



We Are Waterloo

Week 18, 2018

30/04/2018 to 06/05/2018



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	
	2018	2017	2018	2017	2018	2017
We Are Waterloo	▼ -12.6 %	▲ 15.9 %	▲ 0.4 %	▲ 4.6 %	▲ 4.1 %	▼ -7.2 %
Greater London	▼ -4.9 %	▼ 0.0 %	▲ 5.0 %	▼ -7.2 %	▲ 4.8 %	▼ -3.3 %
UK	▼ -4.3 %	▼ 0.0 %	▲ 4.5 %	▼ -4.7 %	▲ 6.7 %	▼ -1.8 %

Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 0.9% down on the previous year.

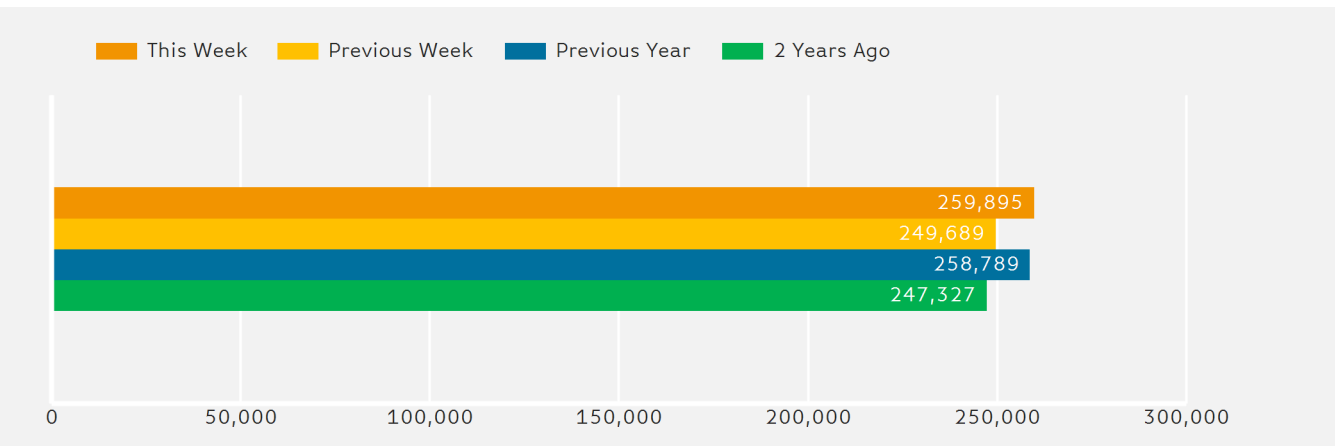
Footfall for the year to date is 12.6% down on the previous year.

The number of visitors counted for week commencing 30 April 2018 was 259,895.

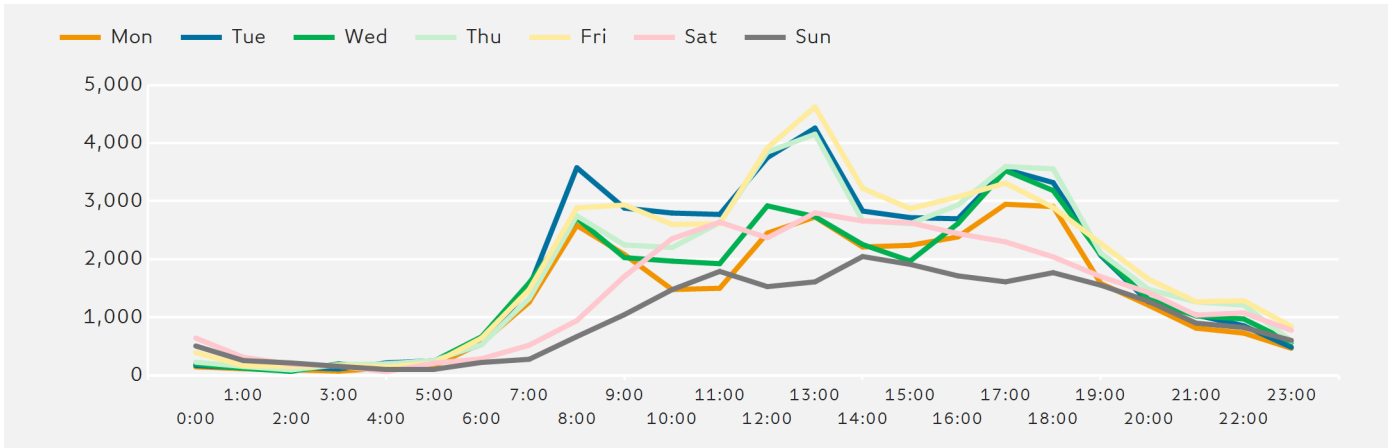
The busiest day in week commencing 30 April 2018 was Friday with 45,664 visitors.

