



Weymouth BID

July 2015

06/07/2015 to 02/08/2015



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					▲ 17.1 %	
South West	▼ -2.2 %	▼ -2.2 %	▼ -3.7 %	▼ -2.7 %	▲ 5.0 %	▲ 7.1 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -0.4 %	▼ -5.8 %	▼ -5.1 %	▲ 7.0 %	▲ 10.3 %
UK	▼ -1.6 %	▼ -0.3 %	▼ -2.2 %	▼ -1.6 %	▲ 2.9 %	▲ 2.9 %

Headlines

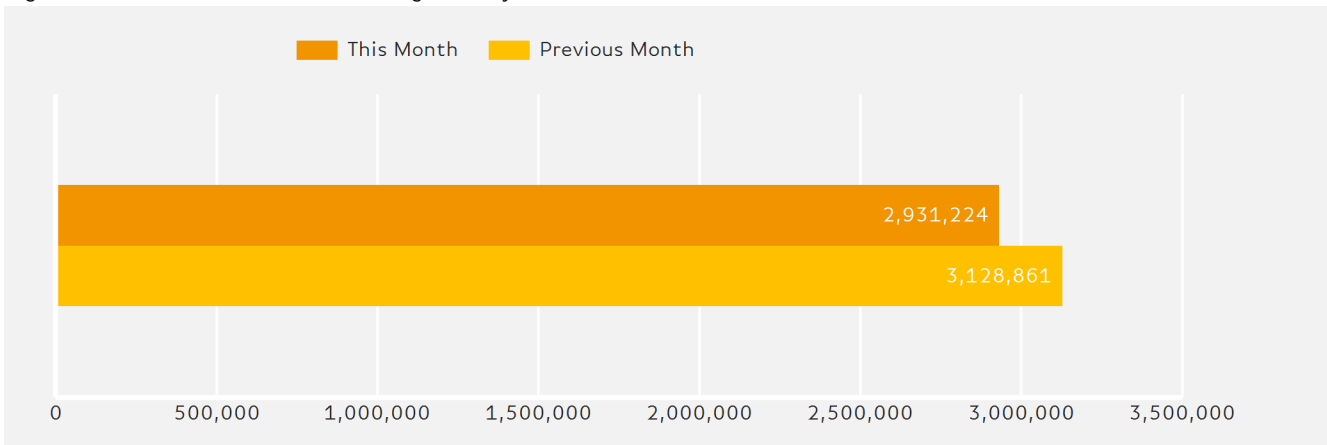
Footfall month commencing 6 July 2015 was 2,931,224.

The busiest day in month commencing 6 July 2015 was Saturday 11 July with 353,965 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 40,067

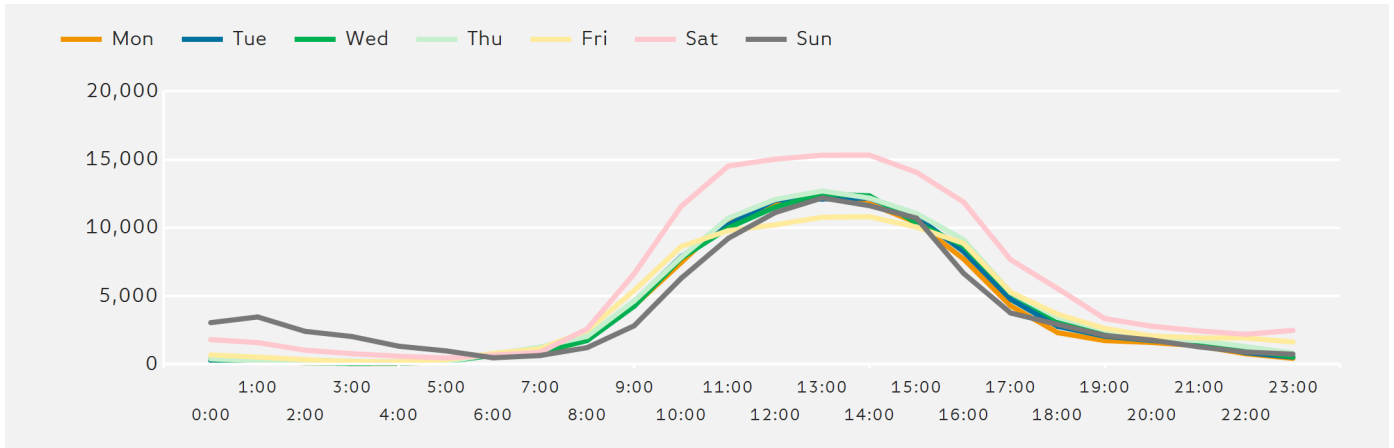
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



