



**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**

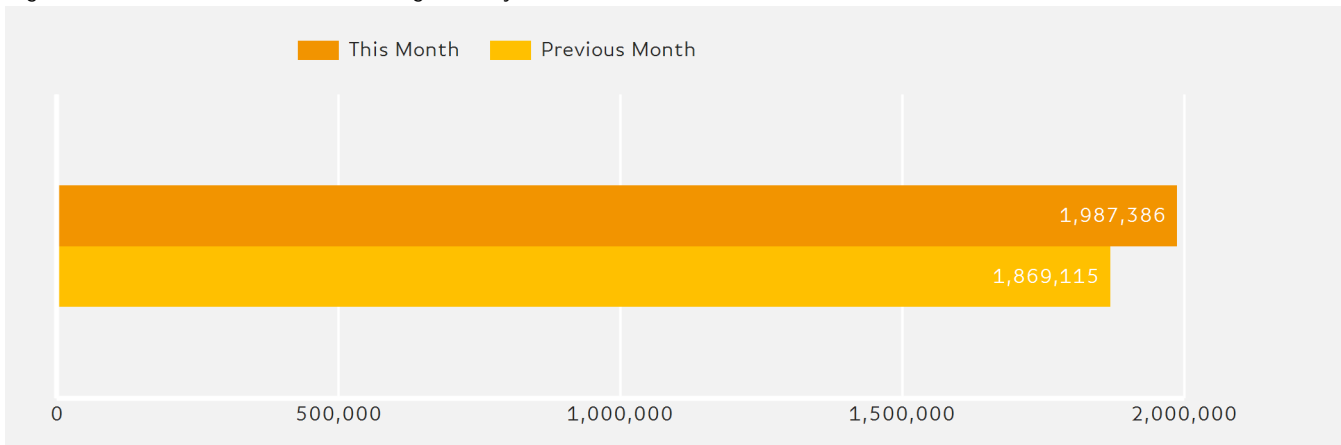
Footfall month commencing 2 February 2015 was 1,987,386.

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

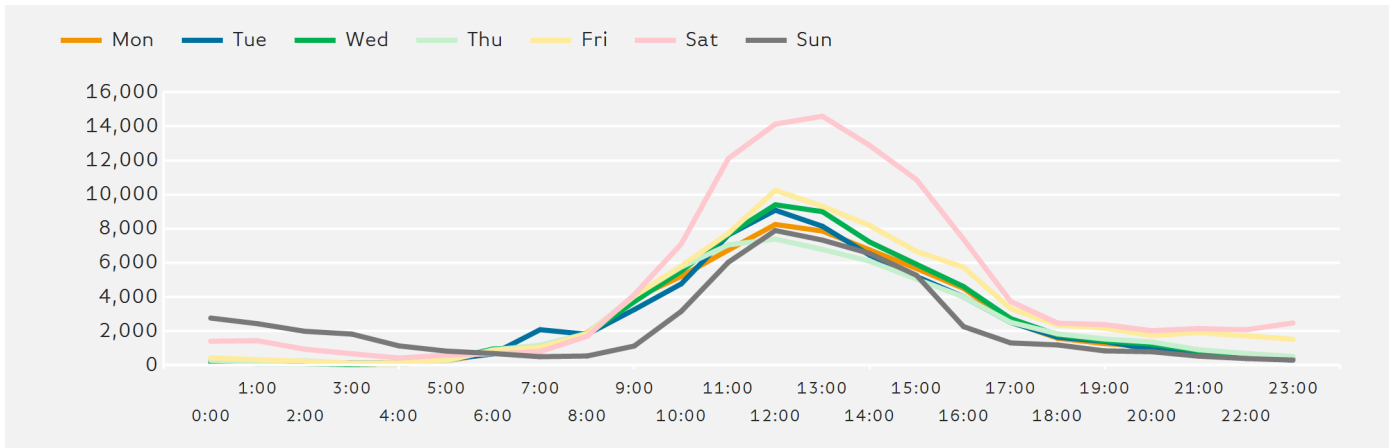
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



