



**Weymouth BID**

Week 49, 2015

07/12/2015 to 13/12/2015



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                    |                       |          |                       |          | ▲ 0.1 %               |          |
| South West                      | ▼ -2.3 %              | ▼ -3.0 % | ▼ -4.7 %              | ▼ -4.2 % | ▲ 1.8 %               | ▼ -0.8 % |
| High Street Index(Coastal Town) | ▼ -2.0 %              | ▼ -0.9 % | ▼ -2.3 %              | ▼ -1.6 % | ▼ -0.4 %              | ▼ -0.3 % |
| UK                              | ▼ -1.9 %              | ▼ -1.1 % | ▼ -4.2 %              | ▼ -4.0 % | ▼ -0.3 %              | ▼ -0.9 % |

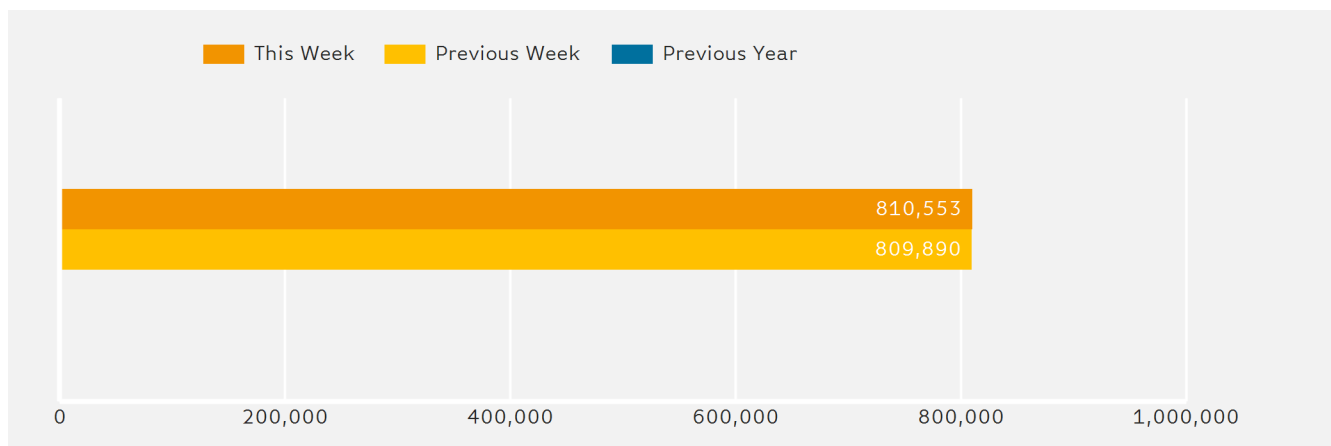
**Headlines**

Footfall week commencing 7 December 2015 was 810,553.

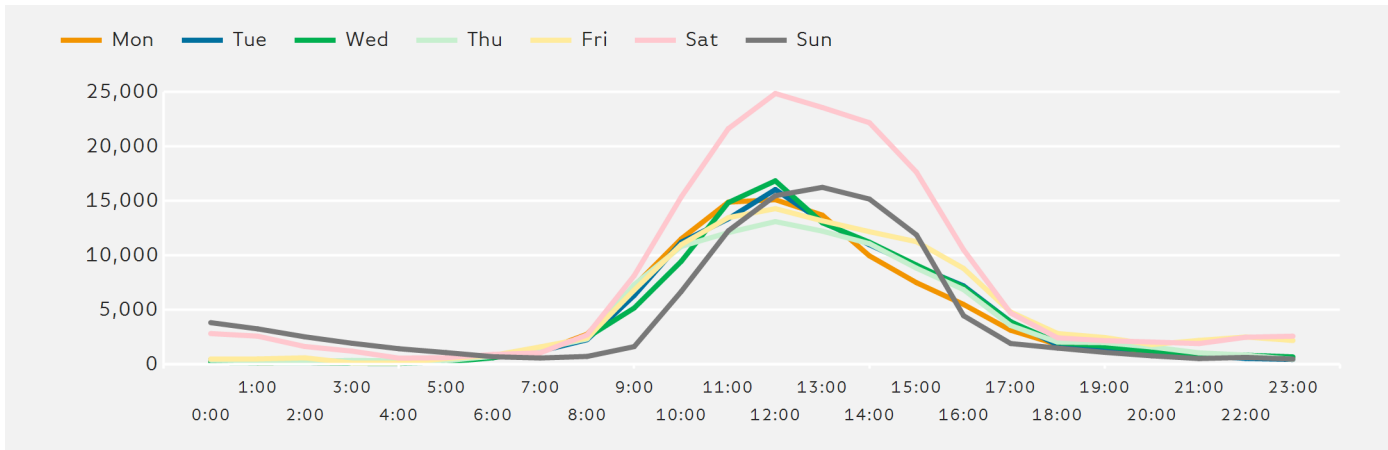
The busiest day in week commencing 7 December 2015 was Saturday with 176,740 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 24,873

