



Weymouth BID

Week 33, 2015

17/08/2015 to 23/08/2015



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 | | | | | ▲ 5.9 % | |
| South West | ▼ -2.3 % | ▼ -2.3 % | ▼ -3.7 % | ▼ -3.8 % | ▲ 3.1 % | ▲ 0.8 % |
| High Street Index(Coastal Town) | ▼ -2.7 % | ▼ -0.6 % | ▼ -3.5 % | ▼ -3.3 % | ▲ 0.8 % | ▲ 0.3 % |
| UK | ▼ -1.7 % | ▼ -0.4 % | ▼ -4.7 % | ▼ -1.3 % | ▲ 0.5 % | ▲ 0.4 % |

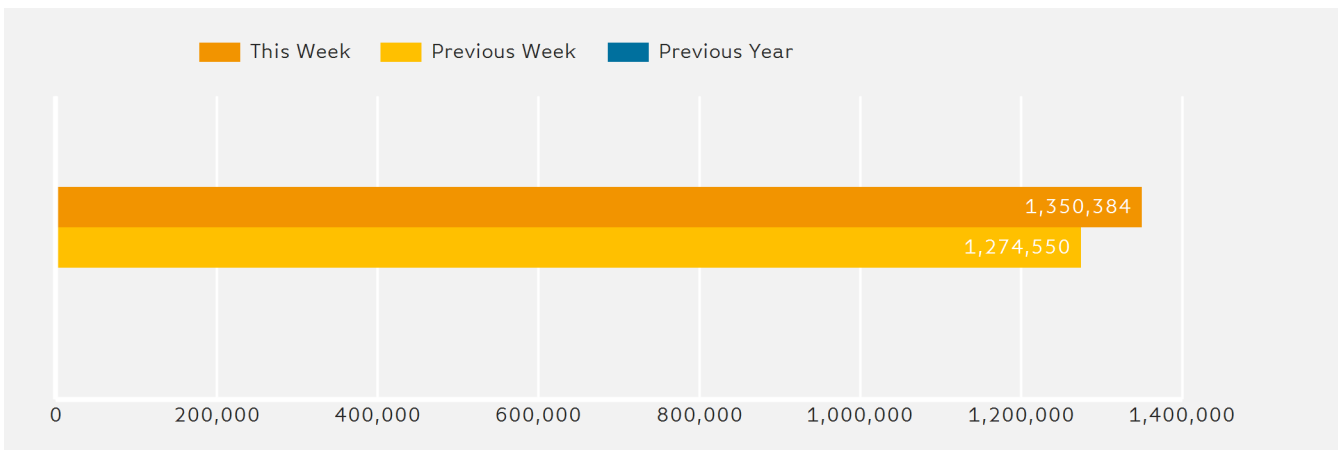
Headlines

Footfall week commencing 17 August 2015 was 1,350,384.

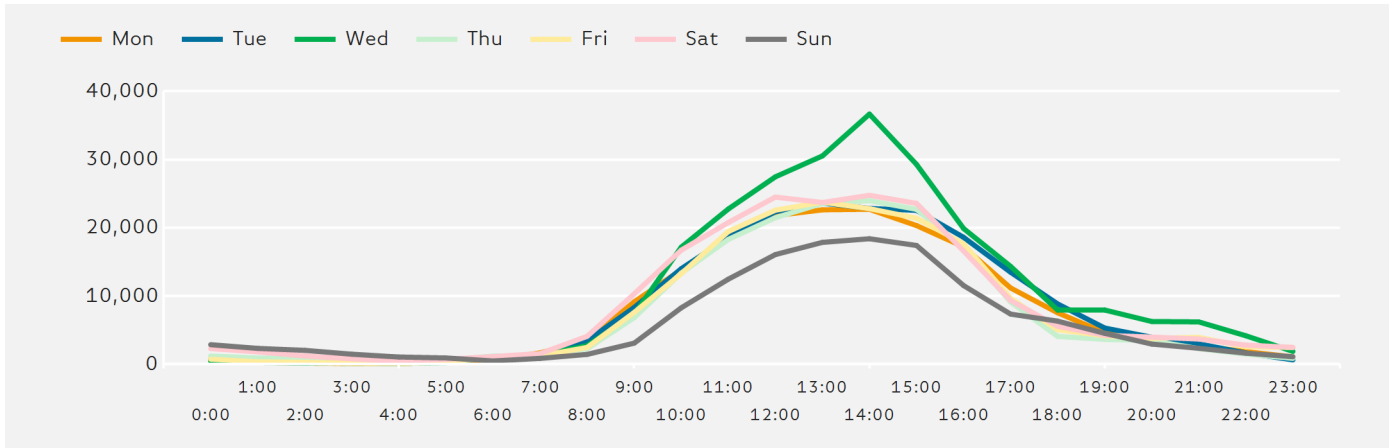
The busiest day in week commencing 17 August 2015 was Wednesday with 246,690 visitors.

