



Weymouth BID

Week 44, 2015

02/11/2015 to 08/11/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Footfall

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2015	2014	2015	2014	2015	2014
Weymouth BID					▼ -27.6 %	
South West	▼ -1.8 %	▼ -2.7 %	▲ 0.1 %	▼ -7.3 %	▼ -16.7 %	▼ -15.6 %
High Street Index(Coastal Town)	▼ -1.8 %	▼ -0.8 %	▼ -1.0 %	▼ -4.5 %	▼ -18.1 %	▼ -17.1 %
UK	▼ -1.5 %	▼ -0.8 %	▼ -1.5 %	▼ -2.6 %	▼ -11.8 %	▼ -12.3 %

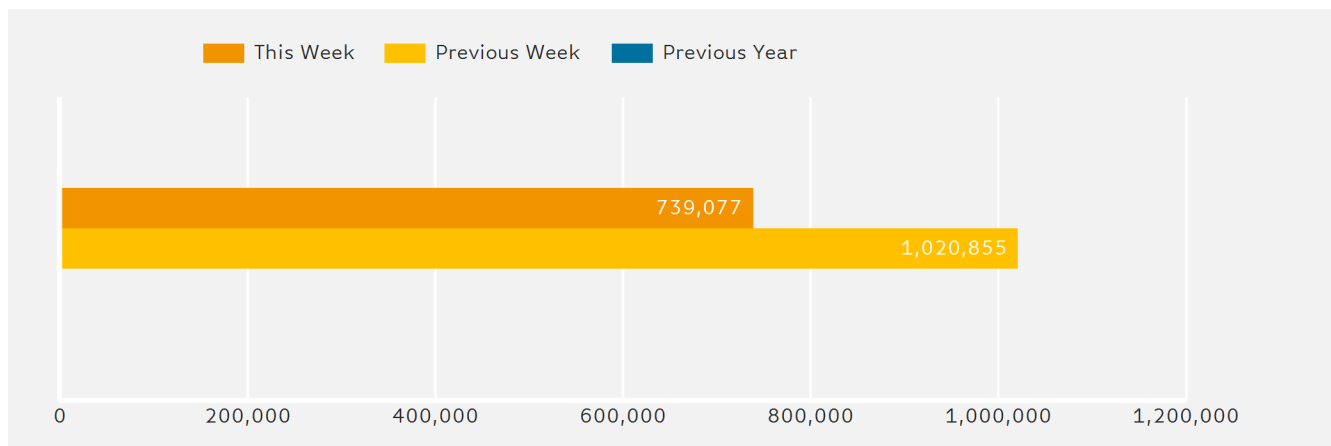
Headlines

Footfall week commencing 2 November 2015 was 739,077.

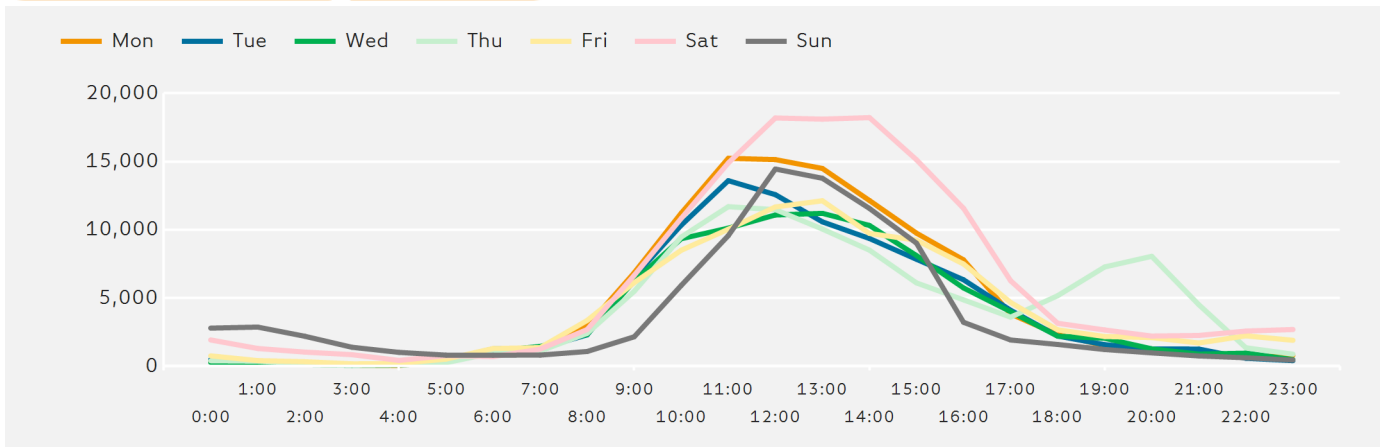
The busiest day in week commencing 2 November 2015 was Saturday with 146,509 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 18,218

