



Weymouth BID

March 2015

02/03/2015 to 05/04/2015



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					▲ 20.1 %	
South West	▼ -0.5 %	▼ -3.2 %	▼ -1.4 %	▼ -2.6 %	▲ 5.7 %	▲ 9.8 %
UK	▼ -1.4 %	▲ 0.1 %	▼ -1.8 %	▲ 2.6 %	▲ 3.8 %	▲ 7.7 %

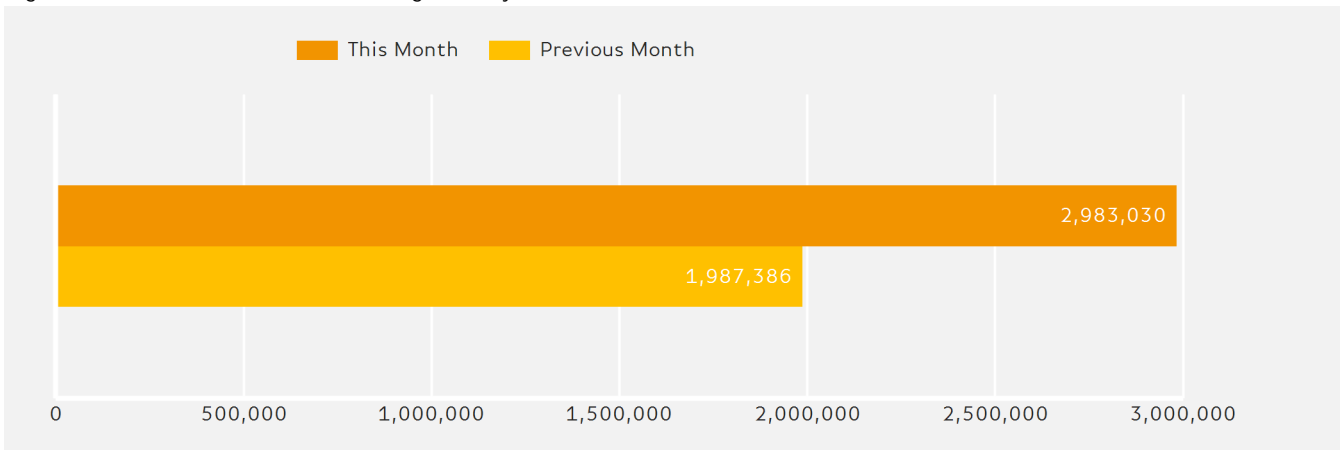
Headlines

Footfall month commencing 2 March 2015 was 2,983,030.

The busiest day in month commencing 2 March 2015 was Saturday 4 April with 173,142 visitors.

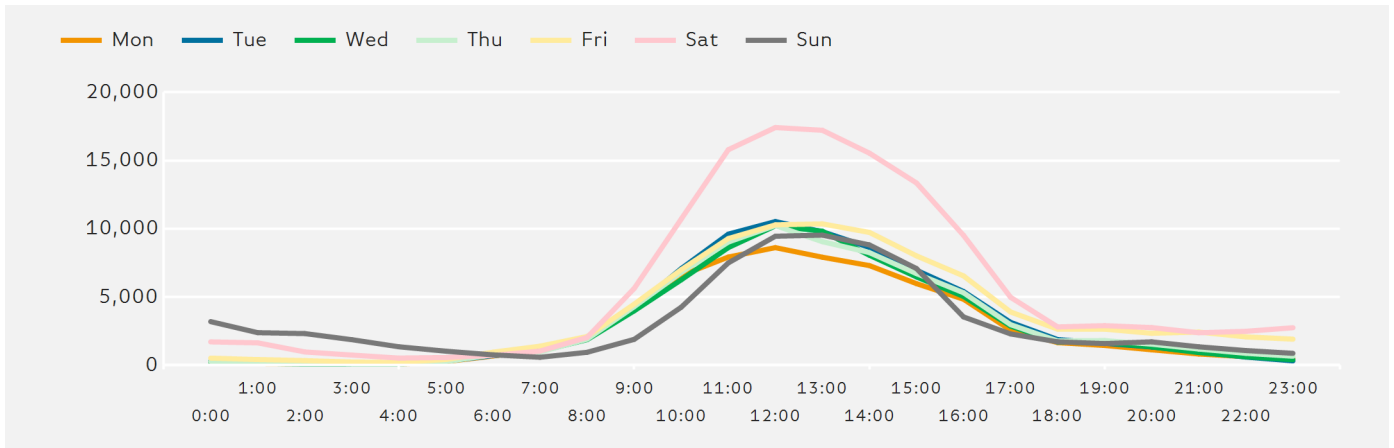
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



