



**Weymouth BID**

December 2014

01/12/2014 to 04/01/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

**Monthly Footfall**

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2014	2013	2014	2013	2014	2013
Weymouth BID					▲ 6.1 %	
South West	▼ -2.6 %	▼ -2.1 %	▼ -0.4 %	▼ -4.1 %	▲ 12.5 %	▲ 13.2 %
UK	▼ -1.1 %	▼ -1.2 %	▼ -1.7 %	▼ -3.6 %	▲ 4.6 %	▲ 9.4 %

**Headlines**

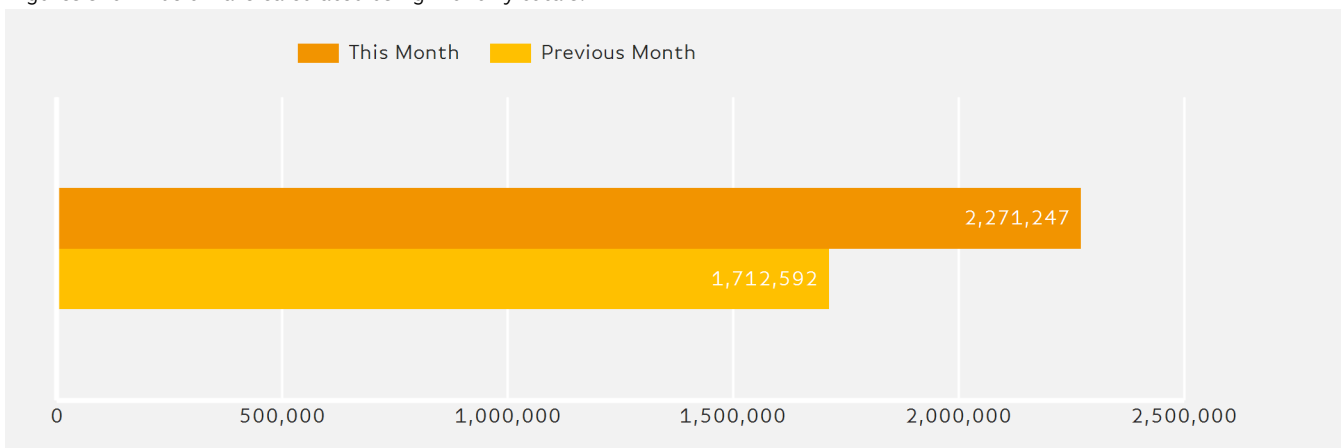
Footfall month commencing 1 December 2014 was 2,271,247.

The busiest day in month commencing 1 December 2014 was Saturday 20 December with 126,640 visitors.

The peak hour of the month was 13:00 on Wednesday with footfall of 17,708

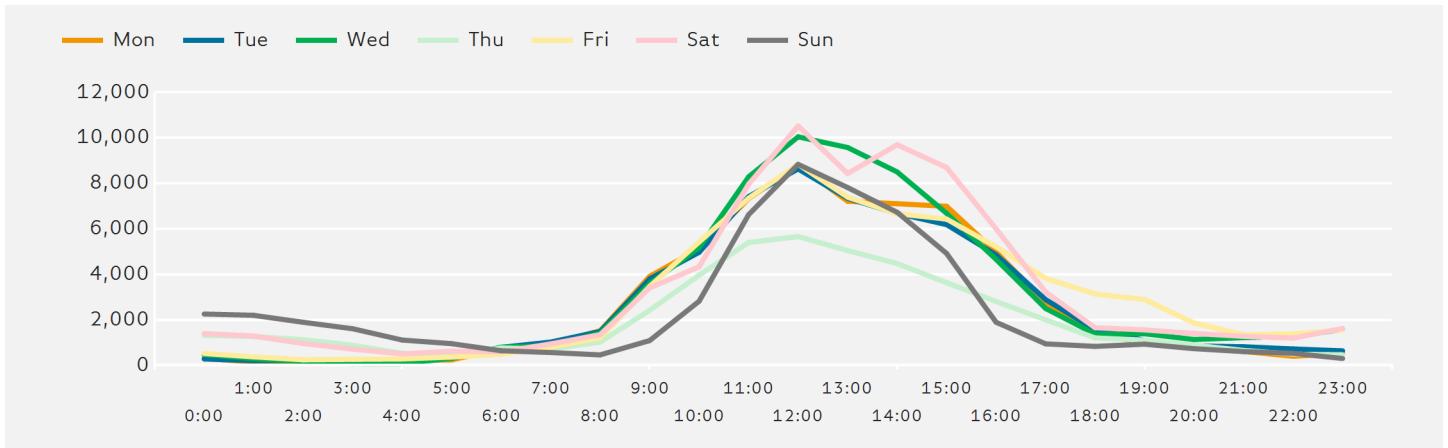
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather

