



# Footfall Report for: We Are Waterloo

## Weekly Footfall

	Year to date %		Year on year %		Week On week %	
	2019	2018	2019	2018	2019	2018
We Are Waterloo	4.2 %	-14.9 %	14.5 %	-23.7 %	-4.2 %	6.3 %
Greater London	1.2 %	-6.3 %	-4.9 %	-11.8 %	-7.6 %	5.8 %
High Street Index - BDSU(BDSU - Multifunctional)	0.4 %		-2.8 %		-10.3 %	
UK	0.4 %	-5.5 %	-4.9 %	-10.0 %	-9.3 %	4.4 %

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

## Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 12.8% down on the previous year.

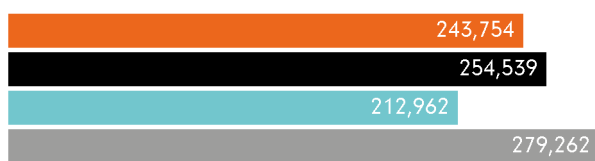
Footfall for the year to date is 4.2% up on the previous year.

The number of visitors counted for week commencing 1 April 2019 was 243,754.

The busiest day in week commencing 1 April 2019 was Friday with 42,677 visitors.

The peak hour of the week was 13:00 on Monday 1 April 2019 with footfall of 4,421

## Footfall by week

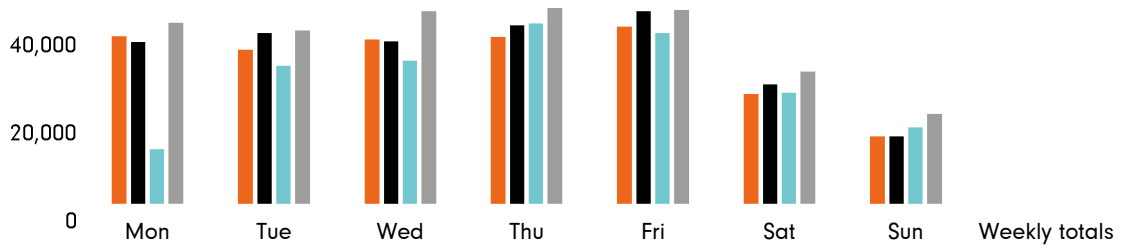


■ This Week   
 ■ Previous Year   
 ■ 2 Years Ago   
 ■ Previous Week

## Weather

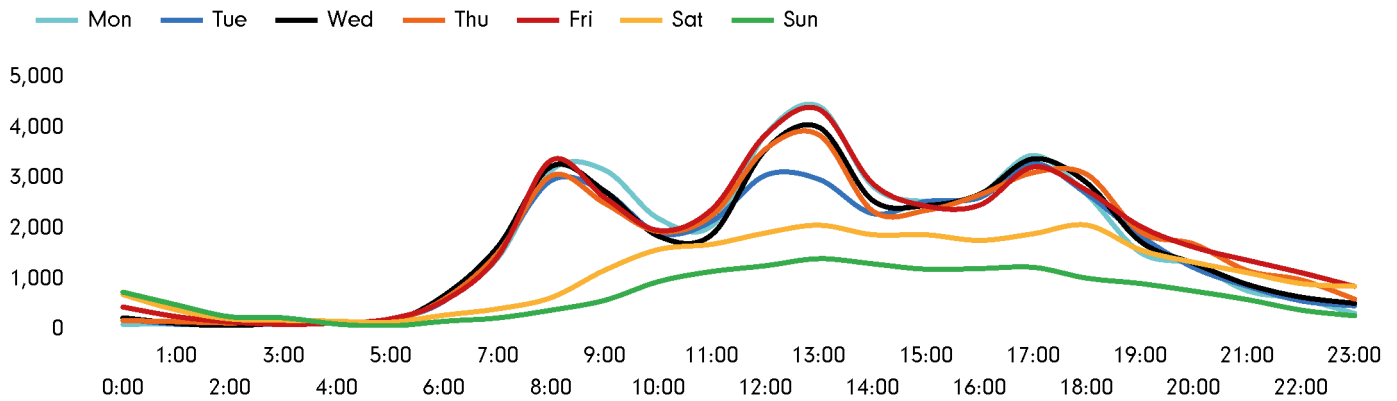
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	9°	9°	10°	13°	13°	17°
Previous week	13°	13°	14°	15°	16°	14°	19°
Previous year	11°	13°	13°	12°	16°	15°	13°

