



Weymouth BID

Week 32, 2015

10/08/2015 to 16/08/2015



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Footfall

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2015	2014	2015	2014	2015	2014
Weymouth BID					▼ -5.4 %	
South West	▼ -2.3 %	▼ -2.2 %	▼ -5.7 %	▼ -1.2 %	▼ -6.5 %	▼ -2.9 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -0.5 %	▼ -4.1 %	▼ -1.3 %	▼ -5.4 %	▼ -1.8 %
UK	▼ -1.6 %	▼ -0.4 %	▼ -4.2 %	▼ -0.5 %	▼ -4.5 %	▼ -1.2 %

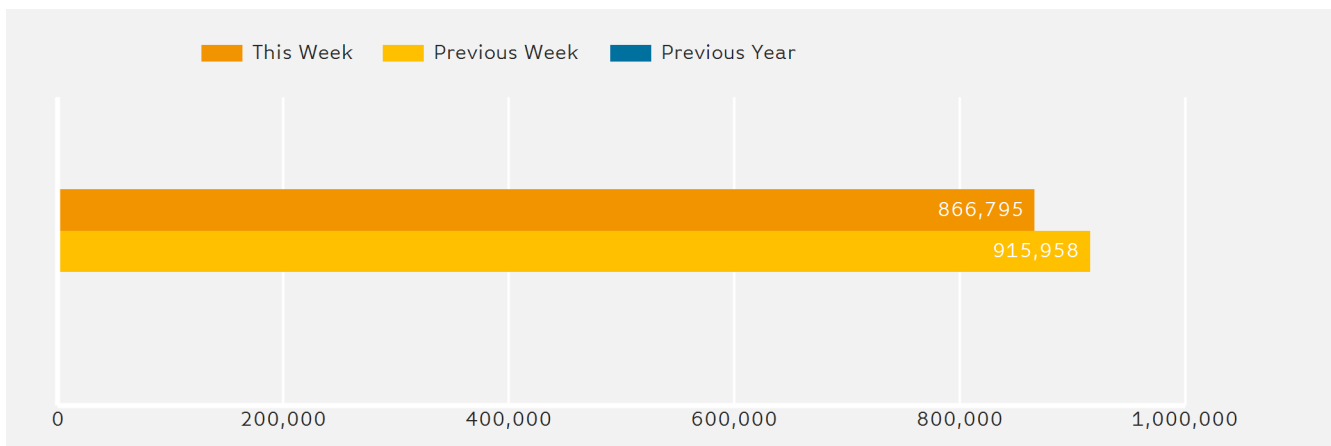
Headlines

The number of visitors counted for week commencing 10 August 2015 was 866,795.

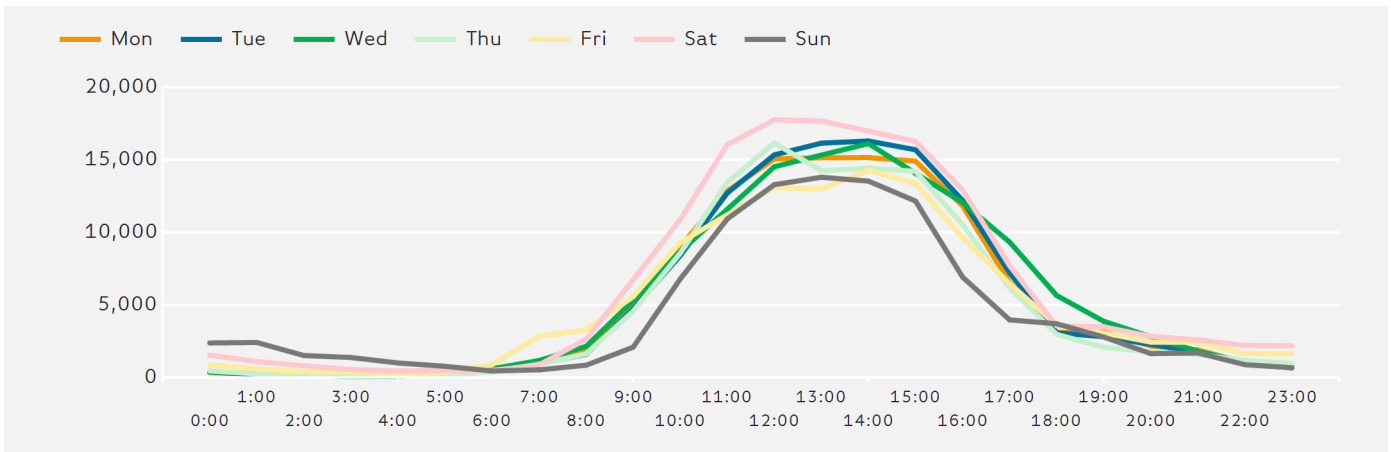
The busiest day in week commencing 10 August 2015 was Saturday with 148,682 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 17,752