Number of days this month 35

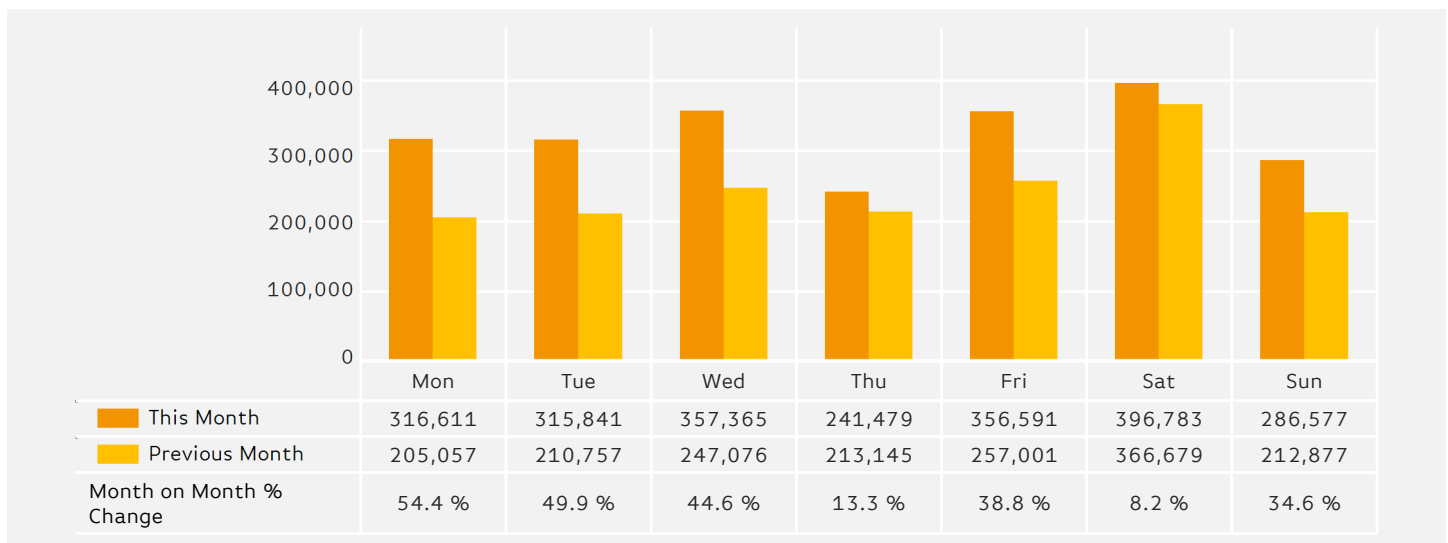
Number of days same month last year 35

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014		
2013		

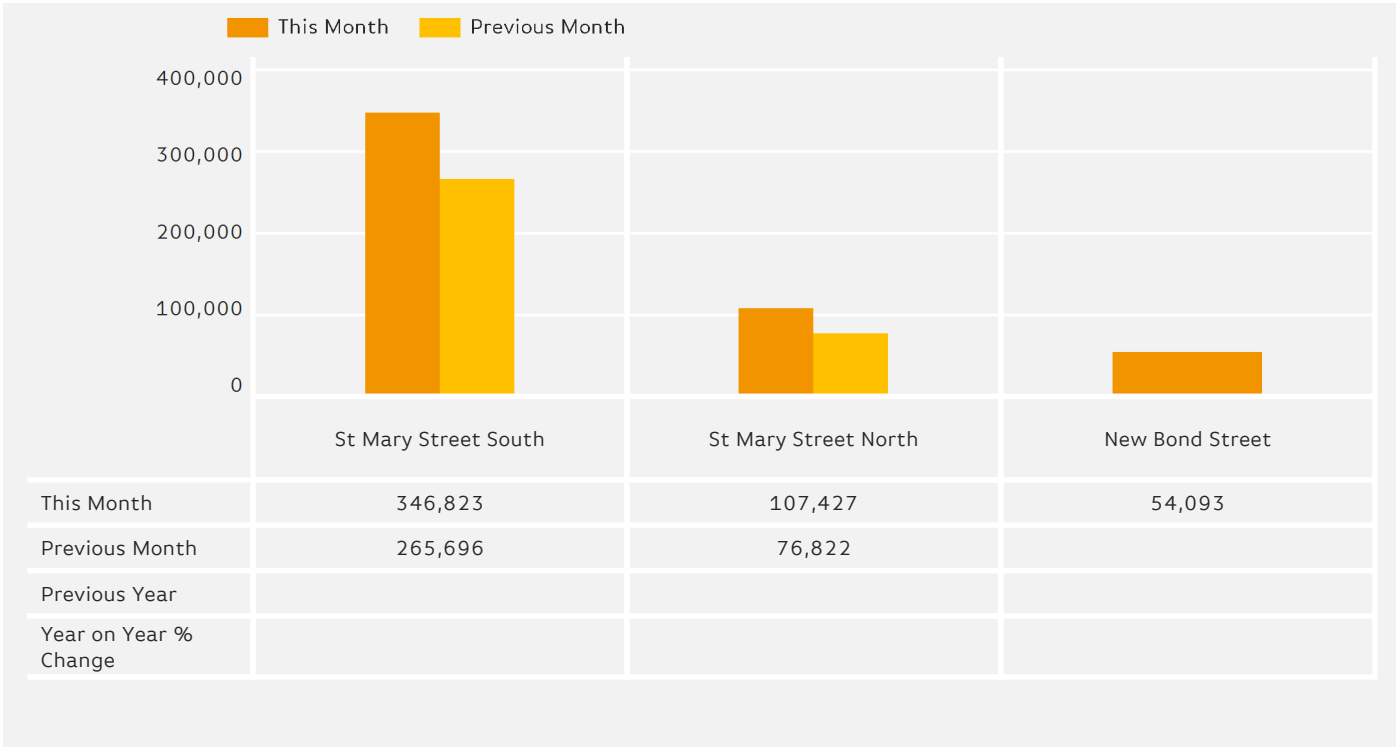
### Footfall by Day

The figures shown below are calculated using monthly totals.



### Footfall Totals

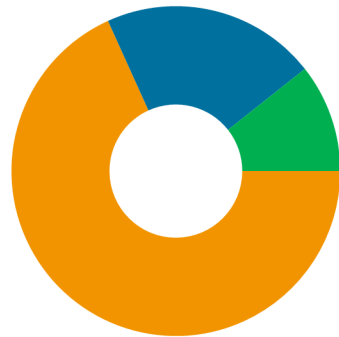
The figures shown below is calculated using weekly averages.



### Footfall Totals

Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



- St Mary Street South, 68.2 %
- St Mary Street North, 21.1 %
- New Bond Street, 10.6 %

### Footfall by Month



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.