The peak hour of the week was 13:00 on Friday 4 May 2018 with footfall of 4,622

Footfall by Week



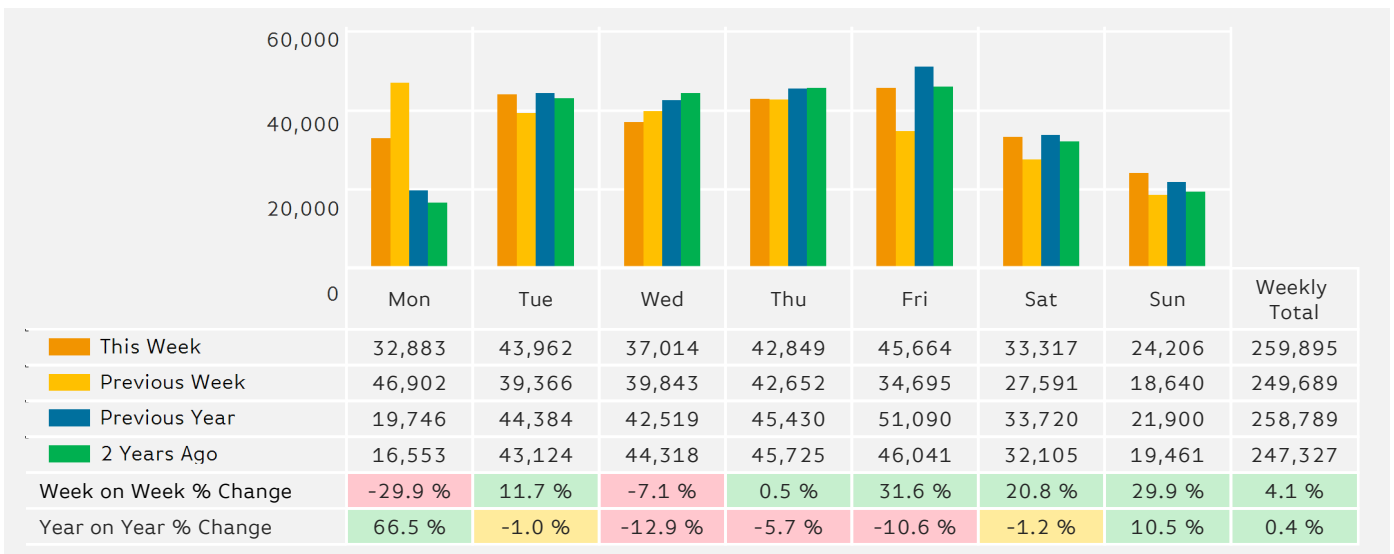
Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	13	13	16	18	18	20
Previous Week	17	15	14	15	14	12	9
Previous Year	16	16	11	13	13	16	16

Footfall by Day

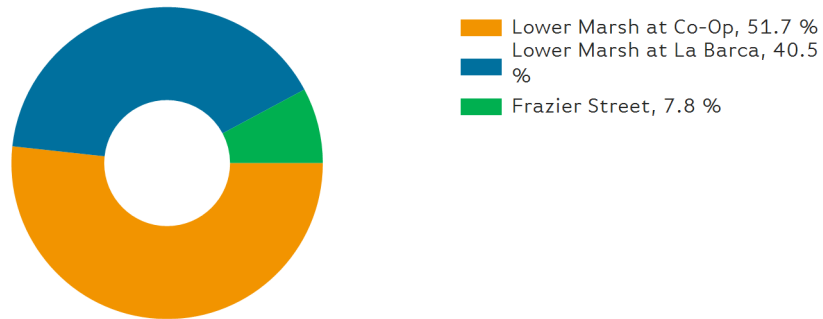


Footfall by Location

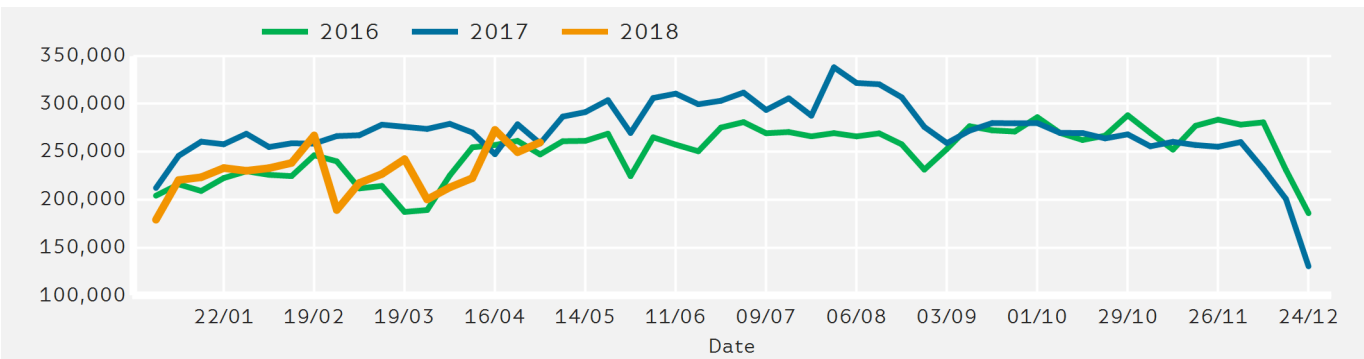


Footfall by location

Counting By Location - Main Locations Only



Footfall by Week



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, 2018 to Week 18, 2018 Vs Week 1, 2017 to Week 18, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2018 Vs Week 18, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2018 Vs Week 17 2018