Footfall Totals by Week



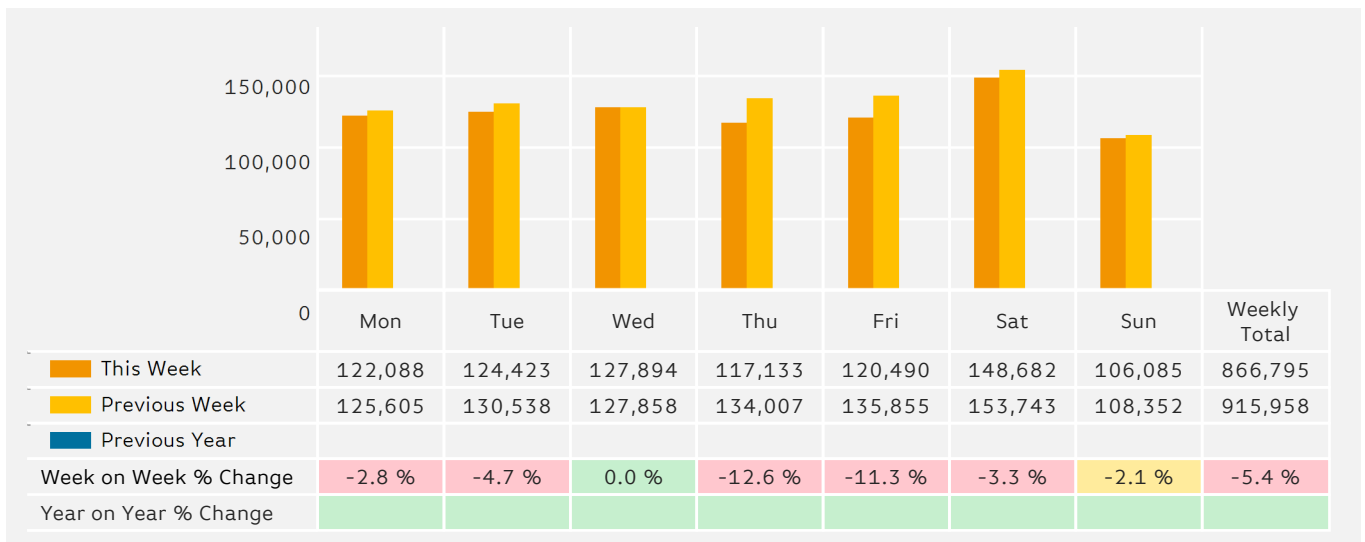
Footfall by Hour



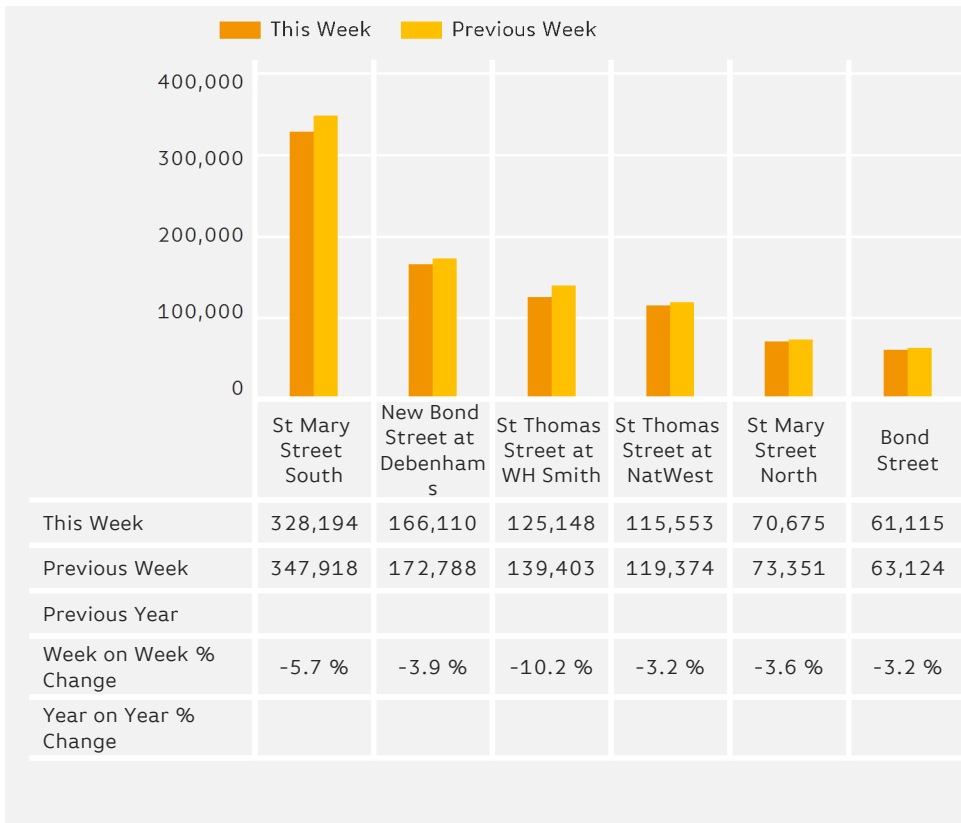
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	18	23	20	18	18	19
Previous Week	20	20	18	20	20	24	21
Previous Year	19	18	20	18	19	18	19

Footfall by Day



Footfall Totals