**Footfall Totals by Week**



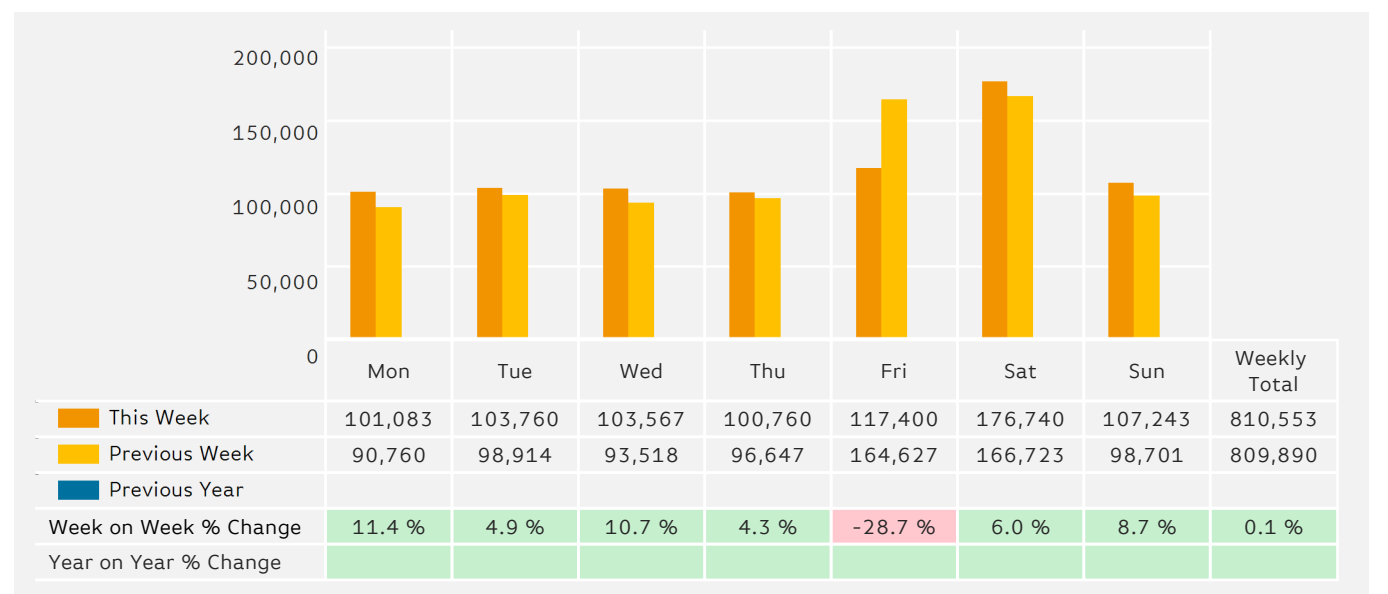
### Footfall by Hour



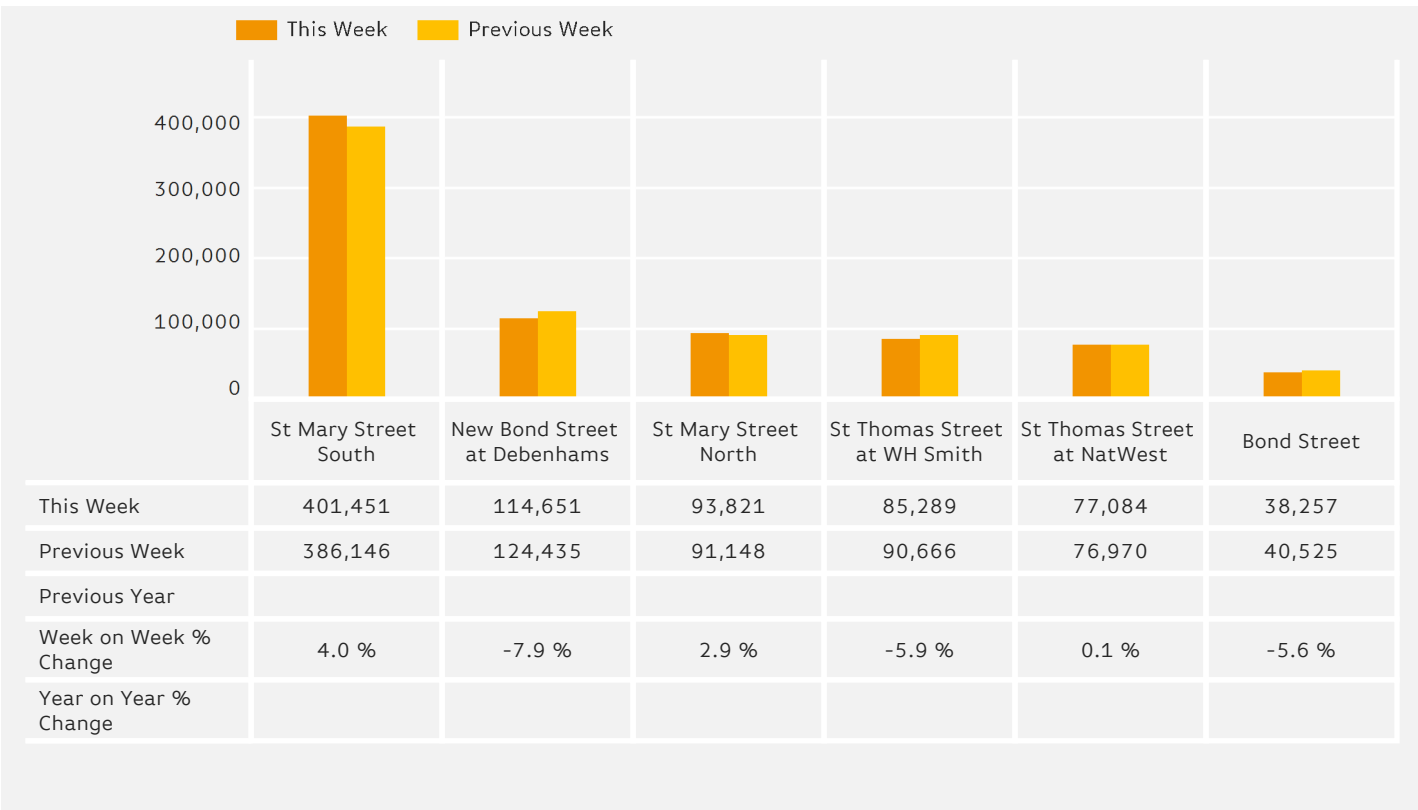
### Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week     | 14  | 14  | 12  | 13  | 11  | 13  | 13  |
| Previous Week | 14  | 15  | 14  | 14  | 13  | 13  | 14  |
| Previous Year | 8   | 13  | 12  | 9   | 11  | 7   | 10  |

