



Weymouth BID

February 2015

02/02/2015 to 01/03/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Weymouth BID					▲ 6.3 %	
South West	▲ 0.1 %	▼ -3.8 %	▲ 2.4 %	▼ -5.5 %	▲ 7.1 %	▲ 0.8 %
UK	▼ -1.1 %	▼ -1.3 %	▼ -0.2 %	▼ -5.3 %	▲ 8.2 %	▲ 3.9 %

Headlines

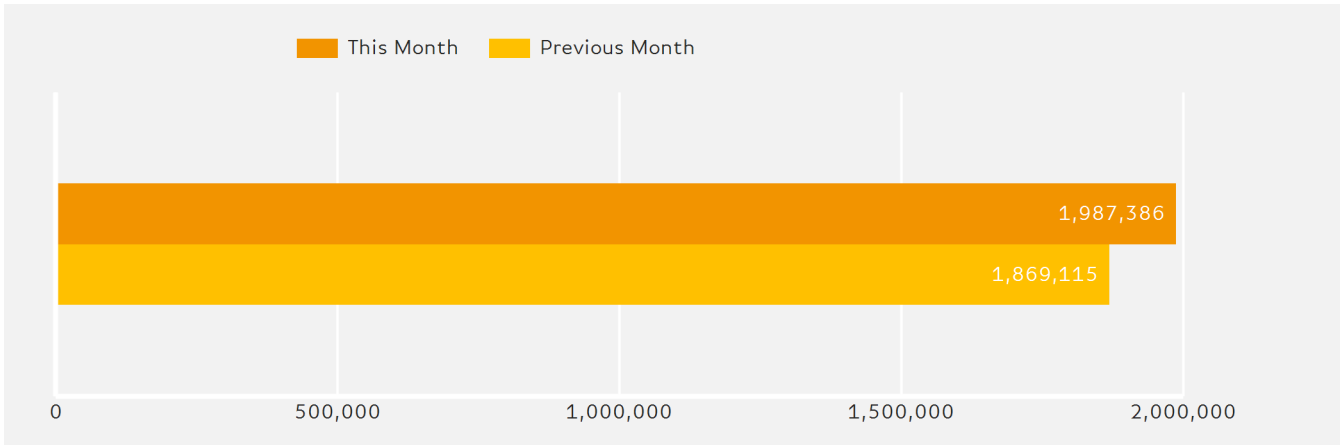
Footfall month commencing 2 February 2015 was 1,987,386.

The busiest day in month commencing 2 February 2015 was Saturday 14 February with 118,737 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 15,895

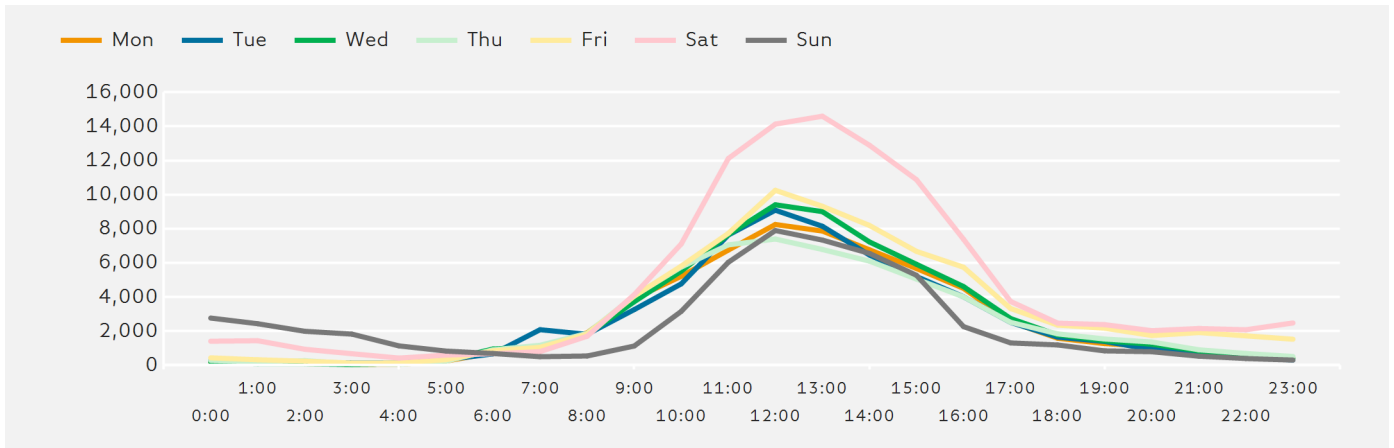
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



