



Weymouth BID

Week 1, 2015

05/01/2015 to 11/01/2015



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					▼ -17.6 %	
South West	▼ -1.9 %	▼ -8.2 %	▼ -1.9 %	▼ -4.7 %	▼ -10.7 %	▼ -3.9 %
UK	▼ -3.0 %	▼ -4.0 %	▼ -3.0 %	▼ -1.9 %	▼ -10.3 %	▼ -5.7 %

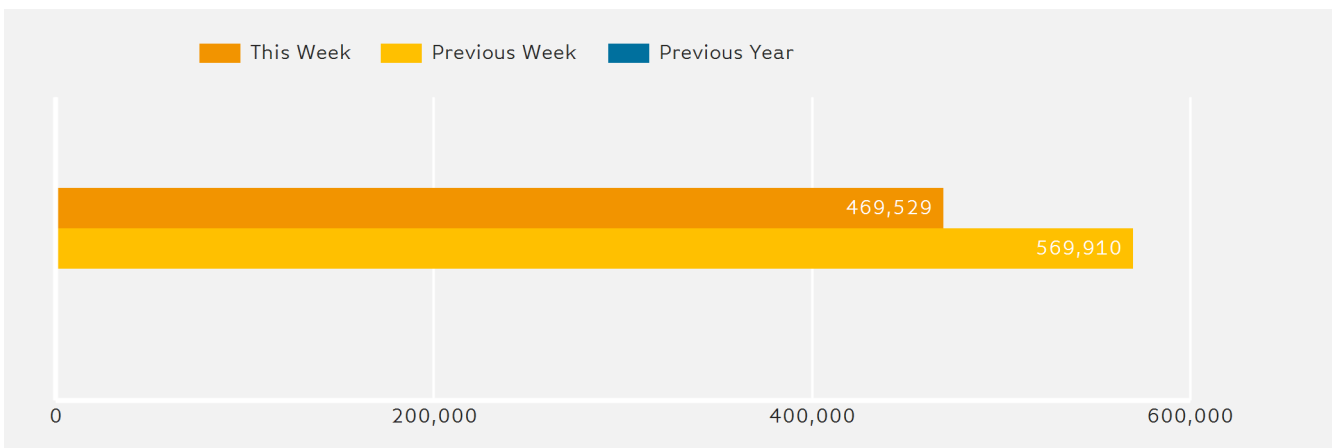
Headlines

Footfall week commencing 5 January 2015 was 469,529.

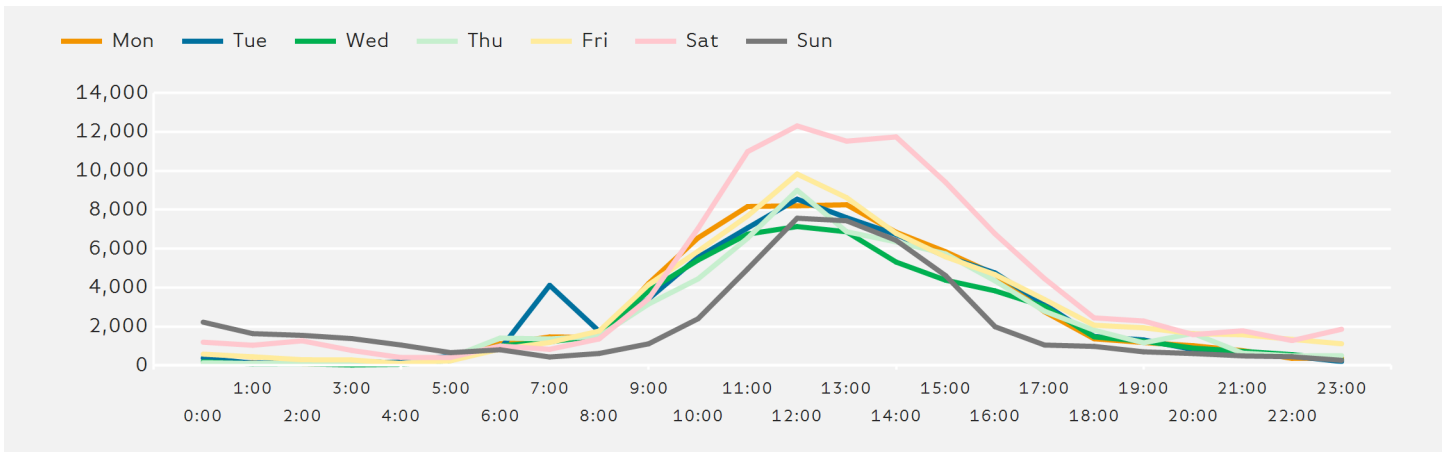
The busiest day in week commencing 5 January 2015 was Saturday with 97,307 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 12,312

