



We Are Waterloo

Week 18, 2017

01/05/2017 to 07/05/2017



REGION - Greater London

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	
	2017	2016	2017	2016	2017	2016
We Are Waterloo	▲ 15.9 %	▼ -2.1 %	▲ 4.6 %	▲ 1.0 %	▼ -7.2 %	▼ -5.4 %
Greater London	▼ 0.0 %	▼ -2.4 %	▼ -7.2 %	▲ 7.9 %	▼ -3.3 %	▲ 2.4 %
UK	▼ 0.0 %	▼ -2.2 %	▼ -4.7 %	▲ 8.1 %	▼ -1.8 %	▲ 3.1 %

Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 10% up on the previous year.

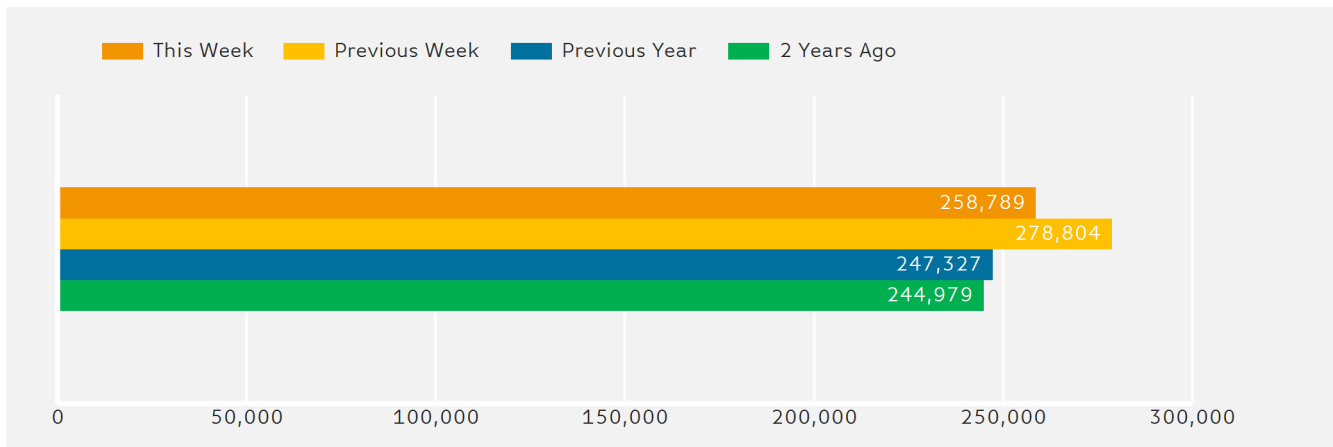
Footfall for the year to date is 15.9% up on the previous year.

The number of visitors counted for week commencing 1 May 2017 was 258,789.

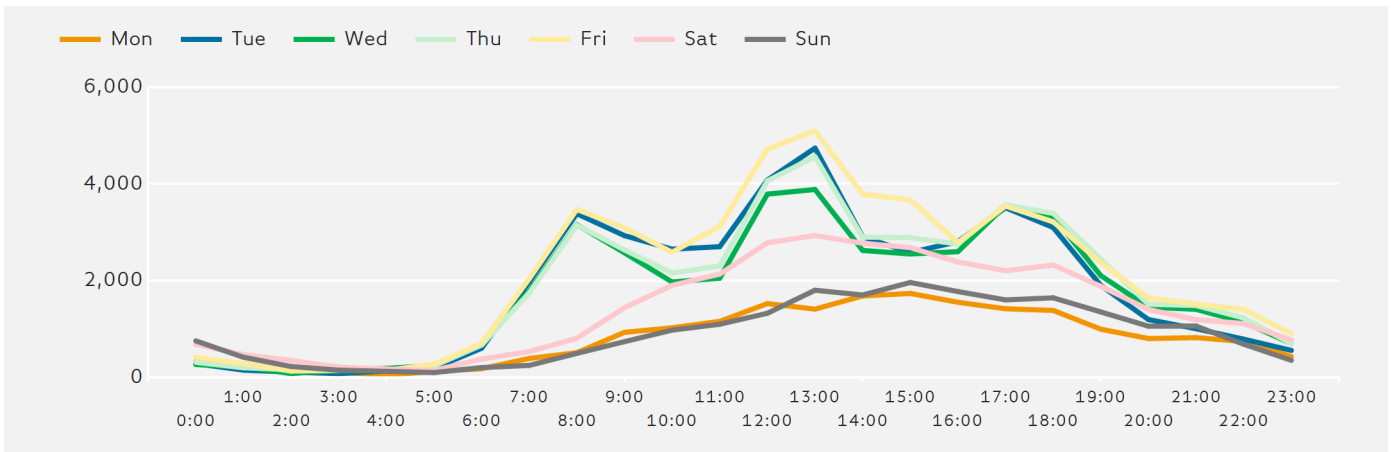
The busiest day in week commencing 1 May 2017 was Friday with 51,090 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 5,095

