



We Are Waterloo

Week 35, 2017

28/08/2017 to 03/09/2017



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	▲ 15.7 %	▼ -0.2 %	▲ 19.2 %	▲ 8.2 %	▼ -10.1 %	▼ -10.2 %
Greater London	▼ -0.7 %	▼ -1.7 %	▼ -1.7 %	▲ 1.0 %	▼ -5.3 %	▼ -4.8 %
UK	▼ -0.5 %	▼ -1.6 %	▼ -1.8 %	▲ 1.4 %	▼ -4.2 %	▼ -4.3 %

Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 15.4% up on the previous year.

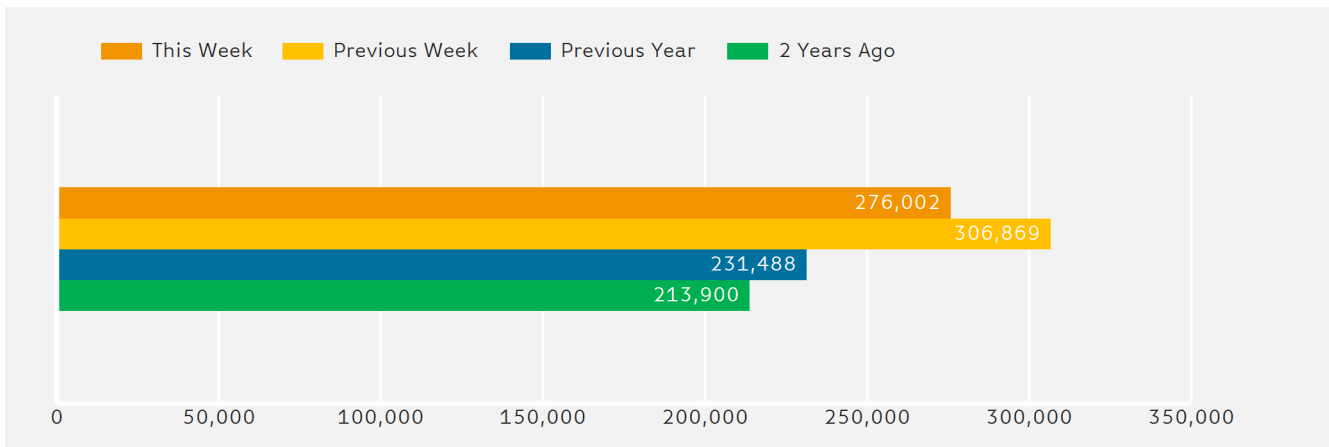
Footfall for the year to date is 15.7% up on the previous year.

The number of visitors counted for week commencing 28 August 2017 was 276,002.

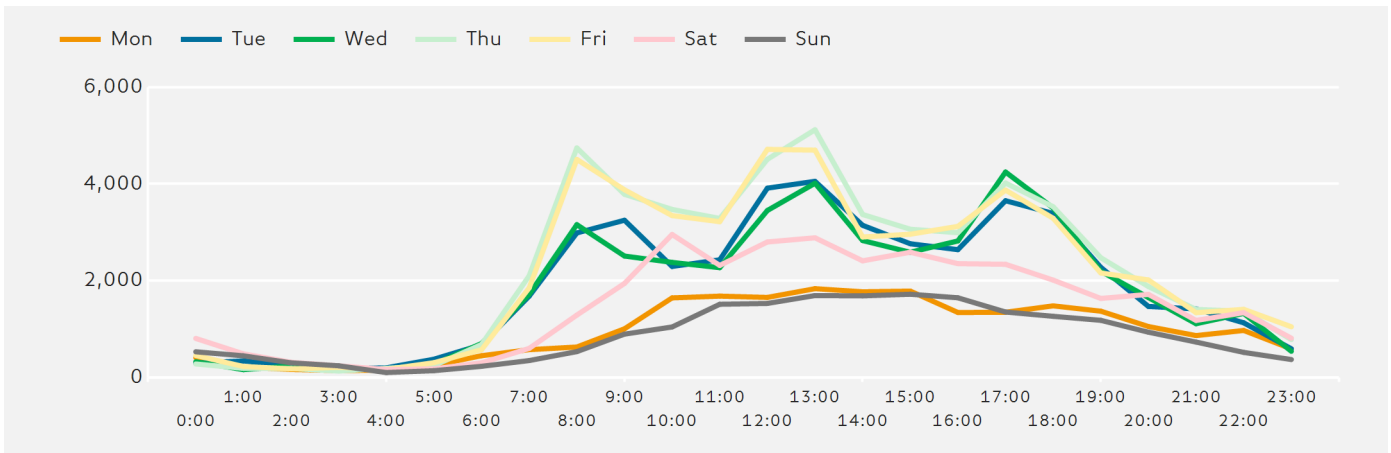
The busiest day in week commencing 28 August 2017 was Thursday with 53,801 visitors.