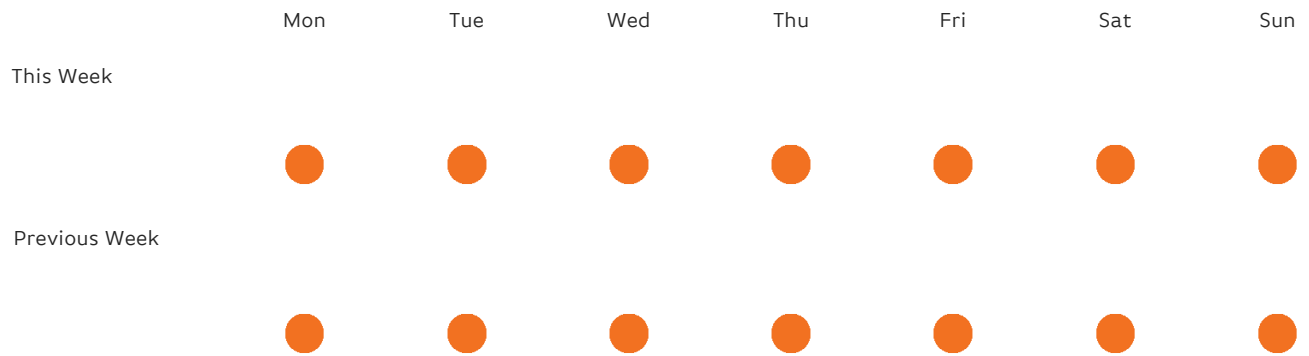
Footfall Totals by Week



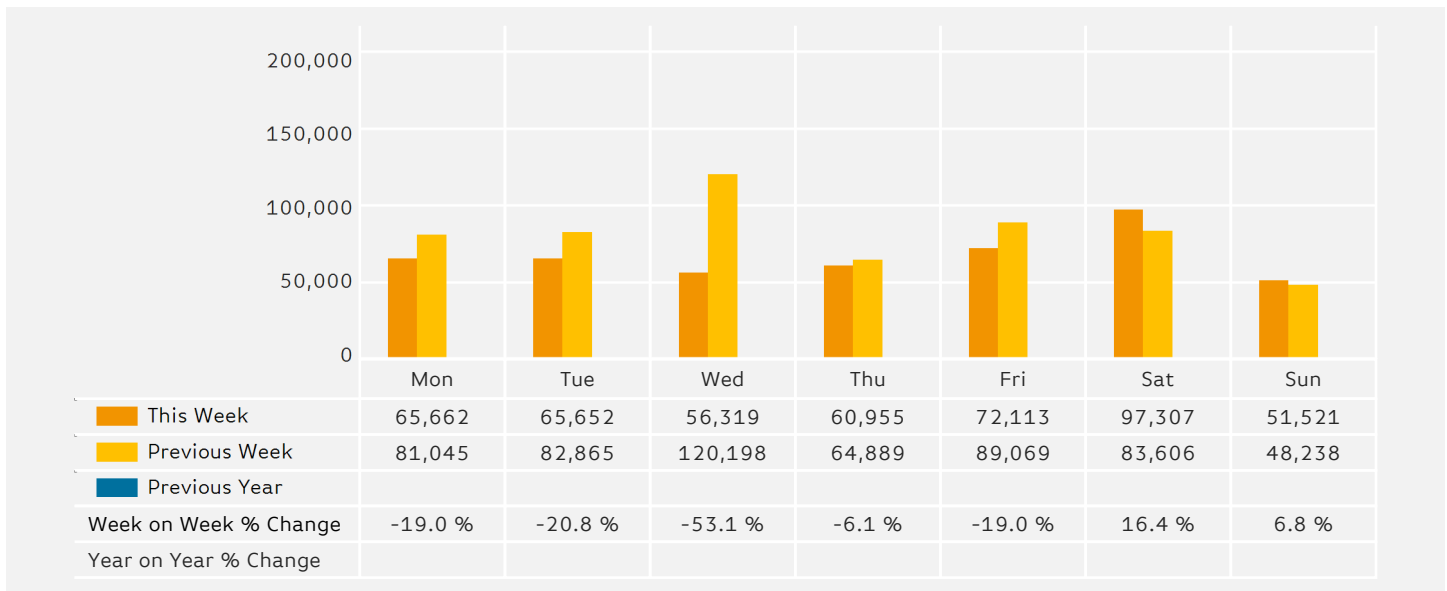
Footfall by Hour



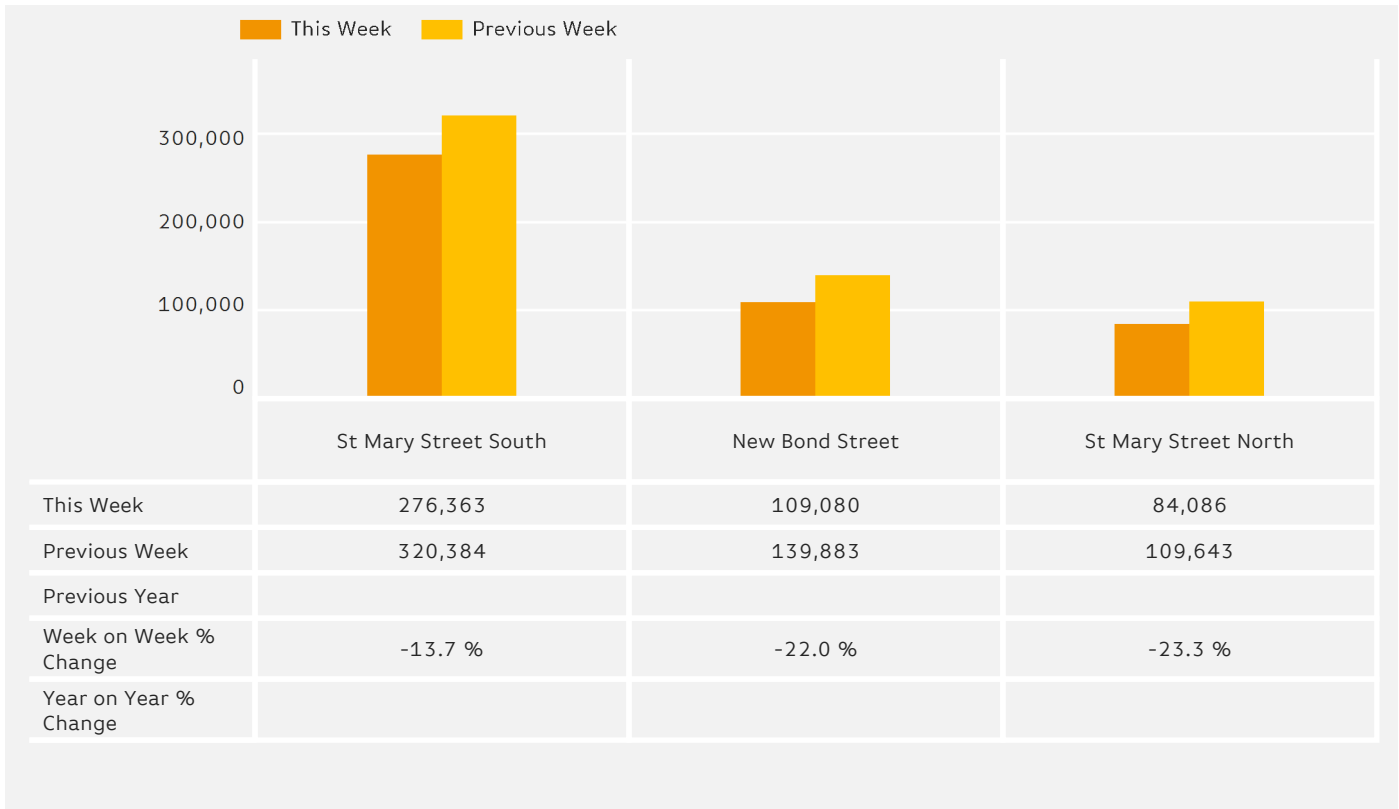
Weather



Footfall by Day

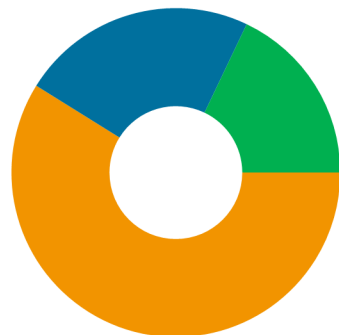