## Footfall by day

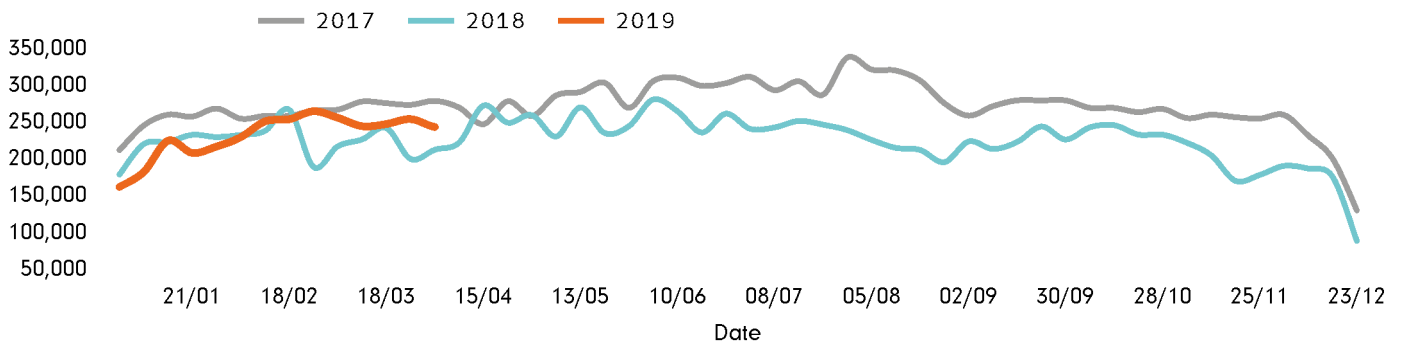


Week on week %	3.2 %	-9.6 %	1.2 %	-6.3 %	-7.6 %	-8.0 %	0.0 %	
Year on year %	188.9 %	11.1 %	14.2 %	-7.4 %	3.7 %	-1.1 %	-11.5 %	
% of week	16.5%	15.3%	16.2%	16.5%	17.5%	11.0%	6.9%	

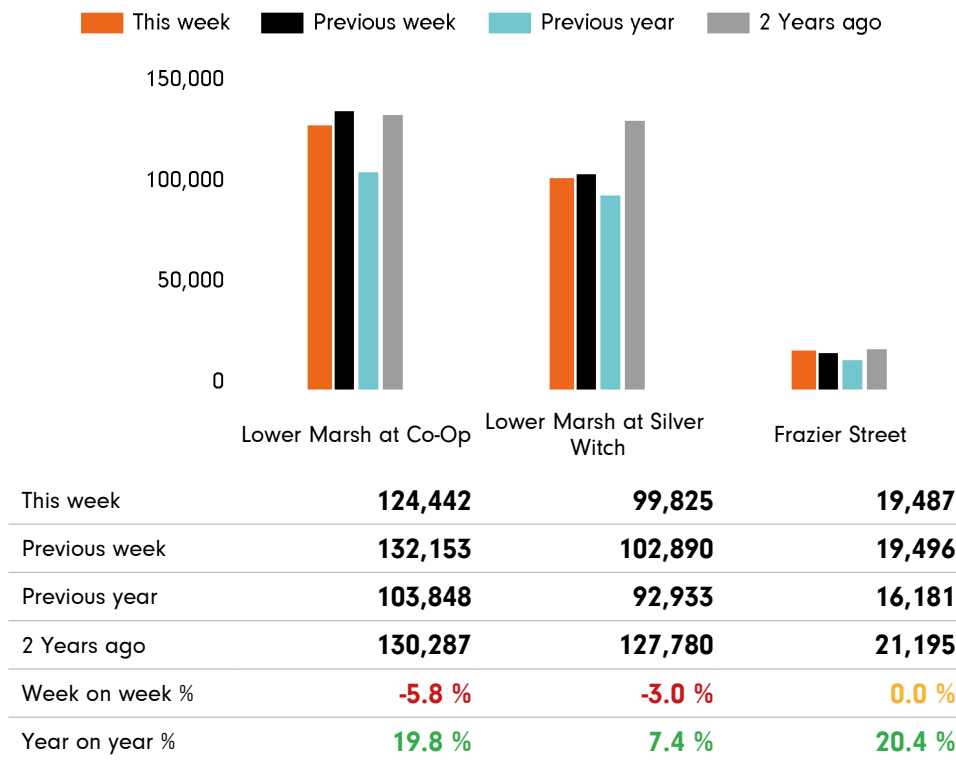
## Footfall by hour



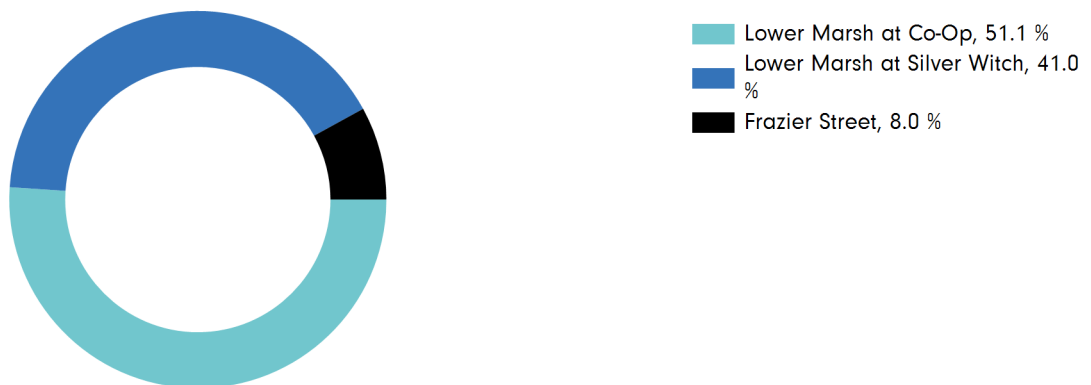
## Footfall by week



## Footfall by location



## Footfall by location



### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2019 to Week 14, 2019 Vs Week 1, 2018 to Week 14, 2018

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2019 Vs Week 14, 2018

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2019 Vs Week 13 2019