



**Weymouth BID**

Week 21, 2015

25/05/2015 to 31/05/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

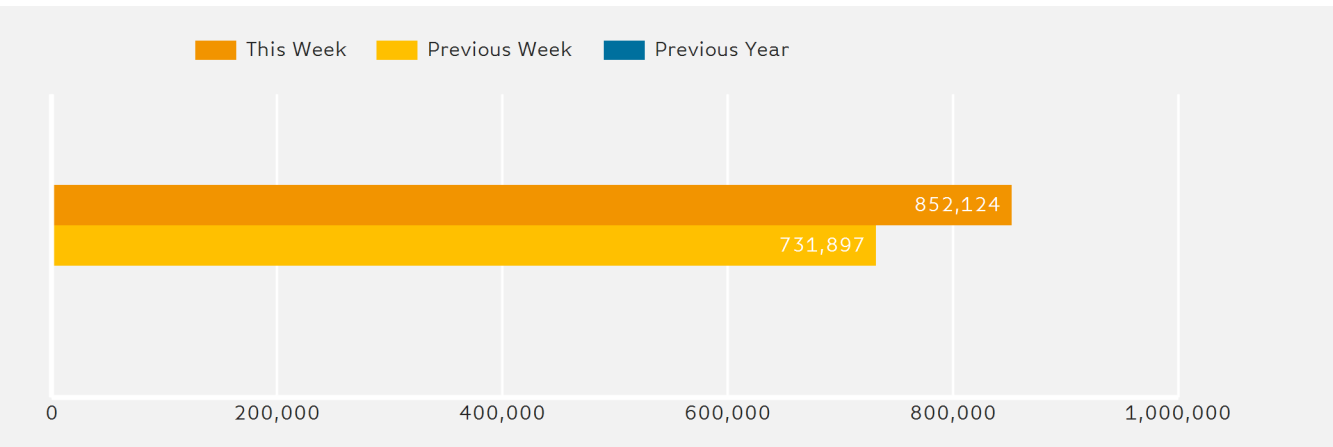
**Weekly Footfall**

|              | Year to Date % Change |          | Year on Year % Change |          | Week On Week % Change |          |
|--------------|-----------------------|----------|-----------------------|----------|-----------------------|----------|
|              | 2015                  | 2014     | 2015                  | 2014     | 2015                  | 2014     |
| Weymouth BID |                       |          |                       |          | ▲ 16.4 %              |          |
| South West   | ▼ -1.6 %              | ▼ -2.6 % | ▼ -3.3 %              | ▼ -4.4 % | ▲ 7.7 %               | ▲ 10.1 % |
| UK           | ▼ -1.2 %              | ▲ 0.0 %  | ▼ -0.9 %              | ▼ -2.4 % | ▲ 5.8 %               | ▲ 4.5 %  |

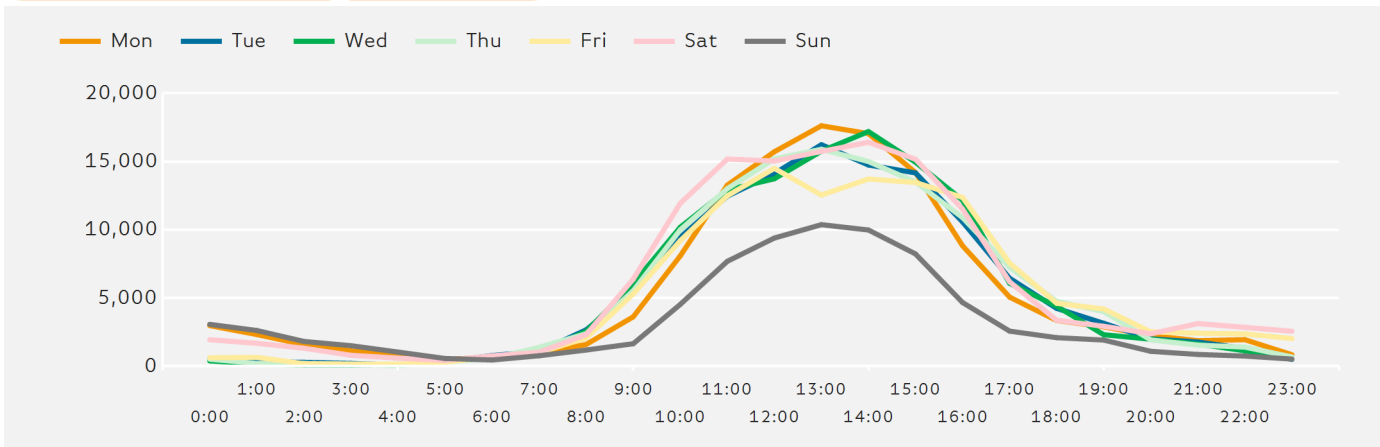
**Headlines**

Footfall week commencing 25 May 2015 was 852,124.  
 The busiest day in week commencing 25 May 2015 was Saturday with 141,782 visitors.  
 The peak hour of the week was 13:00 on Monday with footfall of 17,621

