



**Weymouth BID**

Week 5, 2015

02/02/2015 to 08/02/2015



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					▲ 3.7 %	
South West	▼ -0.5 %	▼ -3.7 %	▲ 7.7 %	▼ -6.4 %	▲ 3.3 %	▼ -4.3 %
UK	▼ -1.5 %	▼ -0.4 %	▲ 0.4 %	▼ -2.1 %	▲ 2.5 %	▼ -1.1 %

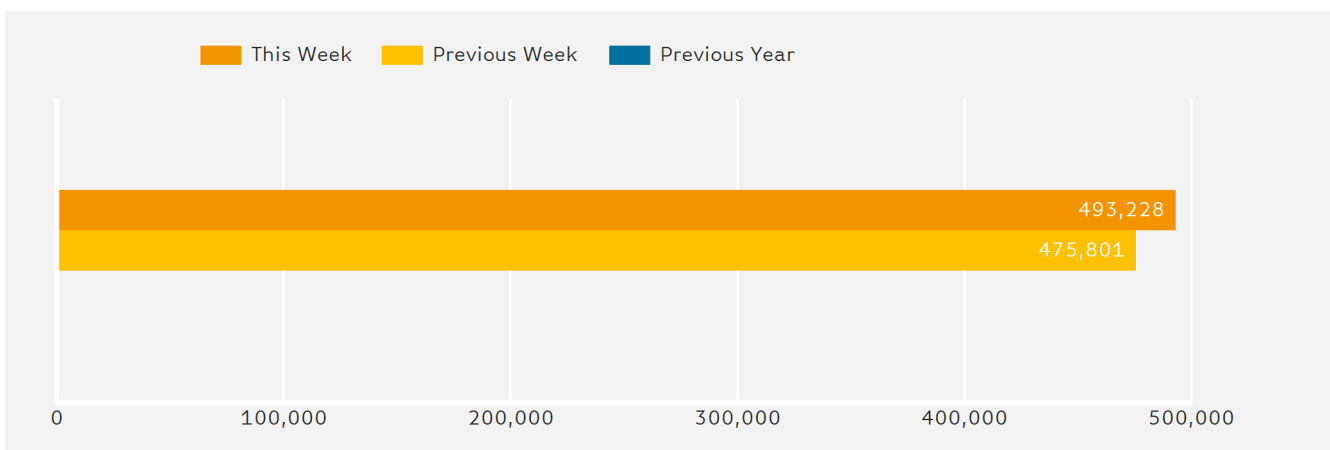
**Headlines**

Footfall week commencing 2 February 2015 was 493,228.

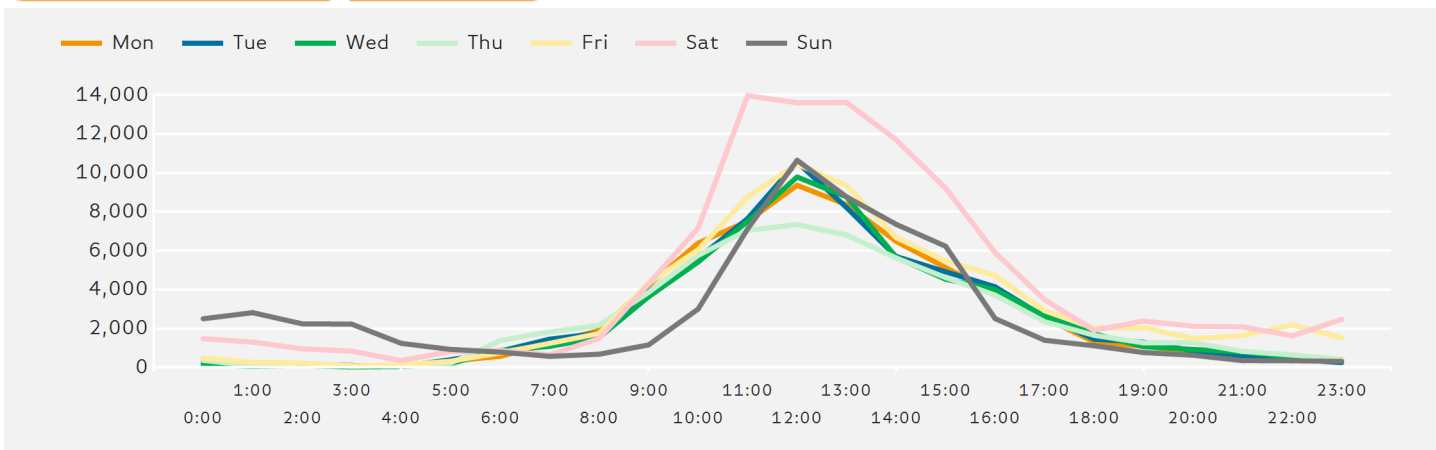
The busiest day in week commencing 2 February 2015 was Saturday with 104,388 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 13,970