The peak hour of the week was 14:00 on Wednesday with footfall of 36,656

Footfall Totals by Week



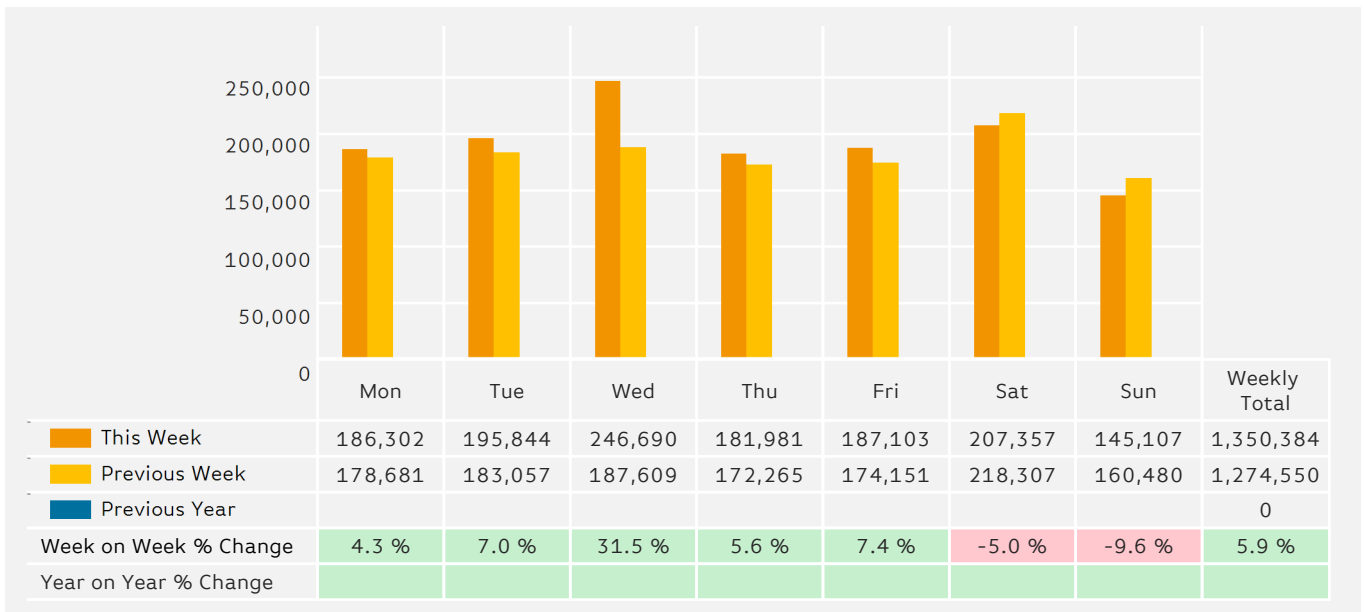
Footfall by Hour



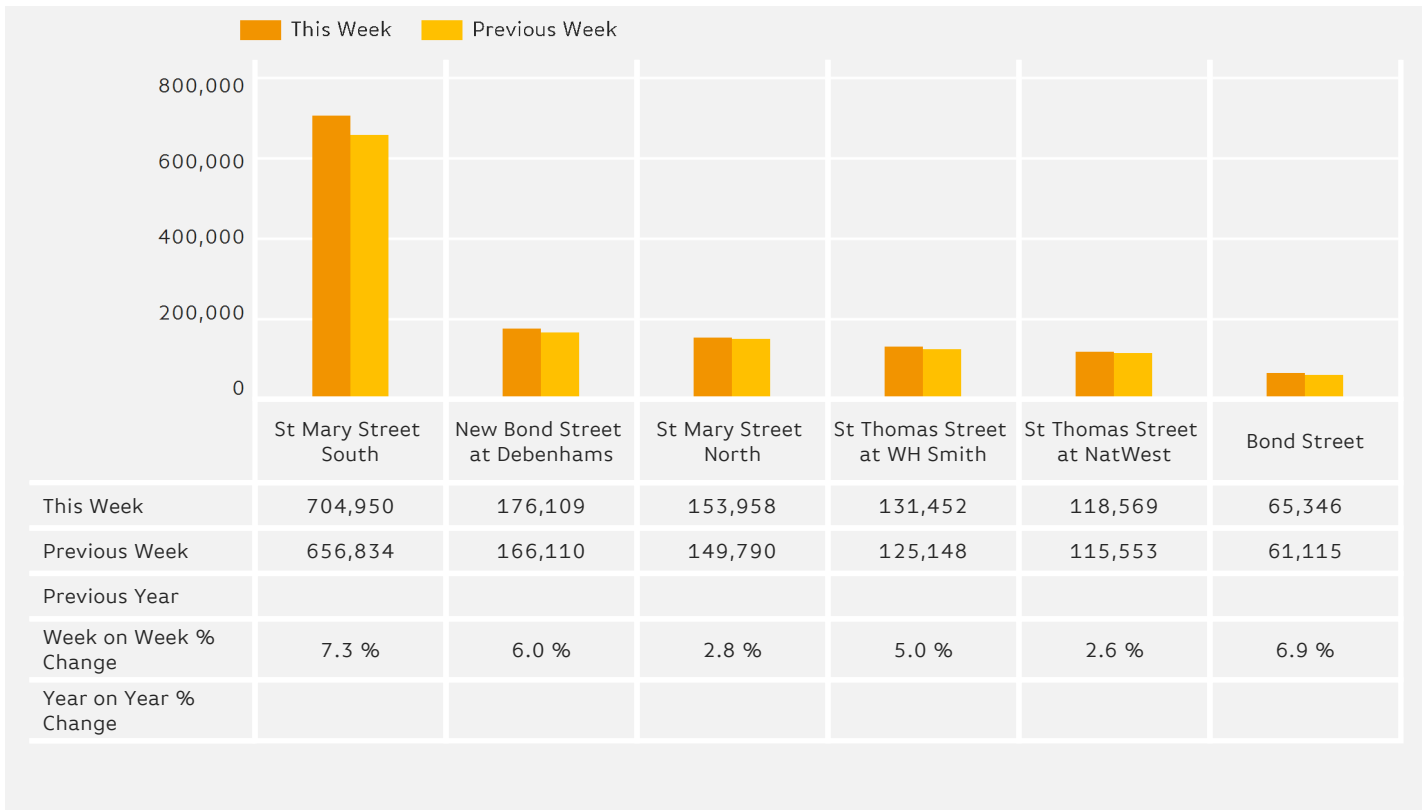
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week | 21 | 21 | 17 | 21 | 20 | 26 | 18 |
| Previous Week | 21 | 18 | 23 | 20 | 18 | 18 | 19 |
| Previous Year | 19 | 17 | 18 | 17 | 18 | 18 | 17 |