**Footfall Totals by Week**



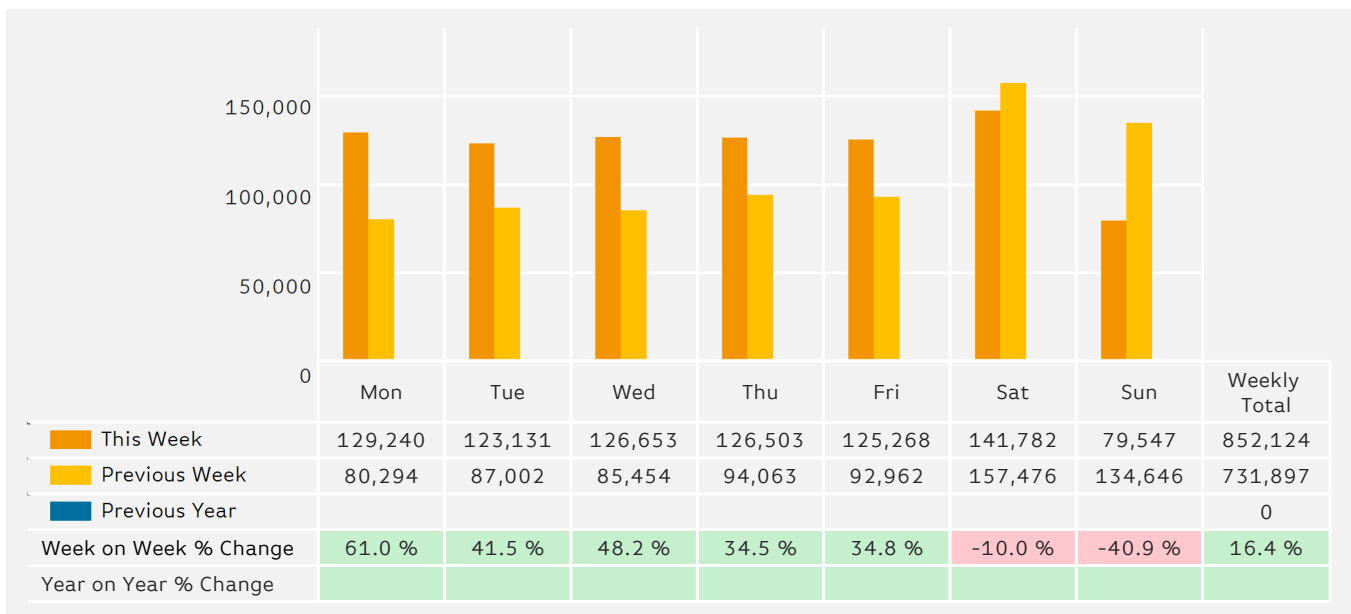
### Footfall by Hour



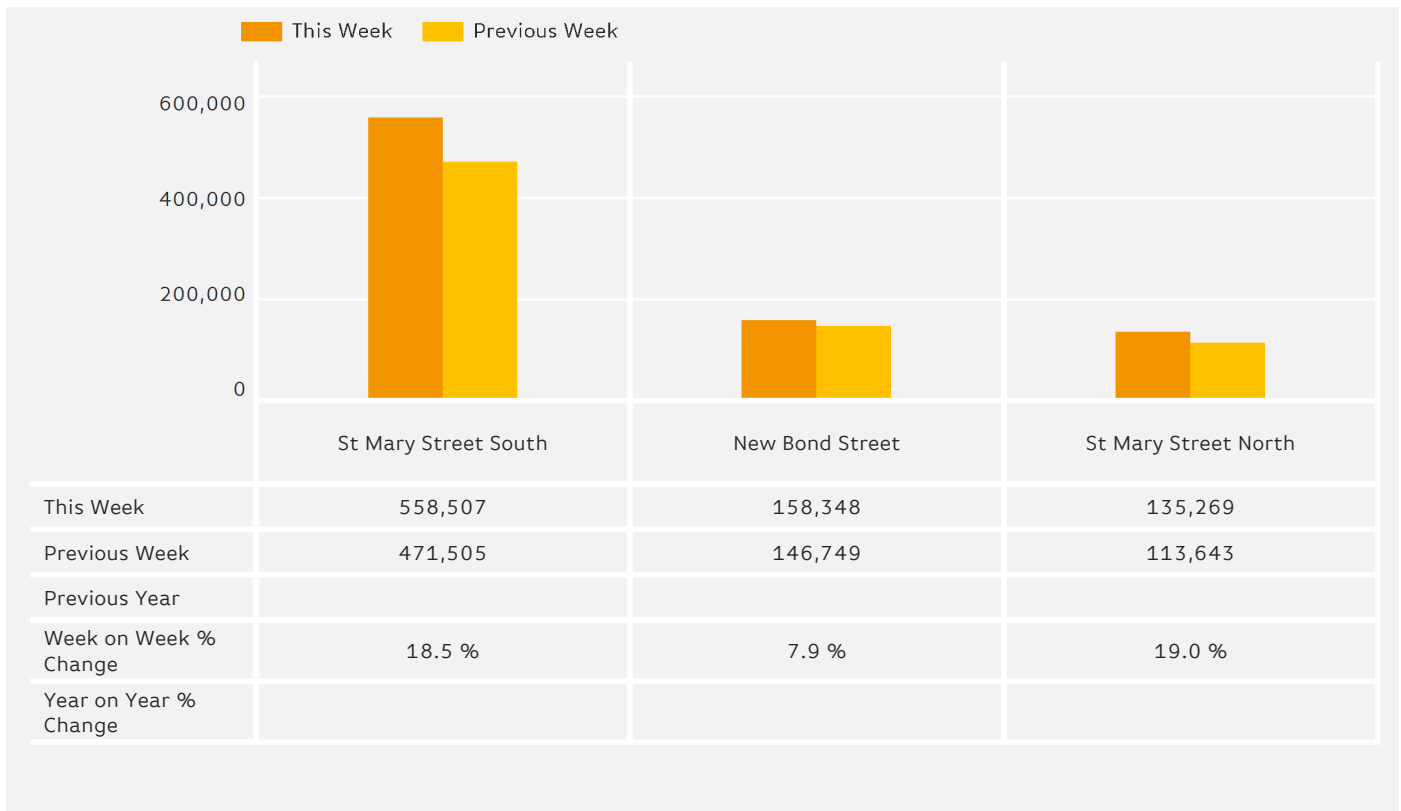
### Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week     | 16  | 17  | 16  | 14  | 14  | 15  | 14  |
| Previous Week | 13  | 13  | 14  | 16  | 16  | 19  | 16  |