The peak hour of the week was 13:00 on Thursday with footfall of 5,118

Footfall Totals by Week



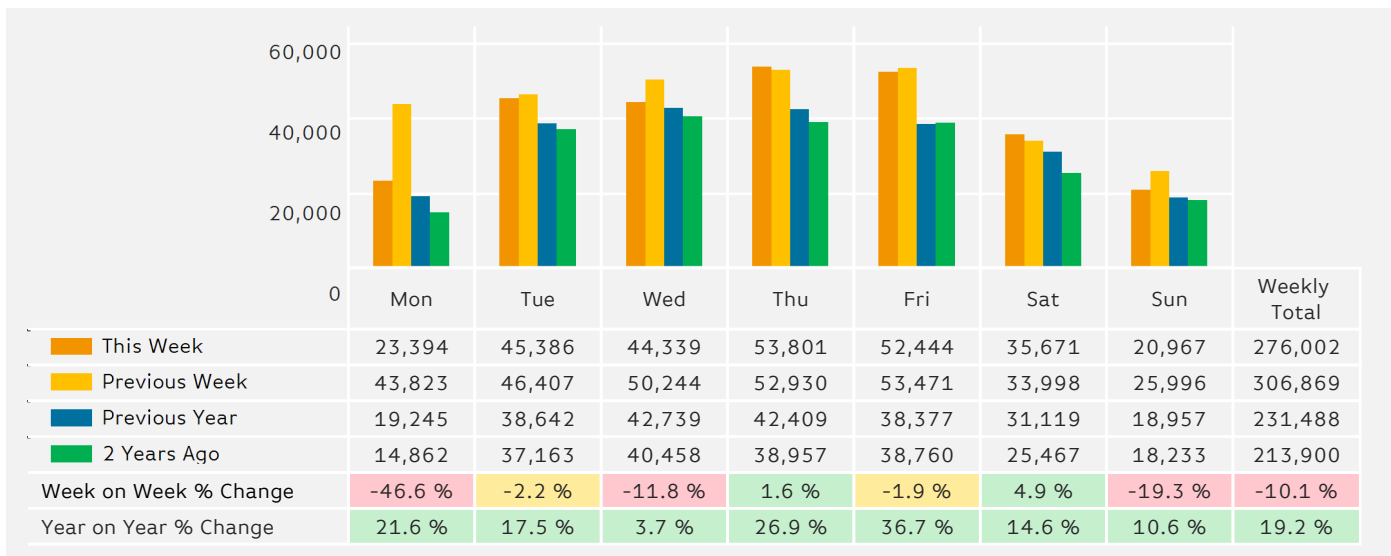
Footfall by Hour



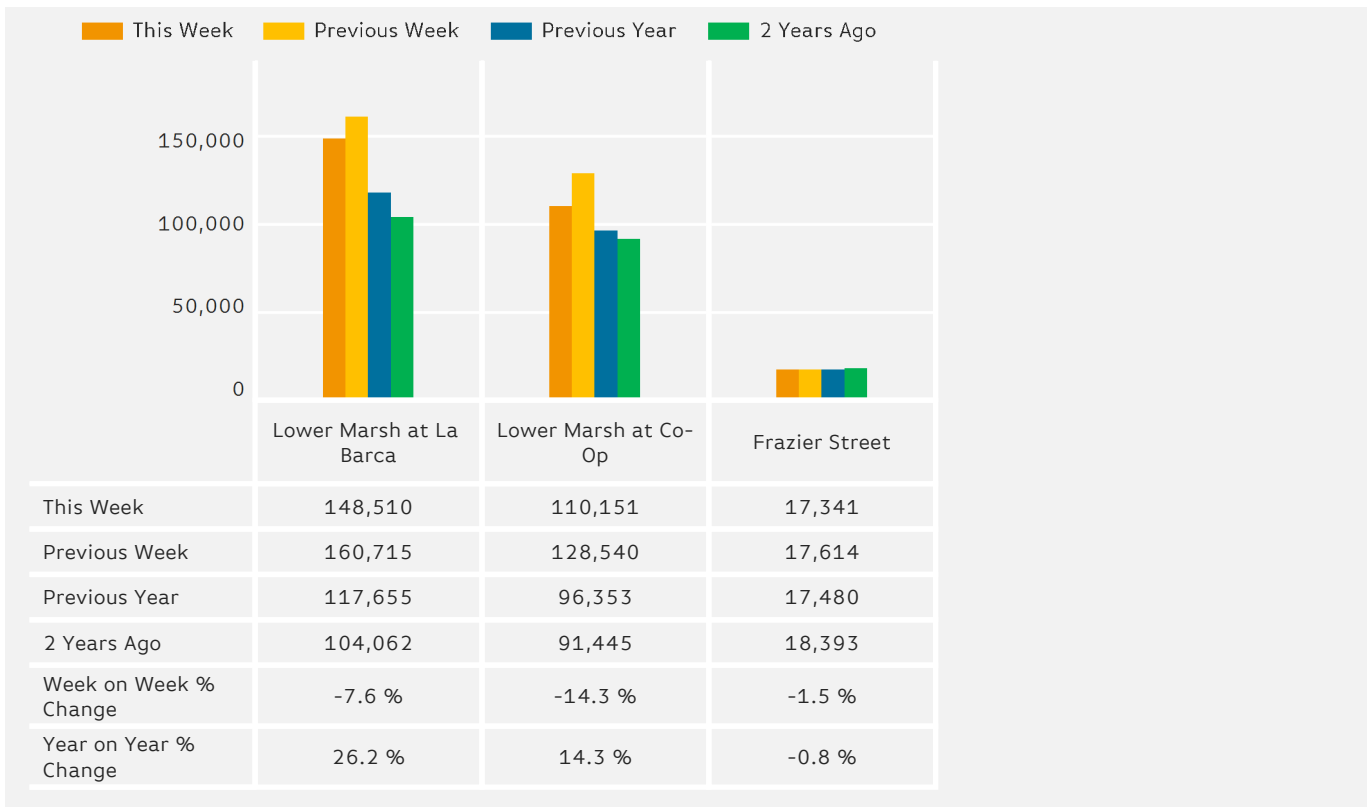
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	27	26	14	19	21	20	19
Previous Week	19	22	24	22	23	25	24