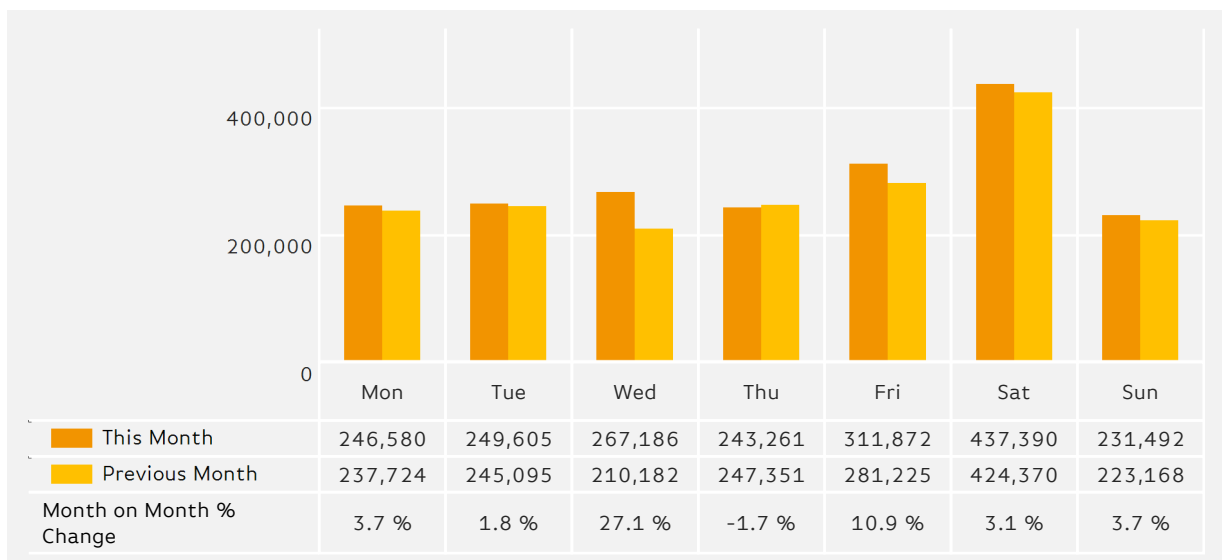
	Sunny	Cloudy	Rainy
Number of days this month	9	14	5
Number of days same month last year	16	3	9