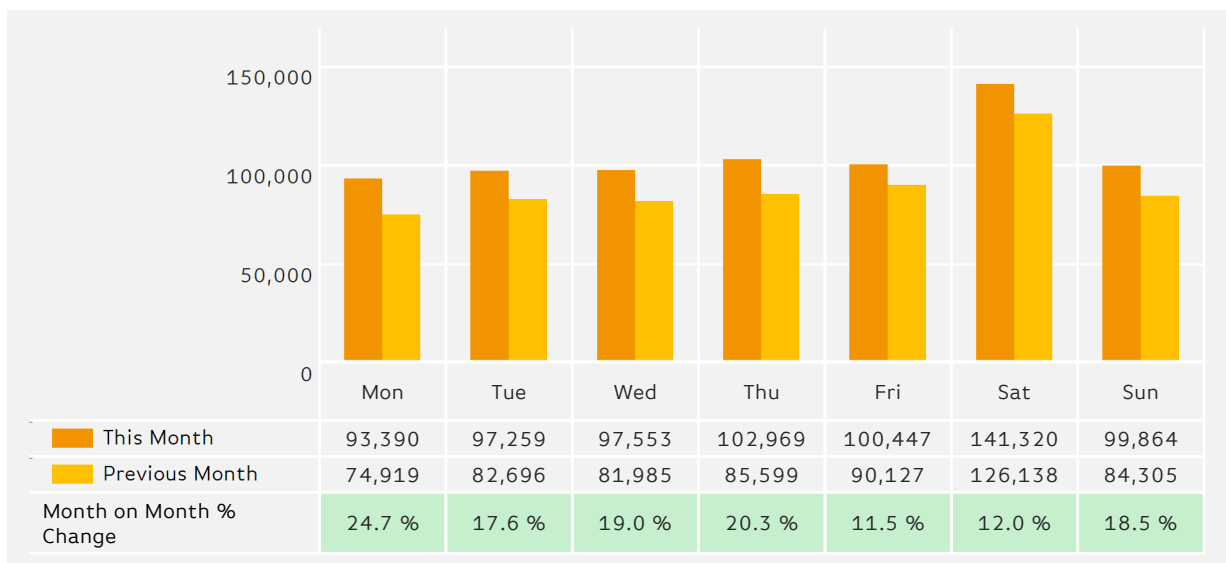
Number of days this month	17	6	5
Number of days same month last year	20	7	1

Average Temperature

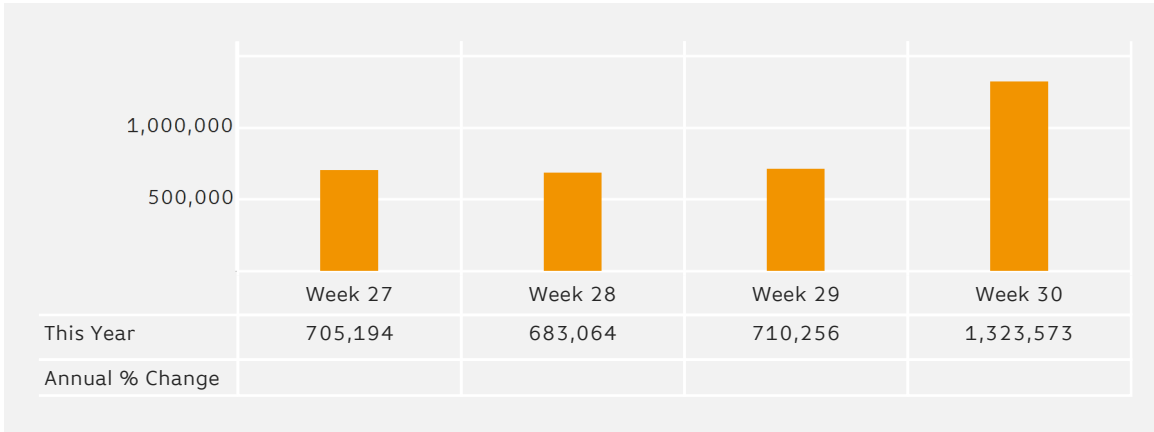
Average Temperatures	Maximum Temperature	Minimum Temperature
2015	19.7	11.9
2014	22.8	13.0

Footfall by Day

The figures shown below are calculated using weekly averages.

