



Weymouth BID

Week 7, 2015

16/02/2015 to 22/02/2015



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					▲ 5.6 %	
South West	▲ 0.1 %	▼ -4.1 %	▼ -2.2 %	▲ 3.3 %	▲ 7.0 %	▲ 14.5 %
UK	▼ -0.9 %	▼ -1.6 %	▼ -2.2 %	▲ 0.3 %	▲ 5.7 %	▲ 12.0 %

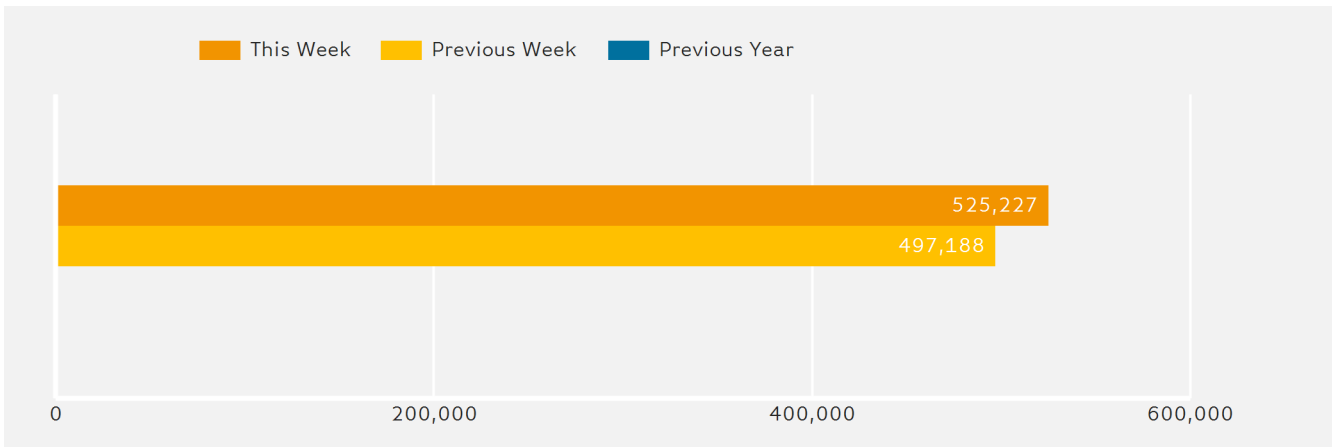
Headlines

Footfall week commencing 16 February 2015 was 525,227.

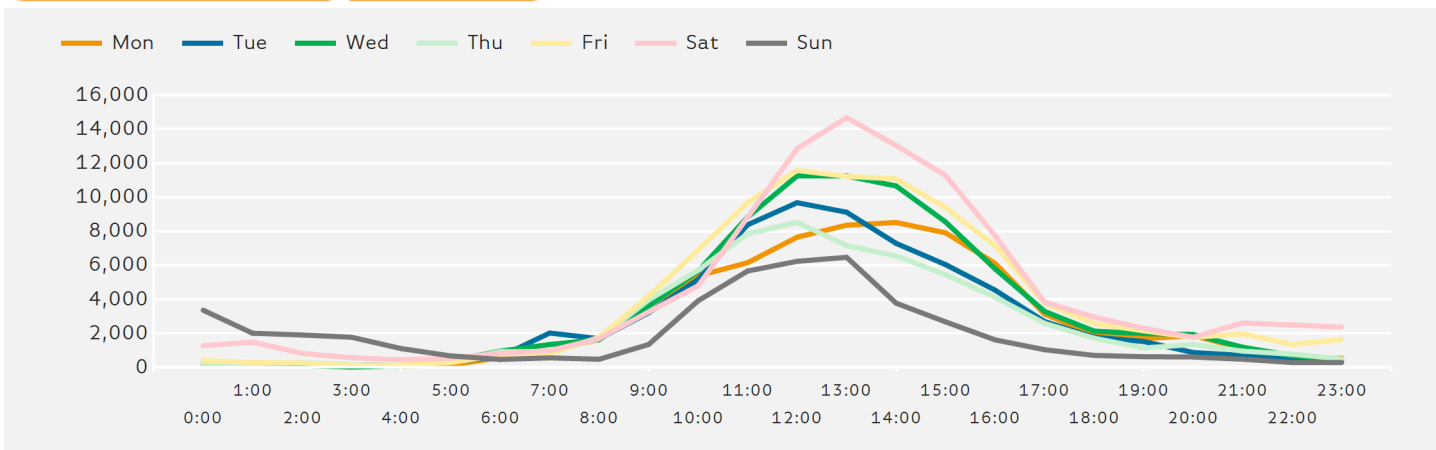
The busiest day in week commencing 16 February 2015 was Saturday with 103,595 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 14,676