**Footfall Totals by Week**



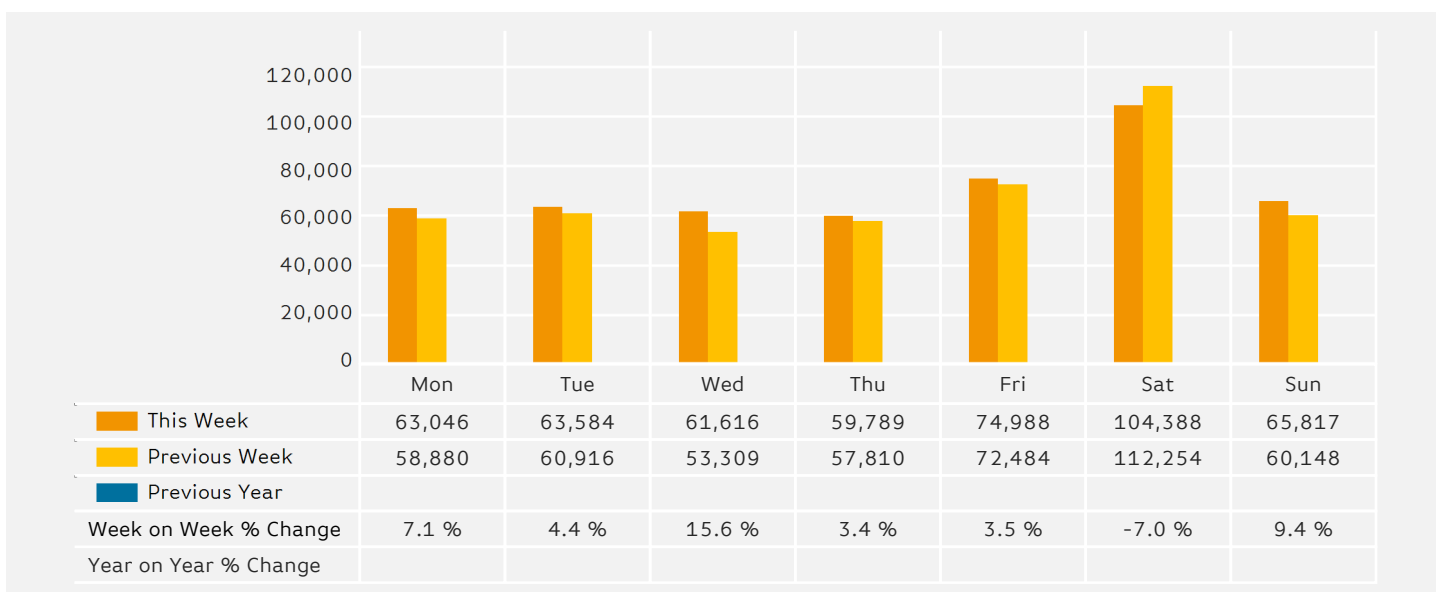
### Footfall by Hour



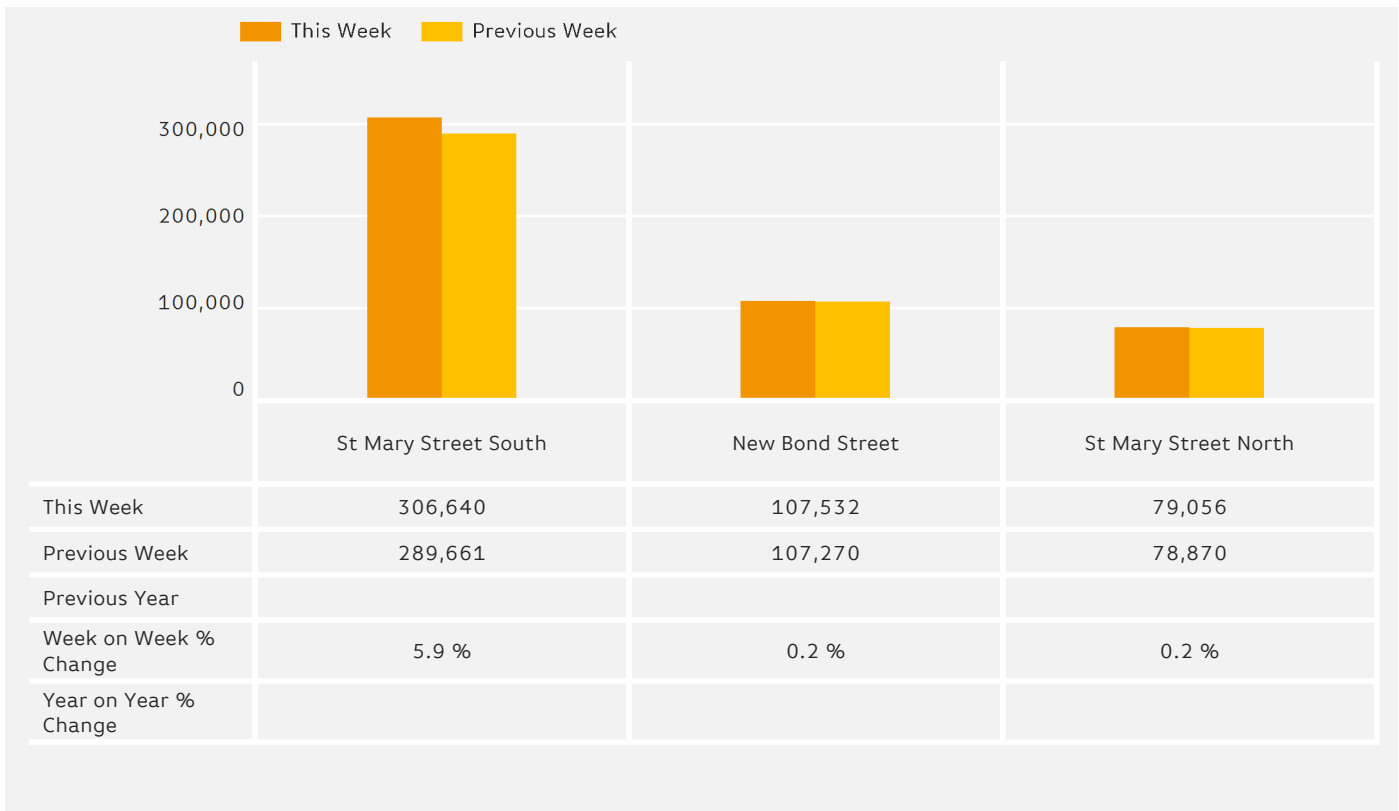
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	4	4	6	5	5	5	8
Previous Week	10	8	10	6	7	7	6