### Footfall by Day

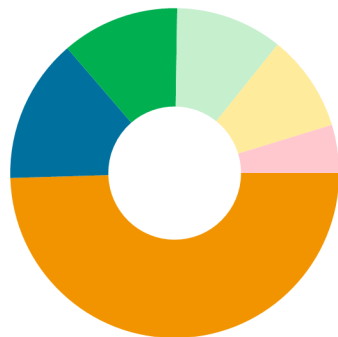


### Footfall Totals



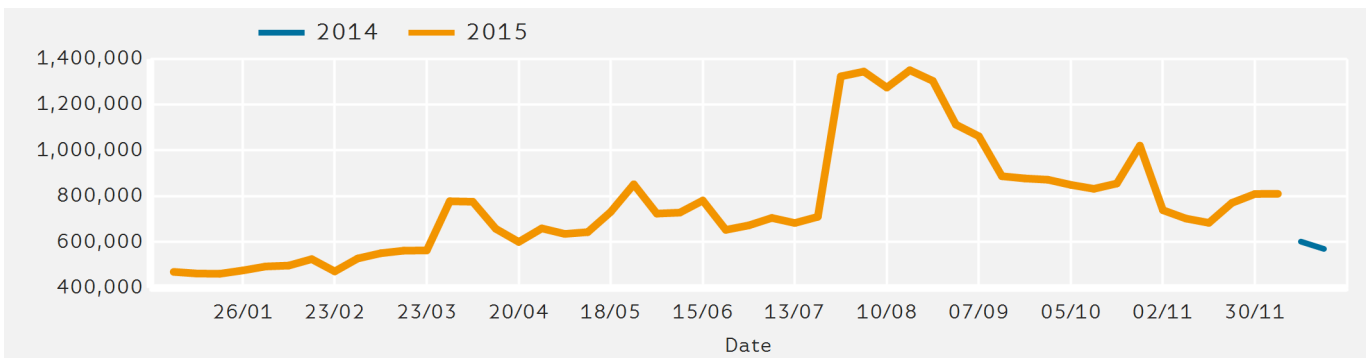
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 49.5 %
- New Bond Street at Debenhams, 14.1 %
- St Mary Street North, 11.6 %
- St Thomas Street at WH Smith, 10.5 %
- St Thomas Street at NatWest, 9.5 %
- Bond Street, 4.7 %

### 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.