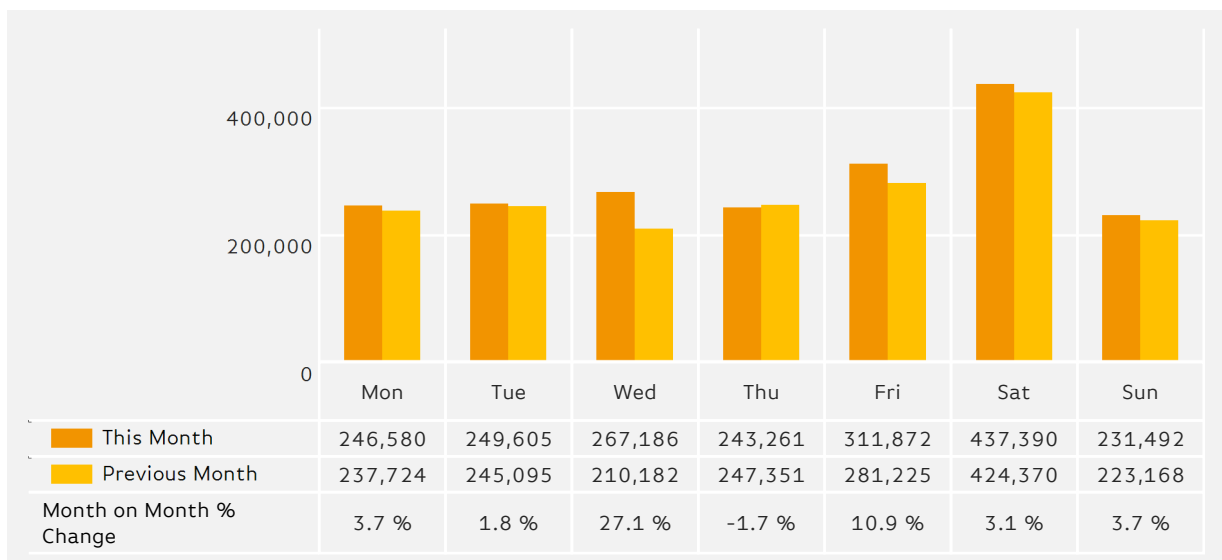
Number of days this month	9	14	5
Number of days same month last year	16	3	9