Footfall Totals by Week



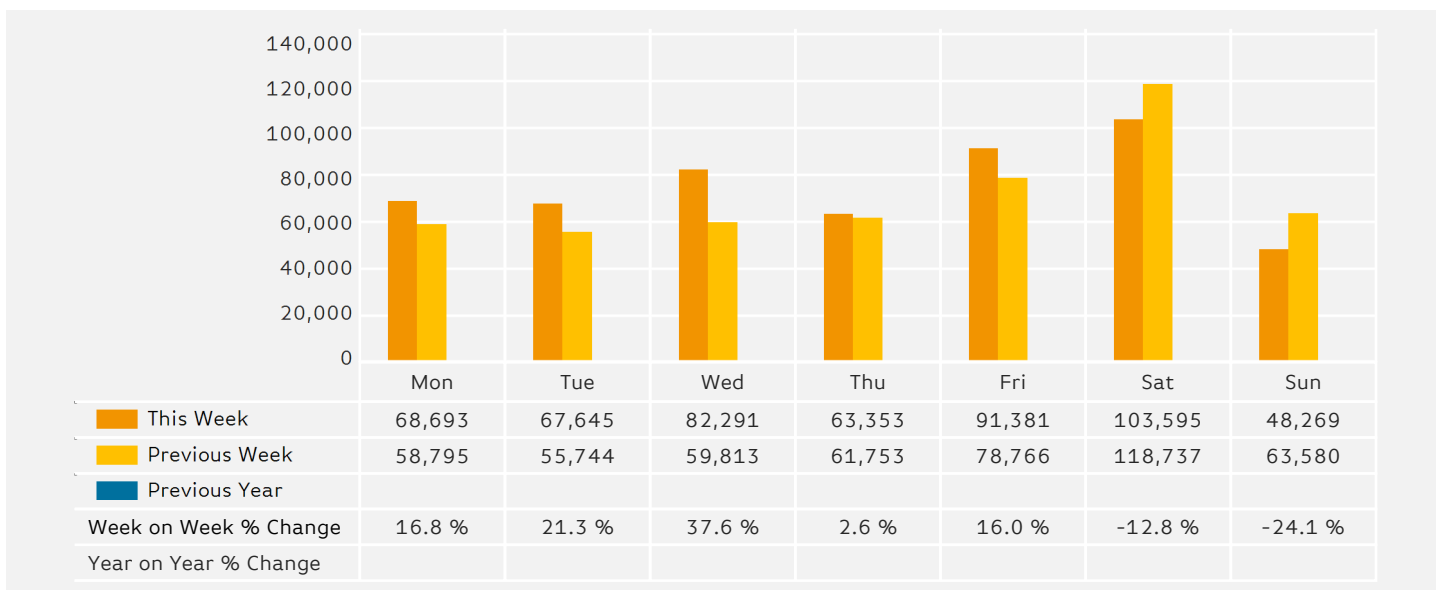
Footfall by Hour



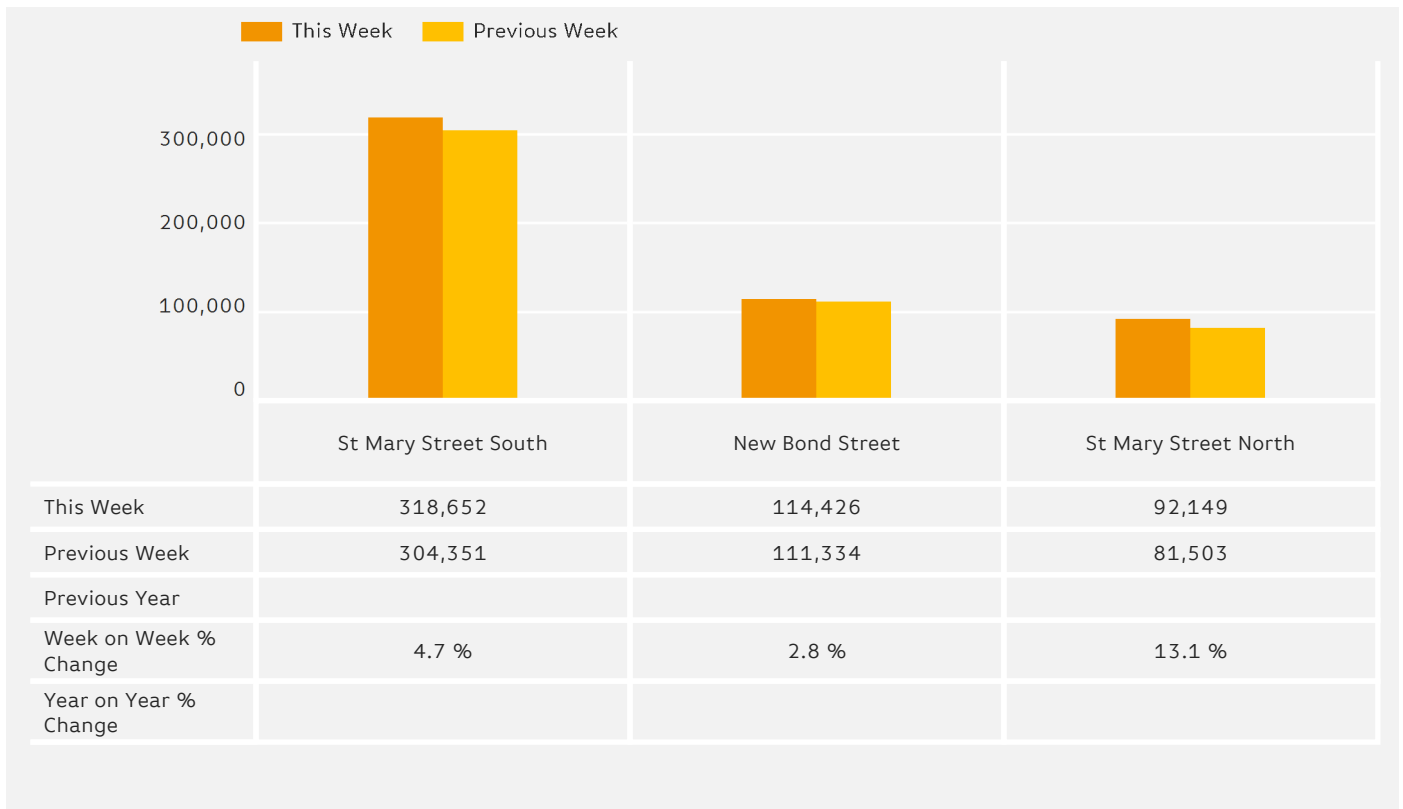
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	9	8	10	9	7	7	11
Previous Week	8	6	6	6	9	9	8
Previous Year	10	11	11	12	10	10	12

Footfall by Day

