



Weymouth BID

Week 30, 2015

27/07/2015 to 02/08/2015



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					▲ 74.2 %	
South West	▼ -2.2 %	▼ -2.2 %	▼ -1.9 %	▲ 0.7 %	▲ 7.5 %	▲ 4.2 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -0.4 %	▼ -3.5 %	▲ 0.9 %	▲ 6.0 %	▲ 4.7 %
UK	▼ -1.6 %	▼ -0.3 %	▼ -1.4 %	▲ 0.6 %	▲ 4.5 %	▲ 0.8 %

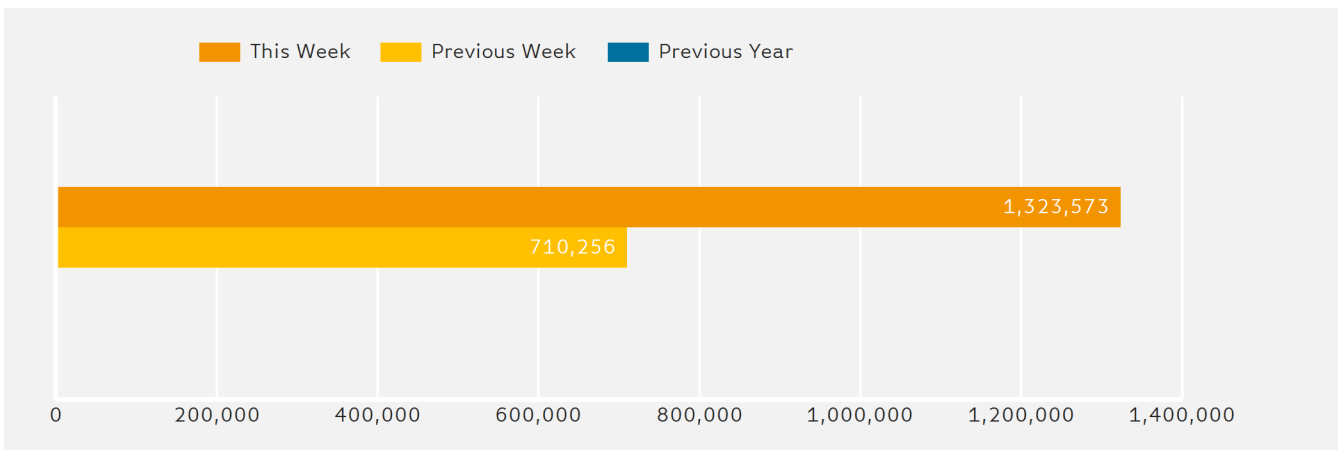
Headlines

Footfall week commencing 27 July 2015 was 1,323,573.

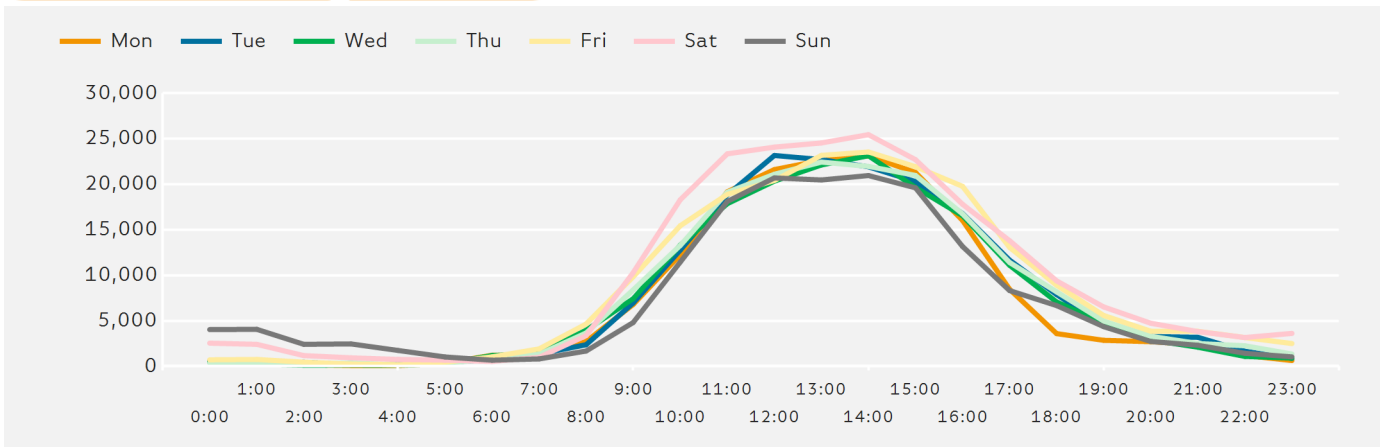
The busiest day in week commencing 27 July 2015 was Saturday with 225,055 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 25,452