### Average Temperature

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

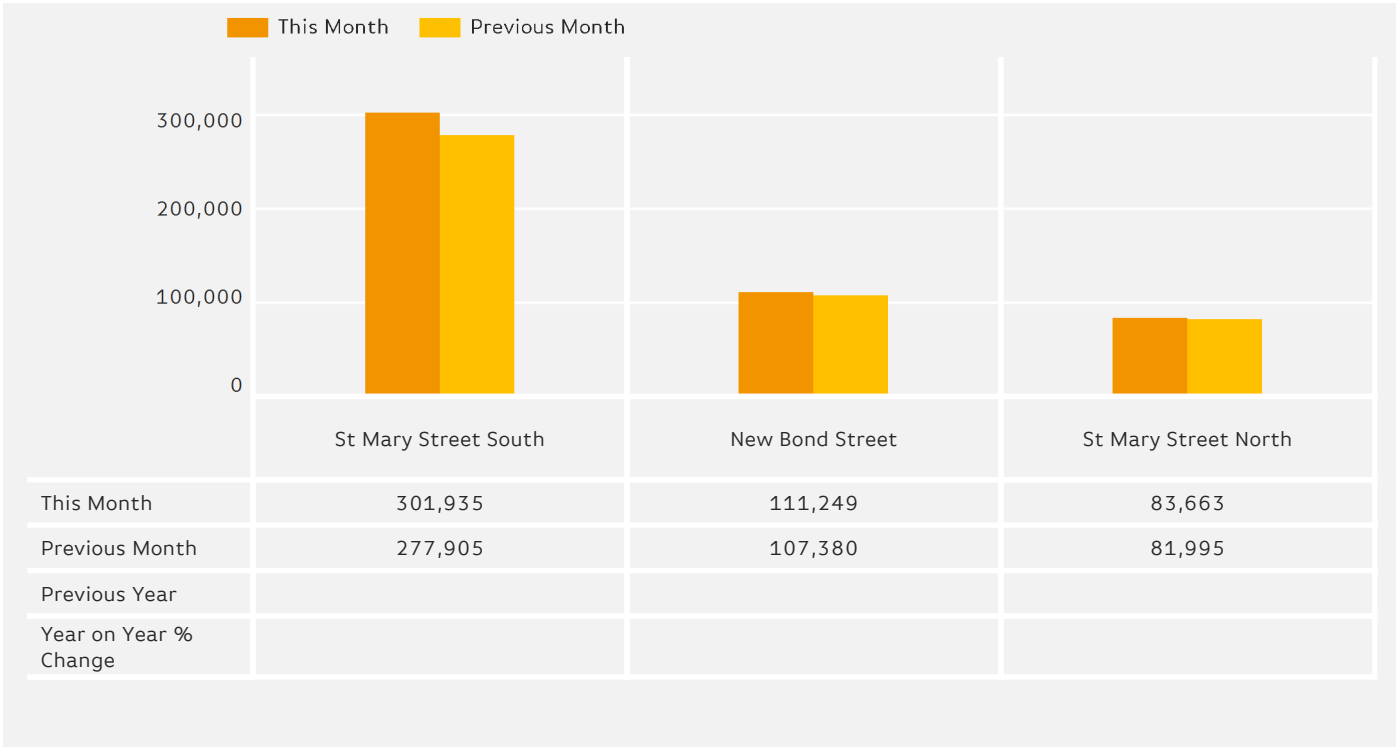
### Footfall by Day

The figures shown below are calculated using monthly totals.



### Footfall Totals

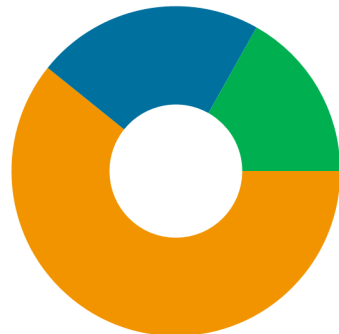
The figures shown below is calculated using weekly averages.



### Footfall Totals

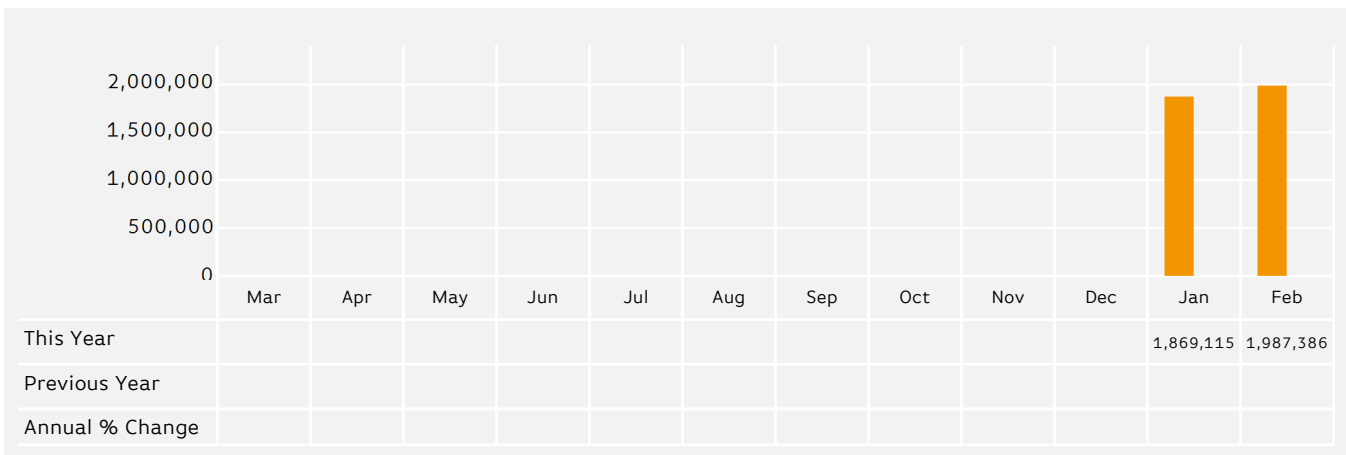
Counting By Location - Main Locations Only

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.