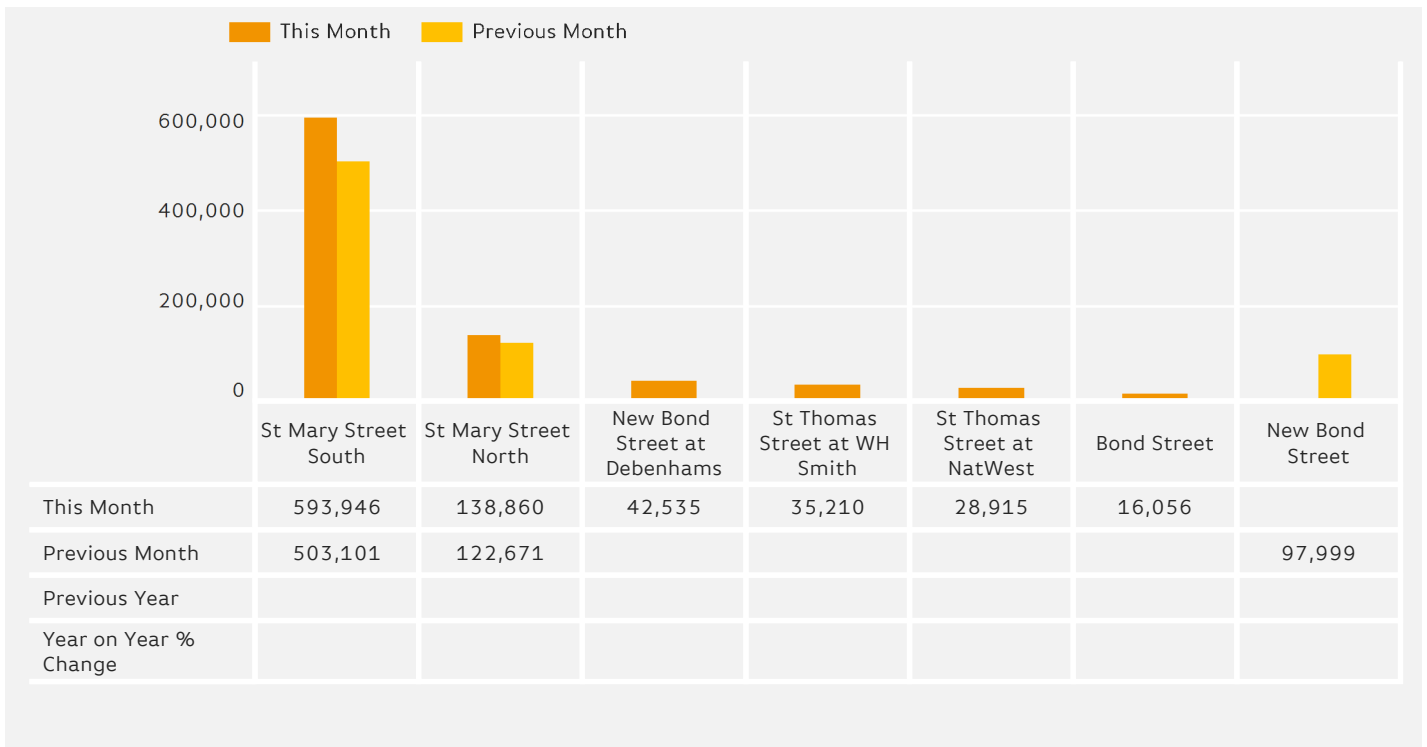


Footfall by Week of Month



Footfall Totals

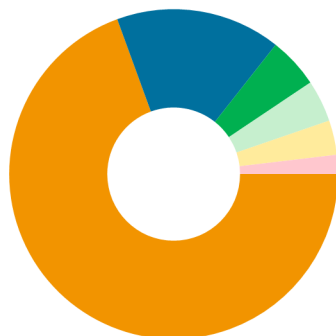
The figures shown below is calculated using weekly averages.