Footfall Totals by Week



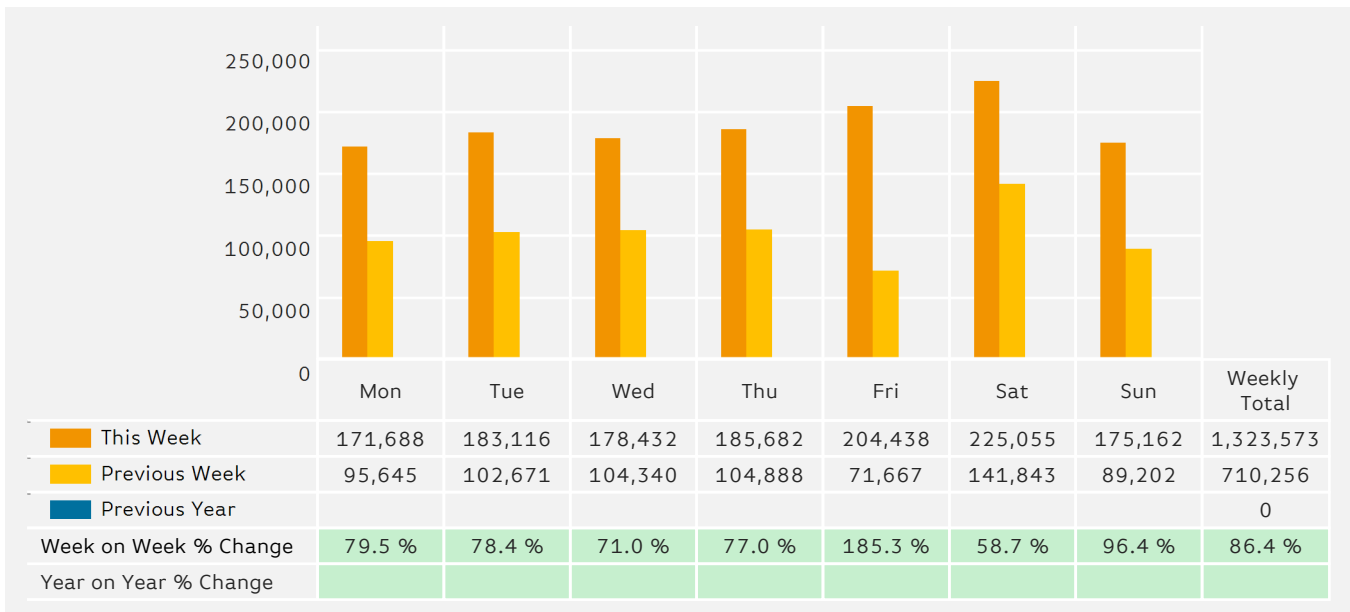
Footfall by Hour



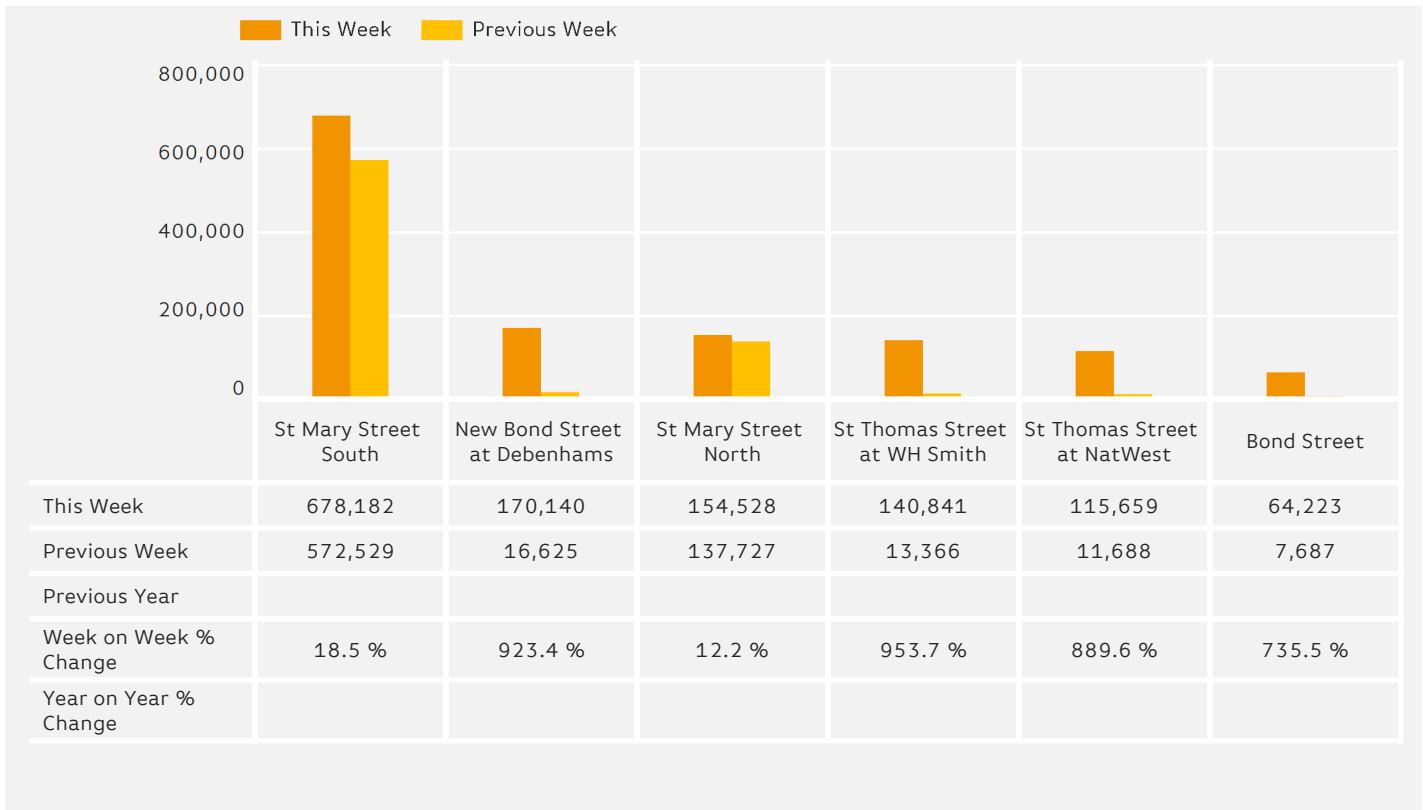
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	18	19	19	18	20	19	23
Previous Week	19	20	20	19	14	19	19
Previous Year	23	23	23	22	19	21	20

Footfall by Day

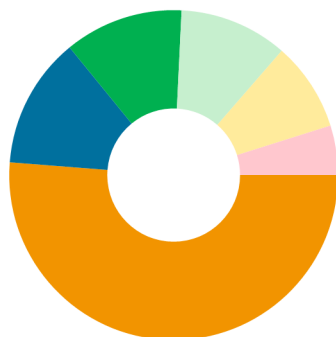