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	7.8	0.9
2014	9.7	3.6

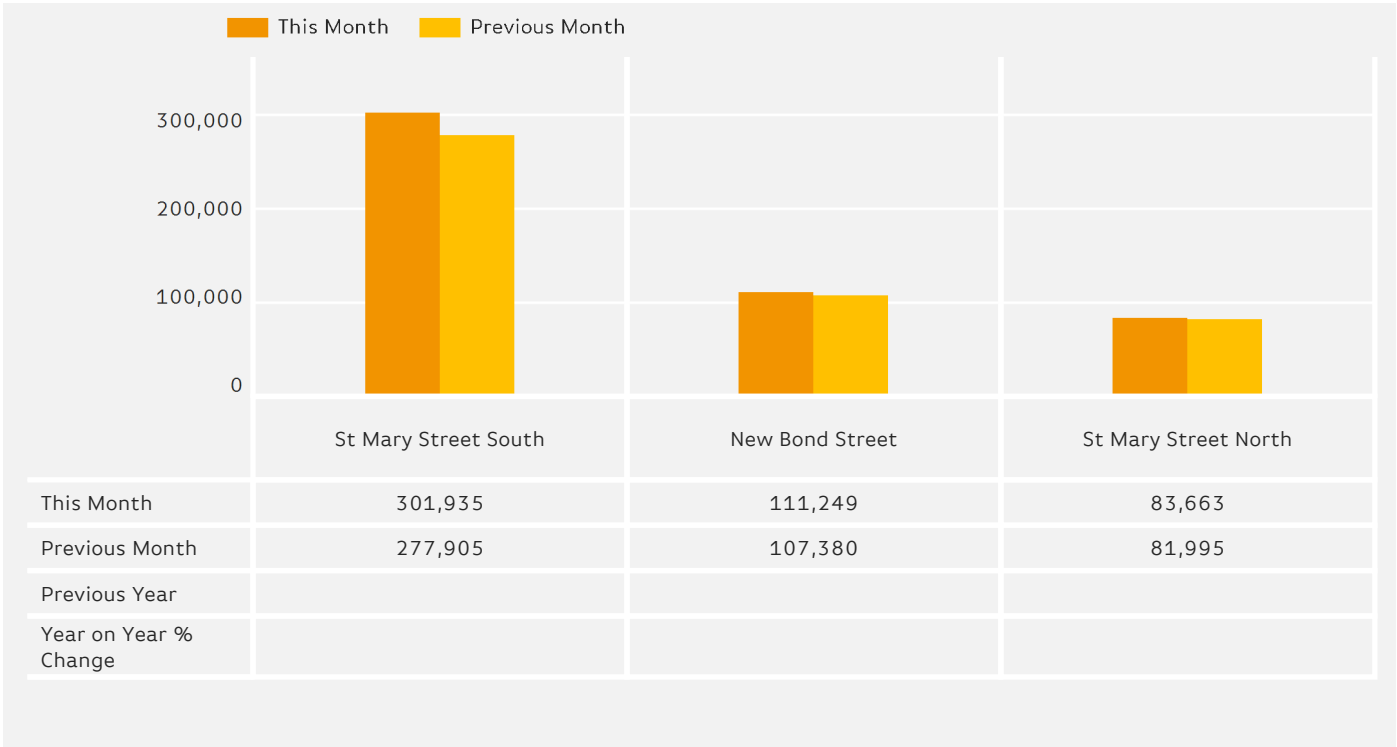
Footfall by Day

The figures shown below are calculated using monthly totals.



Footfall Totals

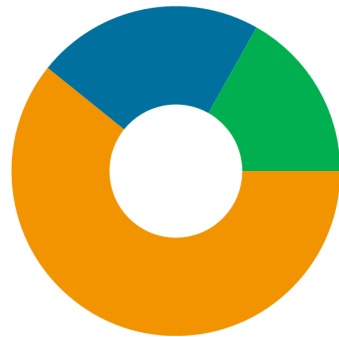
The figures shown below is calculated using weekly averages.



Footfall Totals

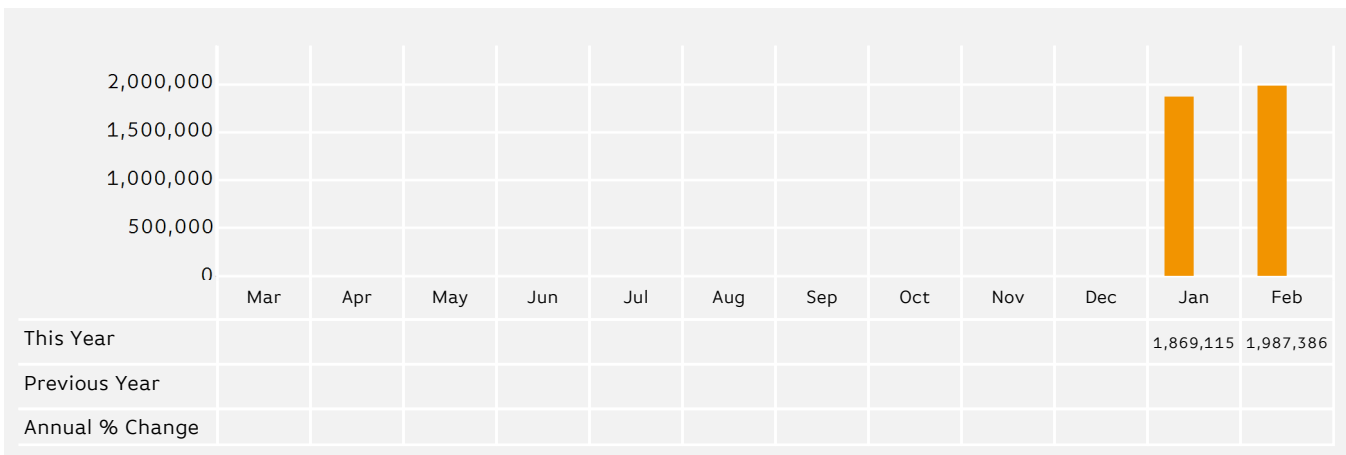
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



- St Mary Street South, 60.8 %
- New Bond Street, 22.4 %
- St Mary Street North, 16.8 %

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.