Footfall by Day

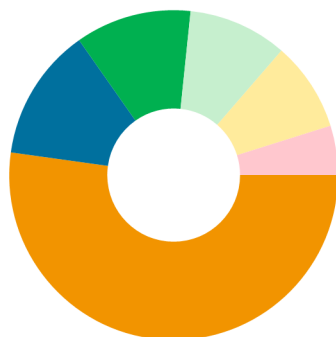


Footfall Totals



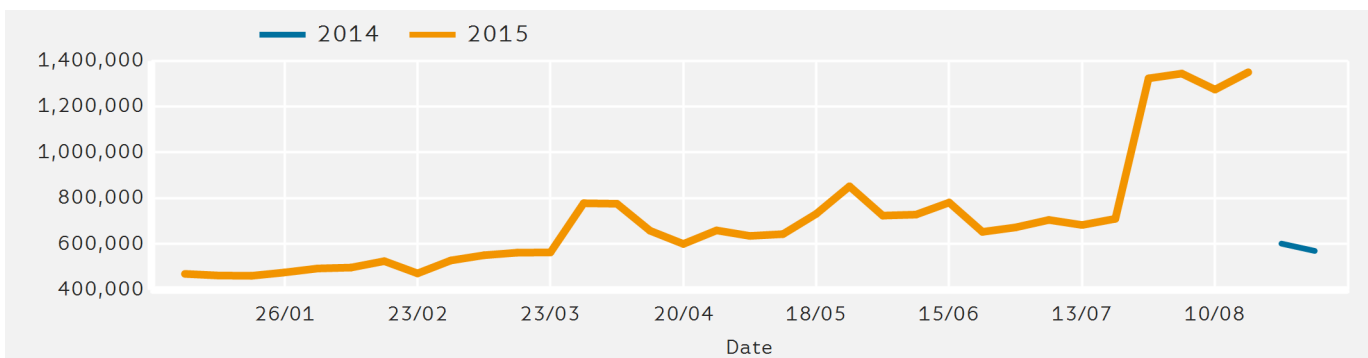
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 52.2 %
- New Bond Street at Debenhams, 13.0 %
- St Mary Street North, 11.4 %
- St Thomas Street at WH Smith, 9.7 %
- St Thomas Street at NatWest, 8.8 %
- Bond Street, 4.8 %

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.