Footfall Totals



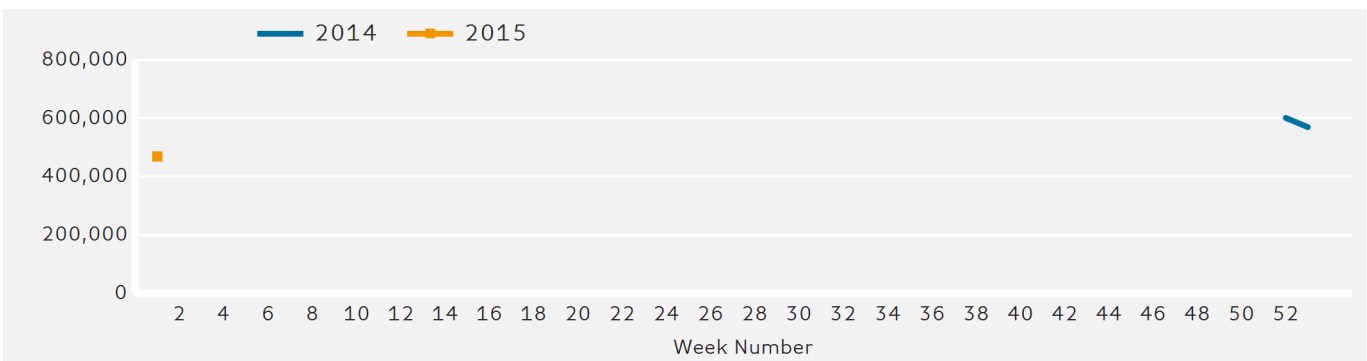
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 58.9 %
- New Bond Street, 23.2 %
- St Mary Street North, 17.9 %

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.