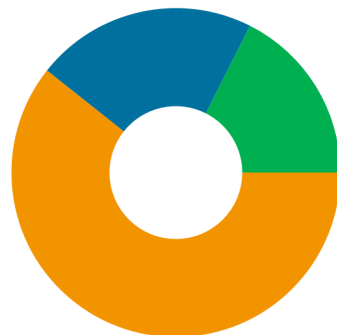


Footfall Totals



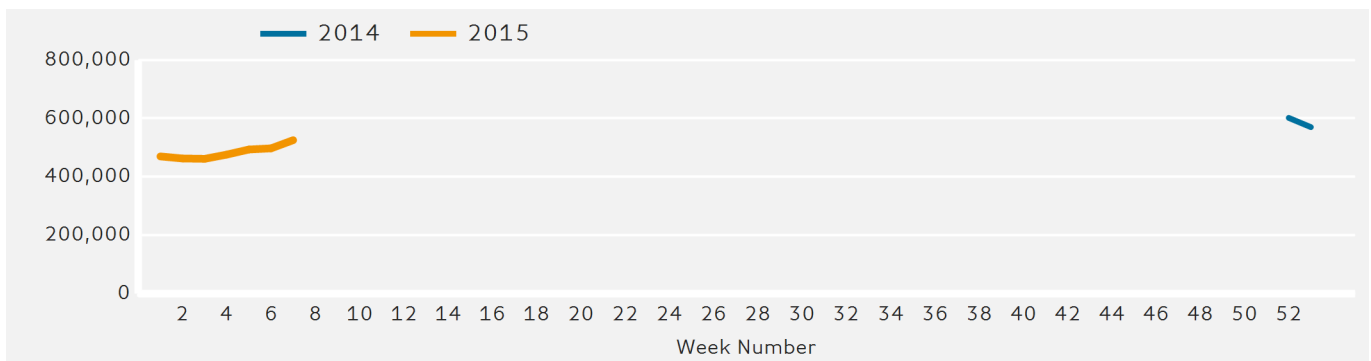
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 60.7 %
- New Bond Street, 21.8 %
- St Mary Street North, 17.5 %

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.