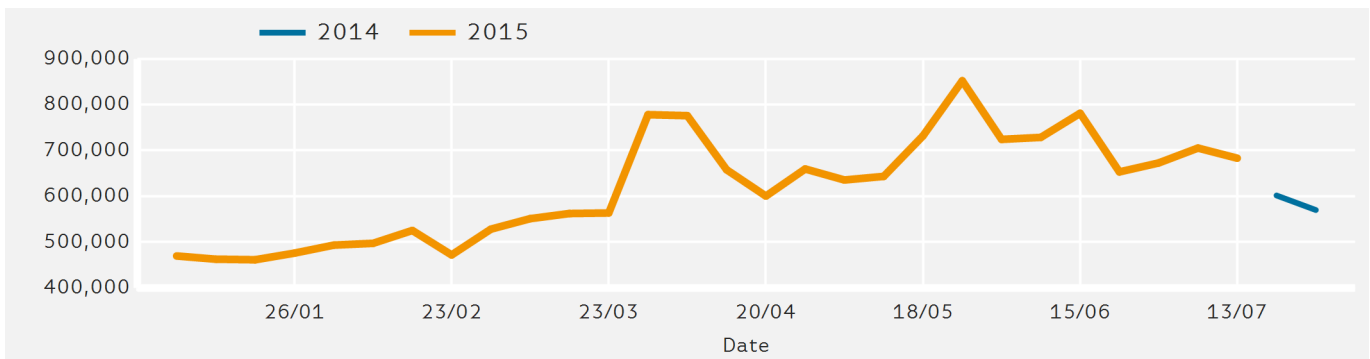


### Footfall Totals

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.