Footfall Totals

Counting By Location - Main Locations Only

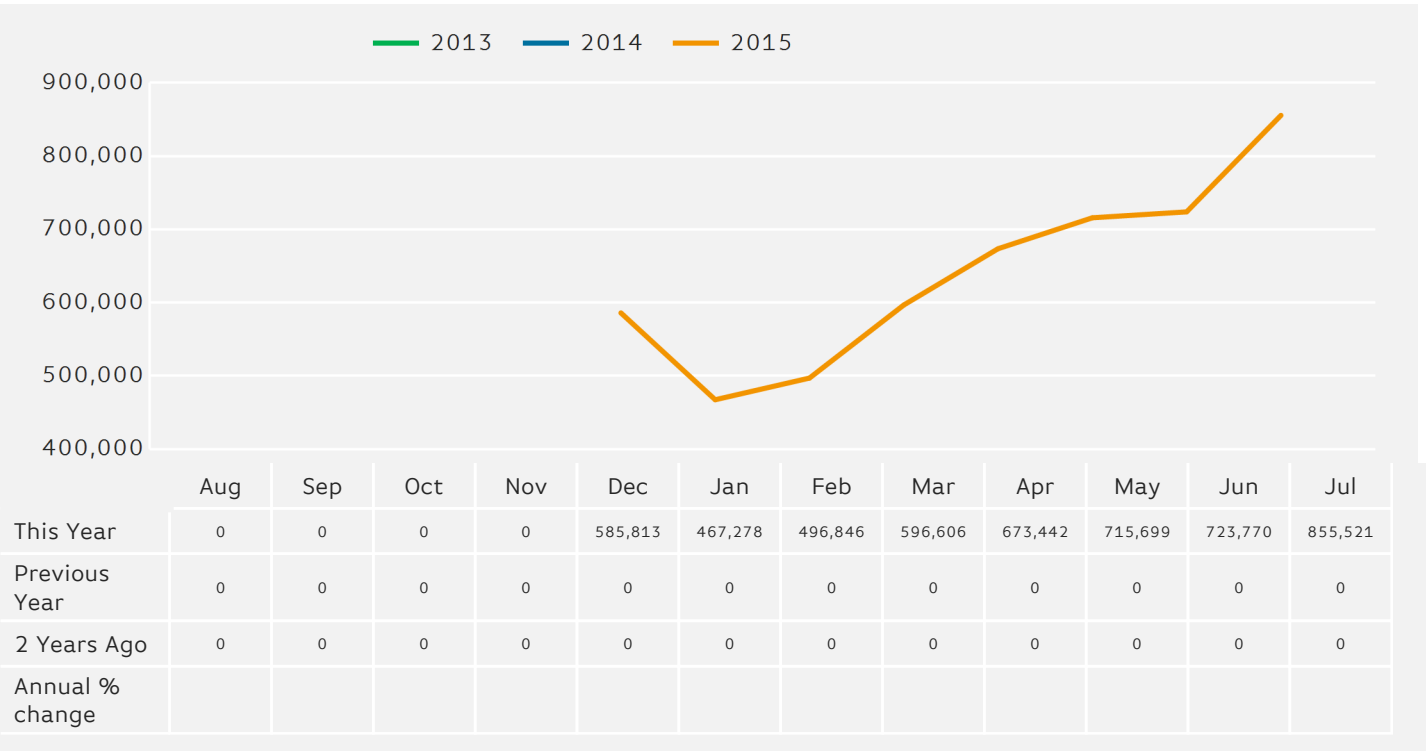
The figures shown below are based on weekly averages



- St Mary Street South, 69.4 %
- St Mary Street North, 16.2 %
- New Bond Street at Debenhams, 5.0 %
- St Thomas Street at WH Smith, 4.1 %
- St Thomas Street at NatWest, 3.4 %
- Bond Street, 1.9 %

Footfall by Month

The figures shown below are calculated using weekly averages.



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.