FOG

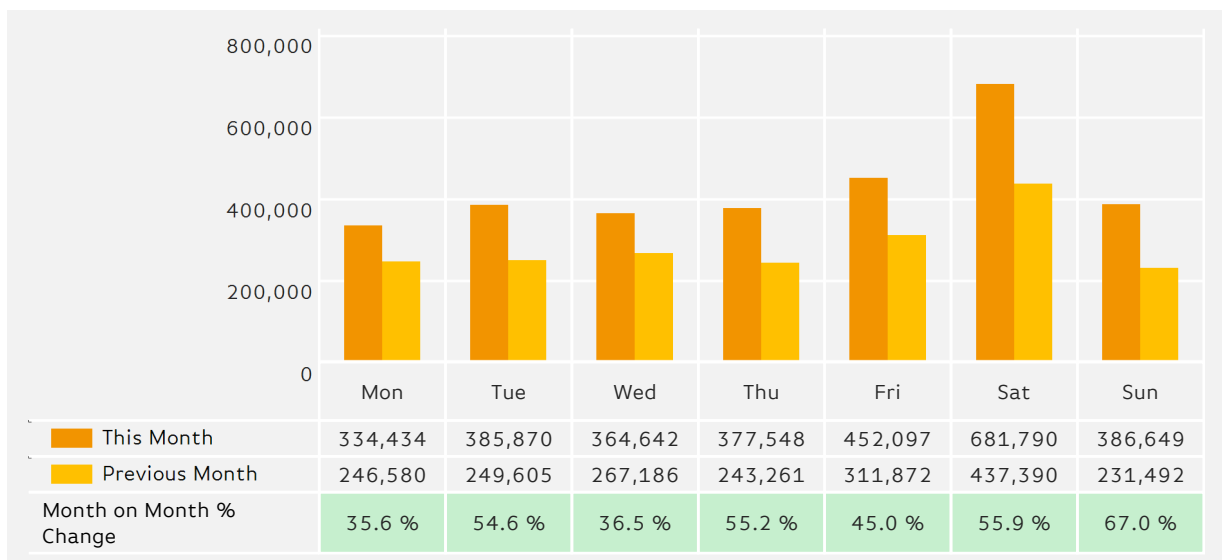
Number of days this month		9	23	3	
Number of days same month last year	4	9	16	4	2