Previous Year	8	9	10	9	10	10	8

### Footfall by Day

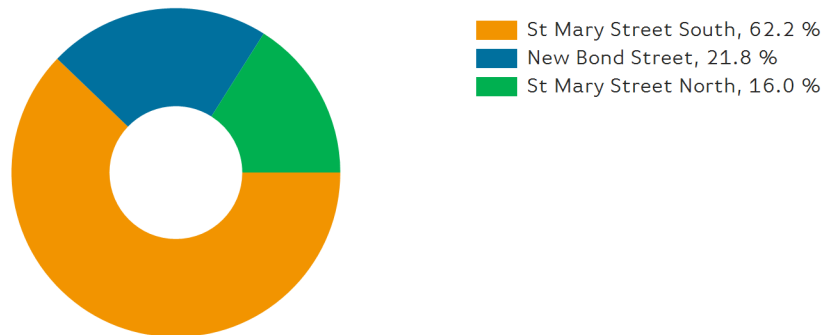


### Footfall Totals

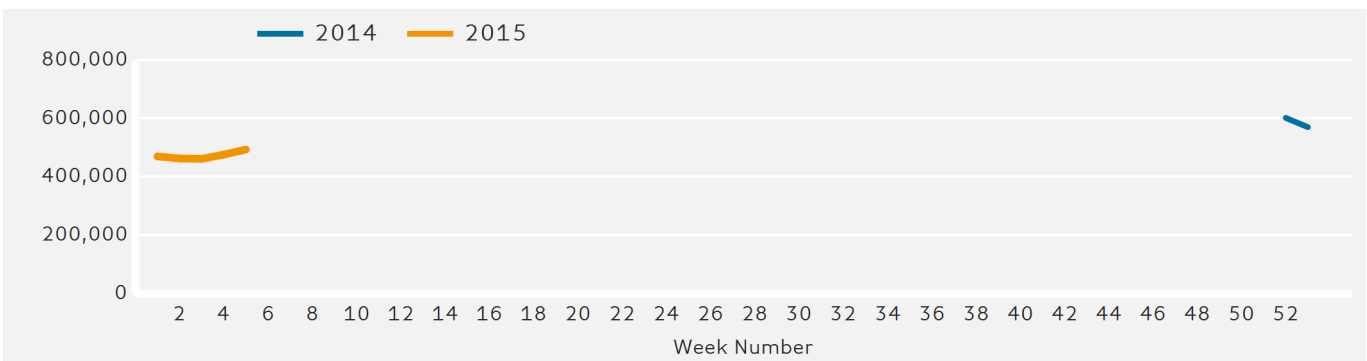


### Footfall Totals

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.