Previous Year	24	26	24	24	20	21	21

Footfall by Day

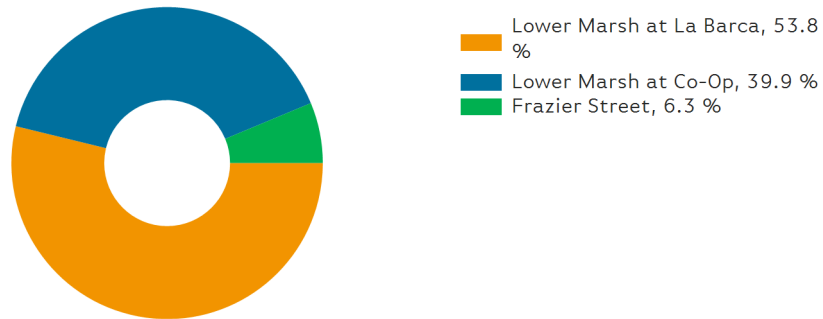


Footfall by Location

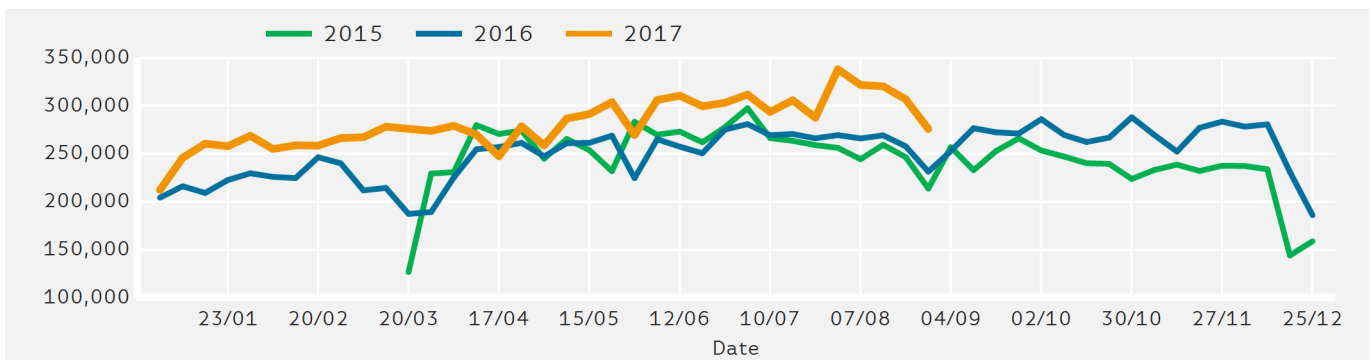


Footfall by location

Counting By Location - Main Locations Only



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.