Footfall Totals by Week



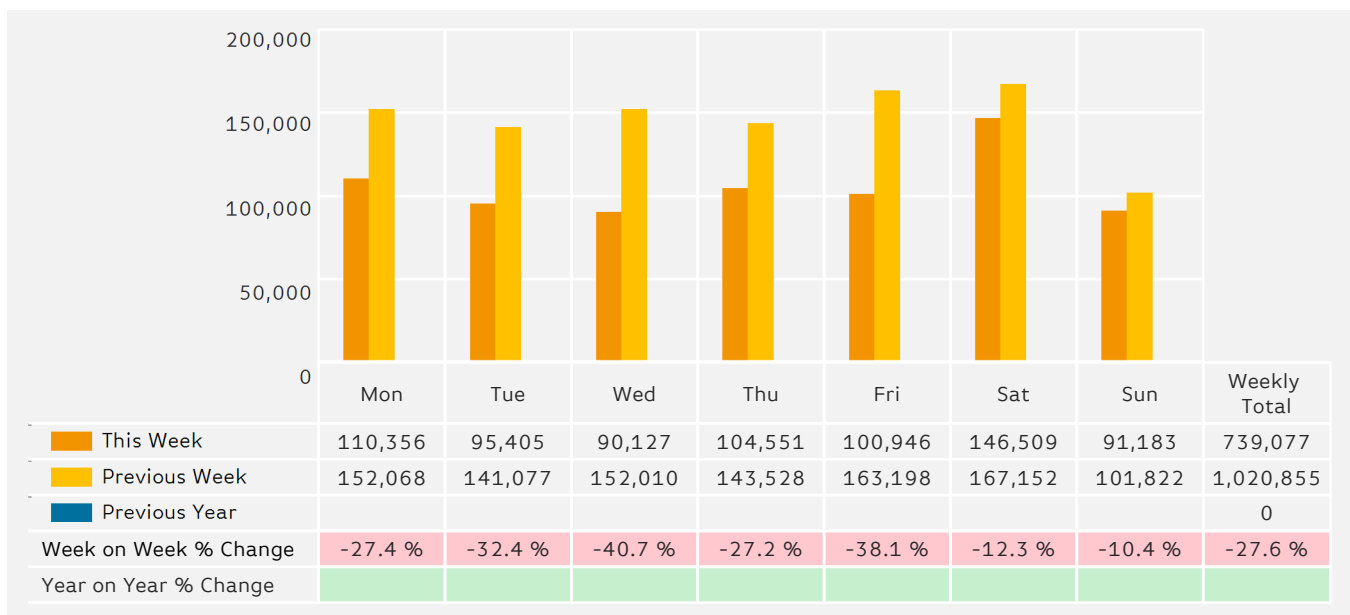
Footfall by Hour



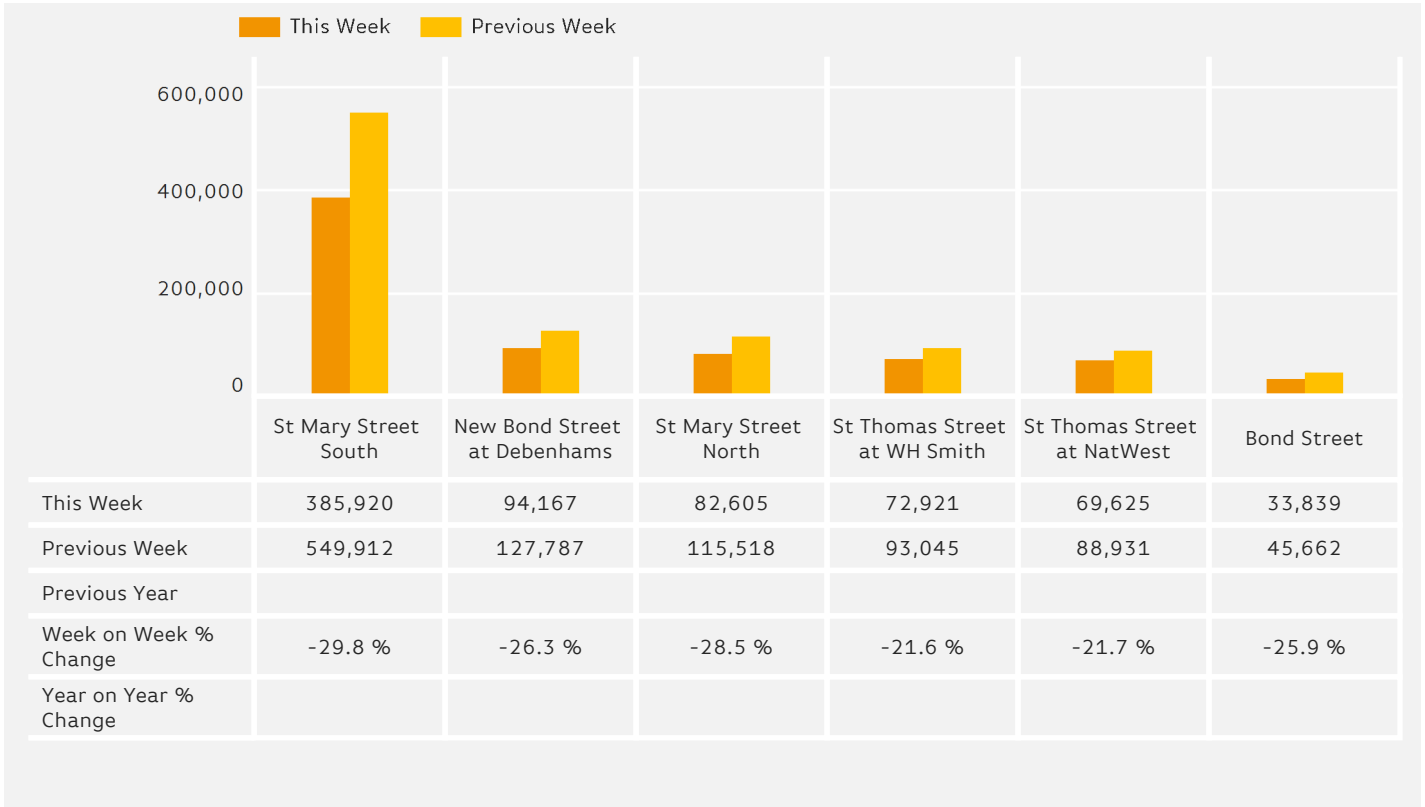
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	15	13	15	15	17	17	16
Previous Week	15	16	15	15	16	FOG 18	13
Previous Year	11	10	11	14	14	13	13

Footfall by Day

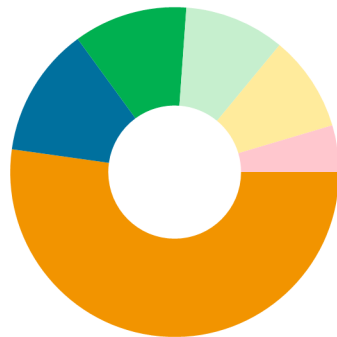