| Previous Year | 16  | 17  | 15  | 17  | 17  | 19  | 19  |

### Footfall by Day

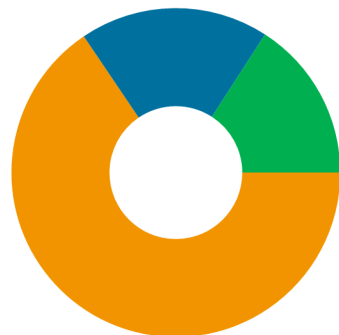


### Footfall Totals



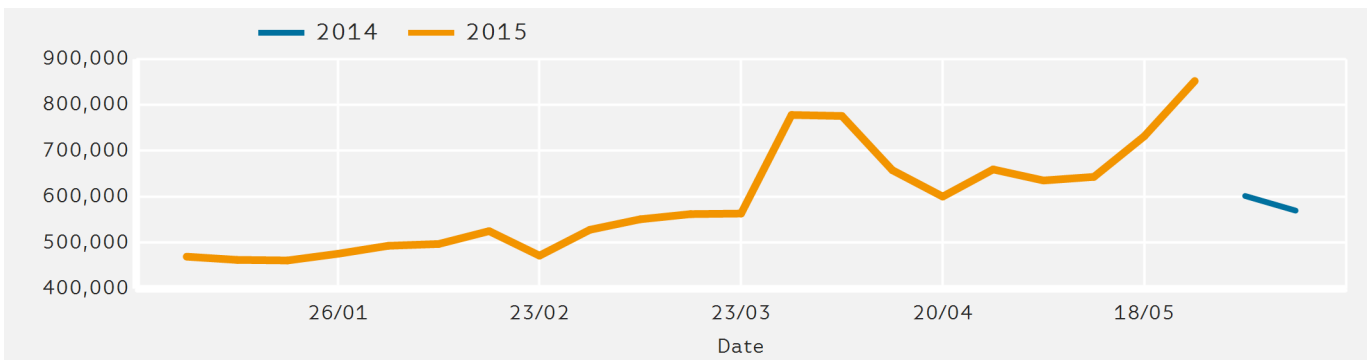
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 65.5 %
- New Bond Street, 18.6 %
- St Mary Street North, 15.9 %

### 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.