Footfall Totals by Week



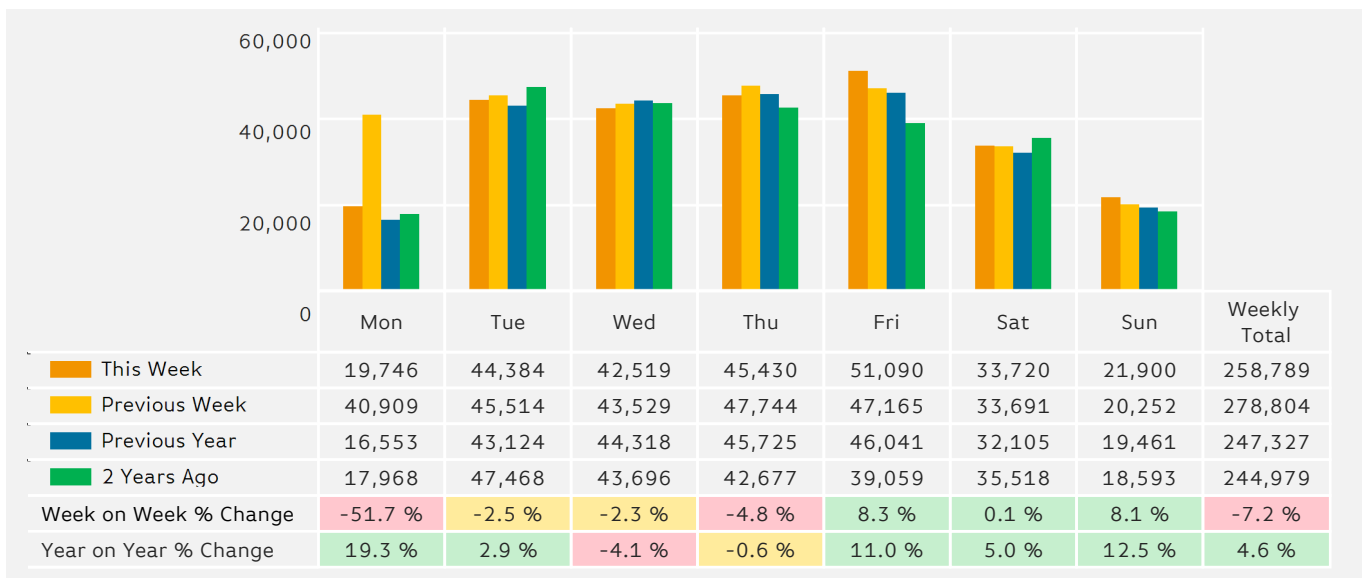
Footfall by Hour



Weather

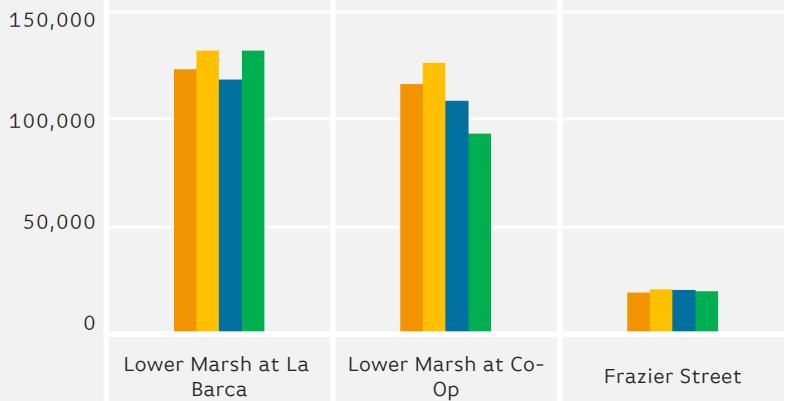
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	13	17	12	15	16	15	19
Previous Week	14	12	11	11	14	16	18
Previous Year	17	15	17	21	23	23	26

Footfall by Day



Footfall Totals

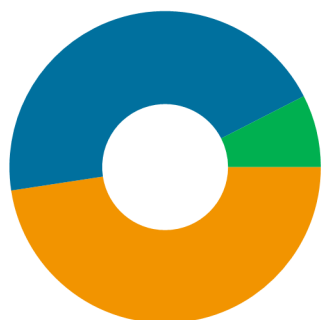
This Week Previous Week Previous Year ...



This Week	123,190	116,158	19,441
Previous Week	131,756	126,207	20,841
Previous Year	118,275	108,446	20,606
2 Years Ago	131,754	93,219	20,006
Week on Week % Change	-6.5 %	-8.0 %	-6.7 %
Year on Year % Change	4.2 %	7.1 %	-5.7 %

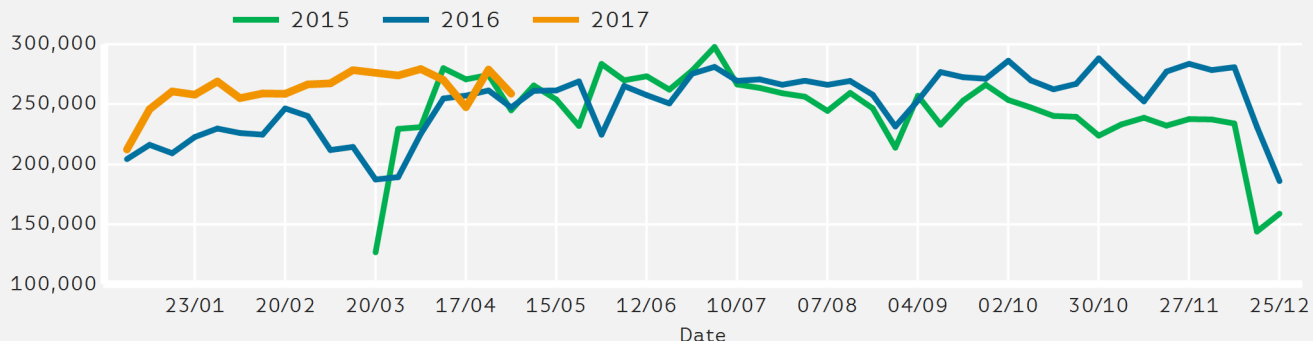
Footfall Totals

Counting By Location - Main Locations Only



Lower Marsh at La Barca, 47.6 %
 Lower Marsh at Co-Op, 44.9 %
 Frazier Street, 7.5 %

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.