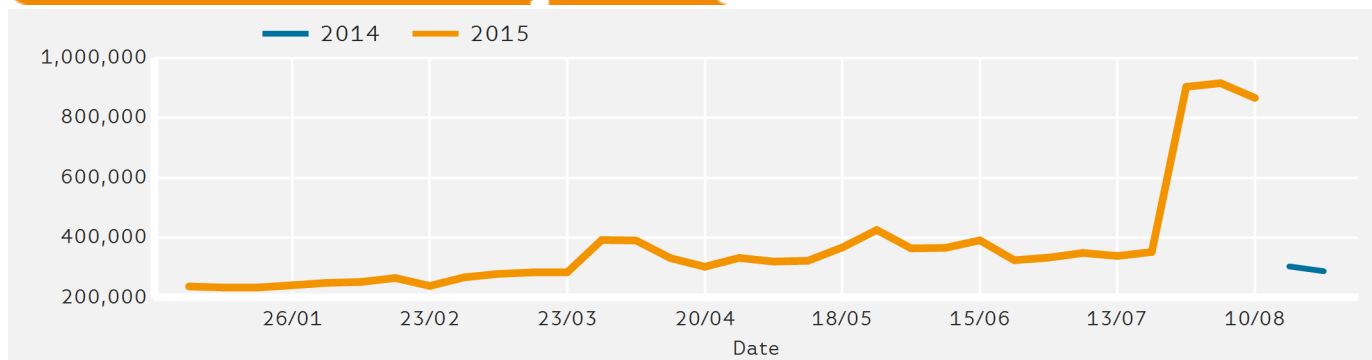
Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 37.9 %
- New Bond Street at Debenhams, 19.2 %
- St Thomas Street at WH Smith, 14.4 %
- St Thomas Street at NatWest, 13.3 %
- St Mary Street North, 8.2 %
- Bond Street, 7.1 %

Footfall by Week



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.