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	10.6	3.0
2014	12.3	4.5

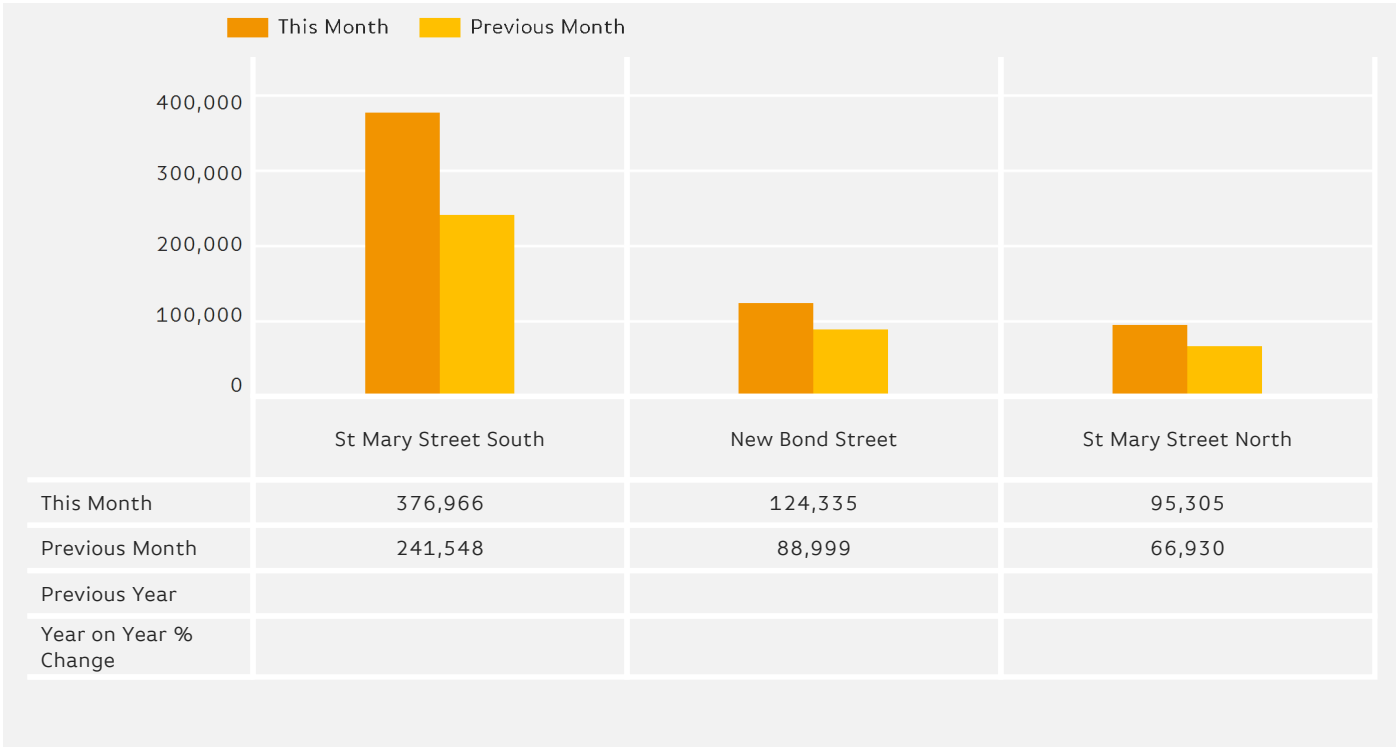
Footfall by Day

The figures shown below are calculated using monthly totals.



Footfall Totals

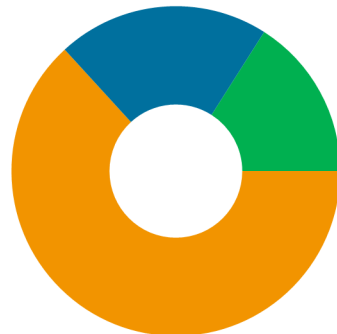
The figures shown below is calculated using weekly averages.



Footfall Totals

Counting By Location - Main Locations Only

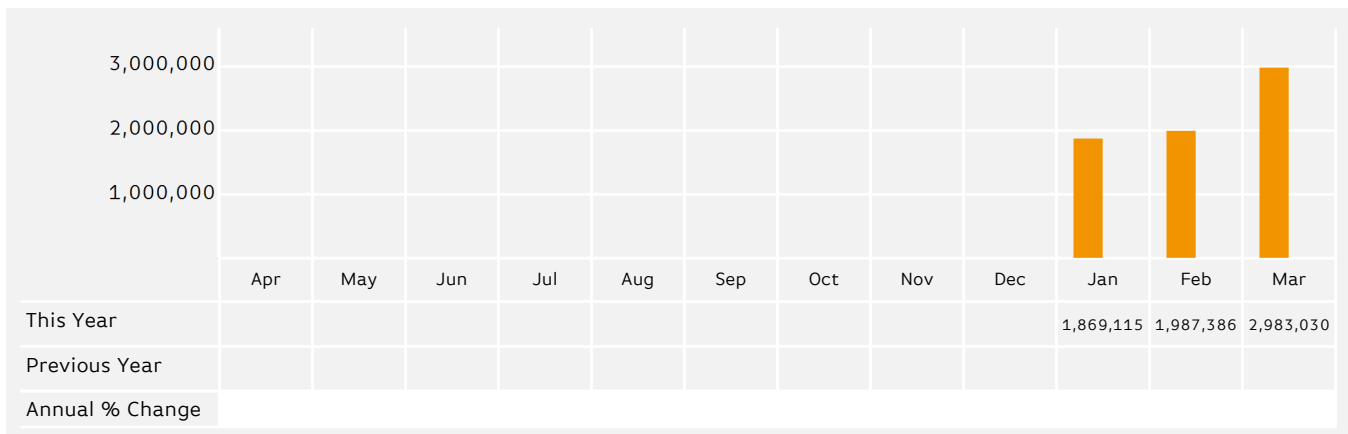
The figures shown below are based on weekly averages



- St Mary Street South, 63.2 %
- New Bond Street, 20.8 %
- St Mary Street North, 16.0 %

Footfall by Month

The data below is based on monthly totals



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.