Footfall Totals



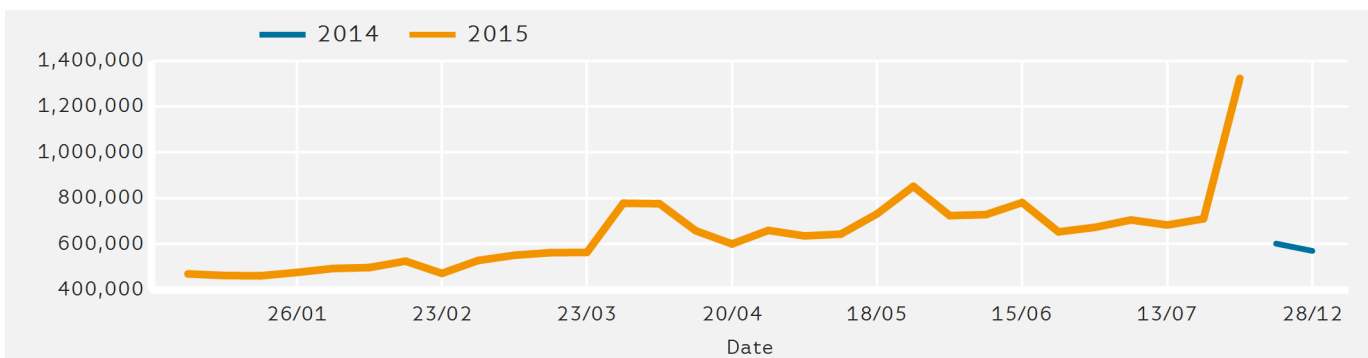
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 51.2 %
- New Bond Street at Debenhams, 12.9 %
- St Mary Street North, 11.7 %
- St Thomas Street at WH Smith, 10.6 %
- St Thomas Street at NatWest, 8.7 %
- Bond Street, 4.9 %

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.