



**Weymouth BID**

January 2015

05/01/2015 to 01/02/2015



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						
South West	▼ -2.6 %	▼ -3.2 %	▼ -2.6 %	▼ -3.7 %	▼ -24.1 %	▼ -29.8 %
UK	▼ -2.0 %	▼ -0.1 %	▼ -2.0 %	▼ -0.6 %	▼ -20.6 %	▼ -23.7 %

**Headlines**

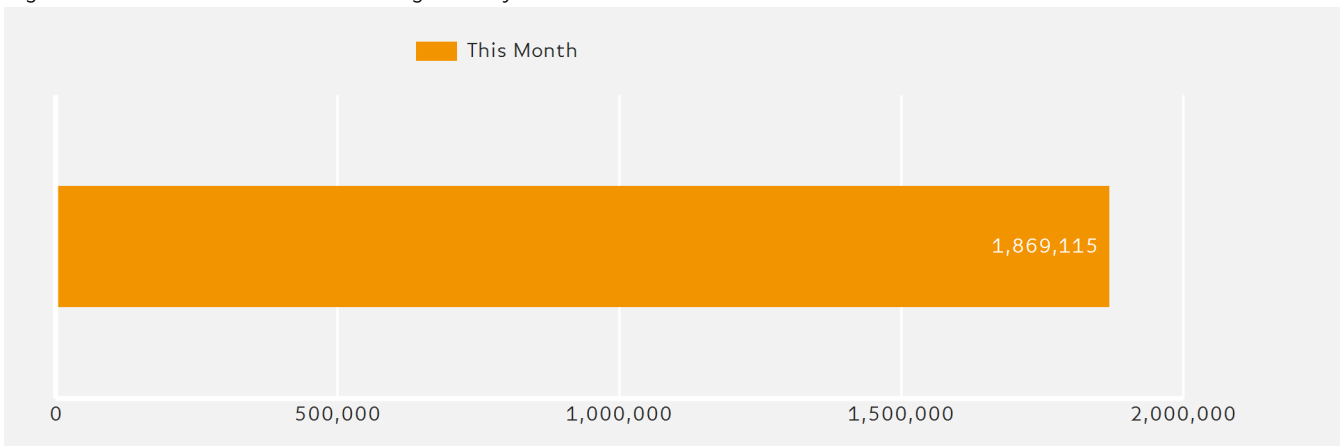
Footfall month commencing 5 January 2015 was 1,869,115.

The busiest day in month commencing 5 January 2015 was Saturday 31 January with 112,254 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 15,335