Footfall Totals



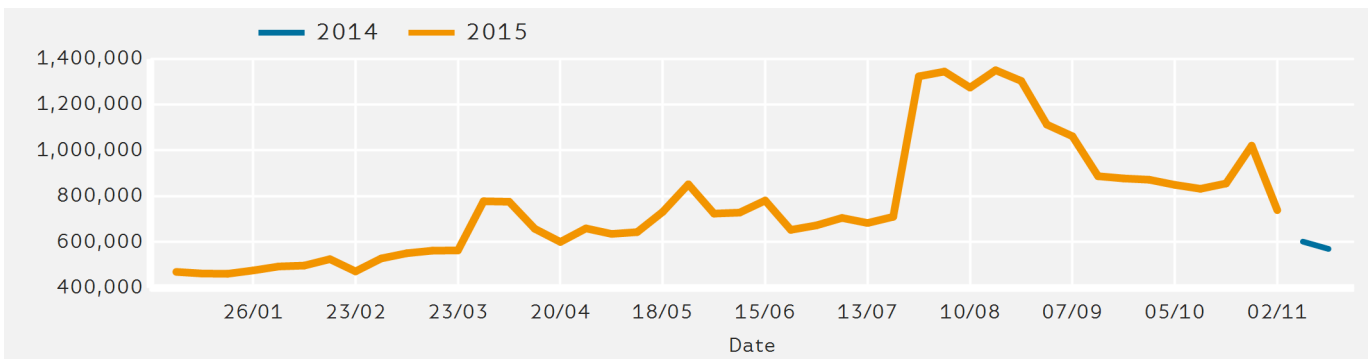
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 52.2 %
- New Bond Street at Debenhams, 12.7 %
- St Mary Street North, 11.2 %
- St Thomas Street at WH Smith, 9.9 %
- St Thomas Street at NatWest, 9.4 %
- Bond Street, 4.6 %

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.