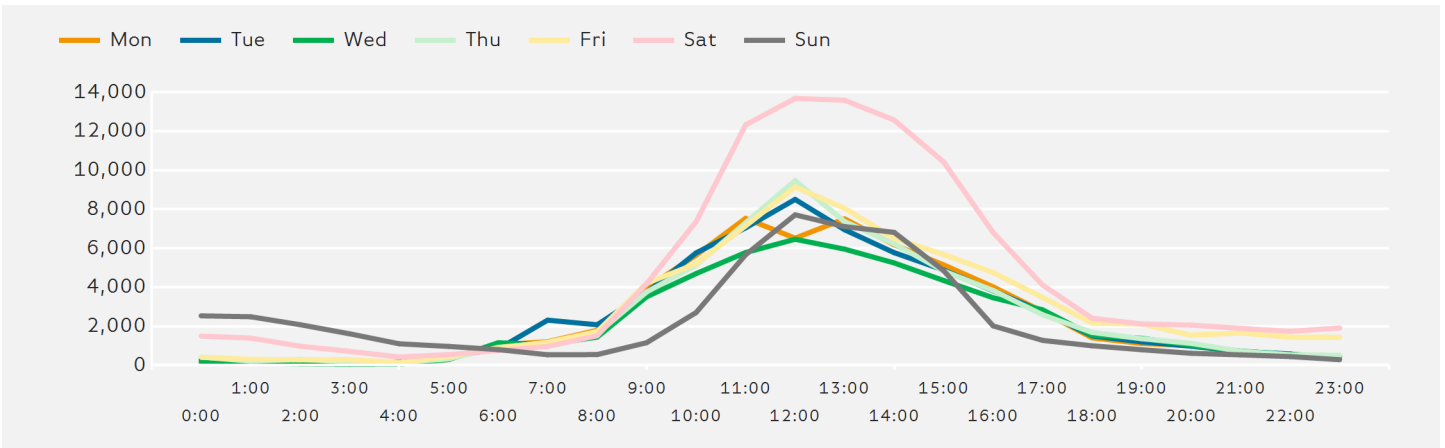
**Footfall Totals by Month**

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 28

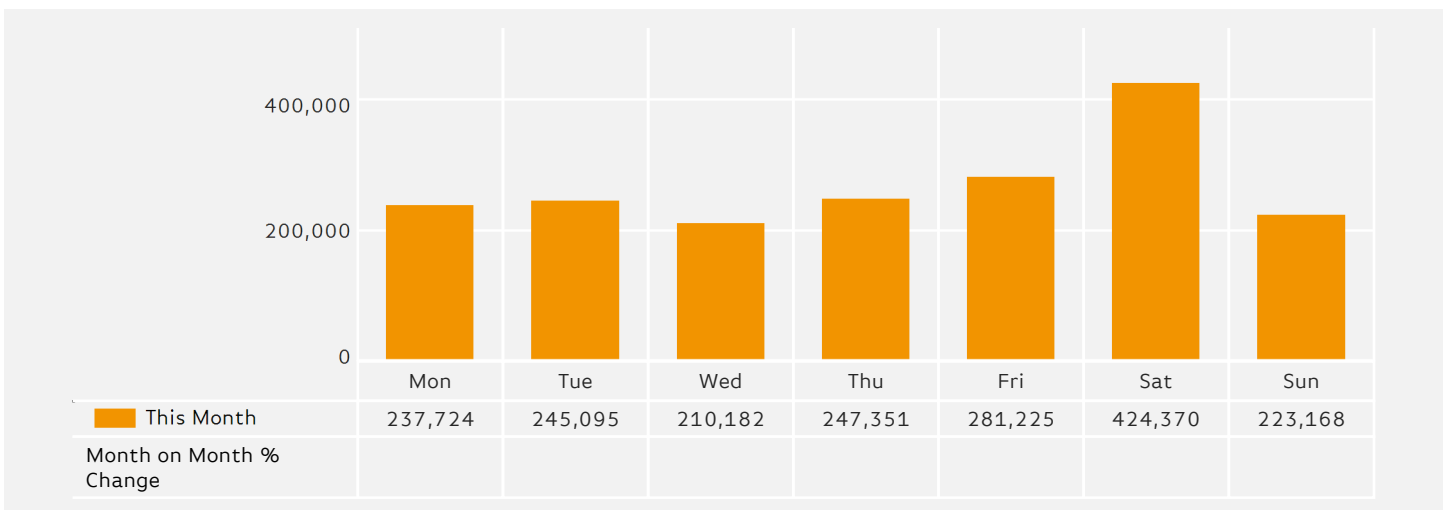
Number of days same month last year 35

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015		
2014		

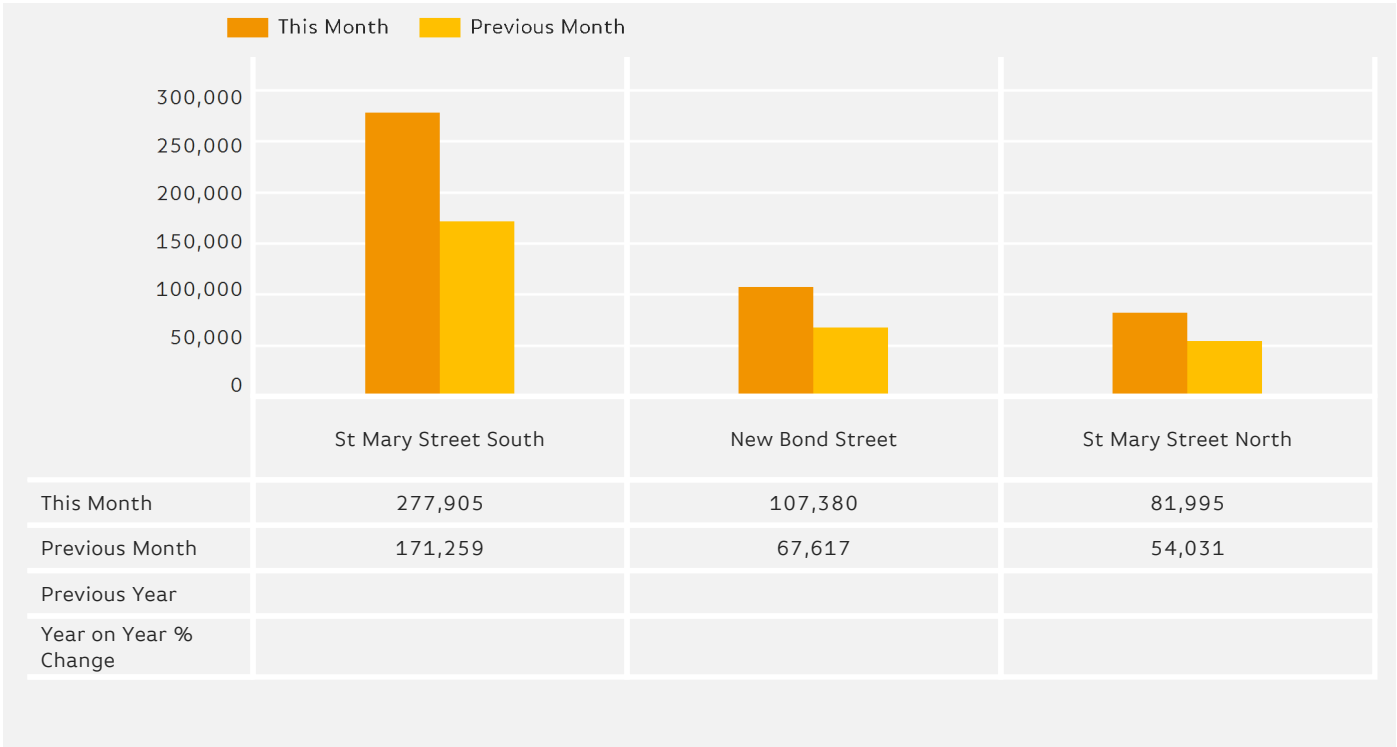
### Footfall by Day

The figures shown below are calculated using monthly totals.



### Footfall Totals

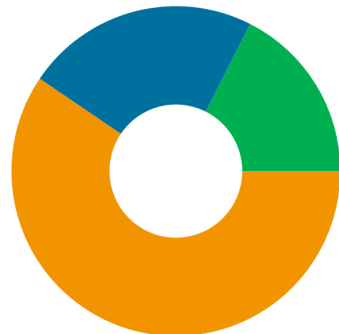
The figures shown below is calculated using weekly averages.



### Footfall Totals

Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



- St Mary Street South, 59.5 %
- New Bond Street, 23.0 %
- St Mary Street North, 17.5 %

### 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.