



We Are Waterloo

Week 3, 2018

15/01/2018 to 21/01/2018



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	▼ -13.3 %	▲ 14.1 %	▼ -14.2 %	▲ 24.6 %	▲ 1.3 %	▲ 6.0 %
Greater London	▼ -2.6 %	▼ -1.4 %	▼ -4.5 %	▲ 1.7 %	▲ 3.4 %	▲ 7.1 %
UK	▼ -3.8 %	▼ -0.9 %	▼ -5.2 %	▲ 1.0 %	▲ 0.4 %	▲ 6.0 %

Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 7.2% up on the previous year.

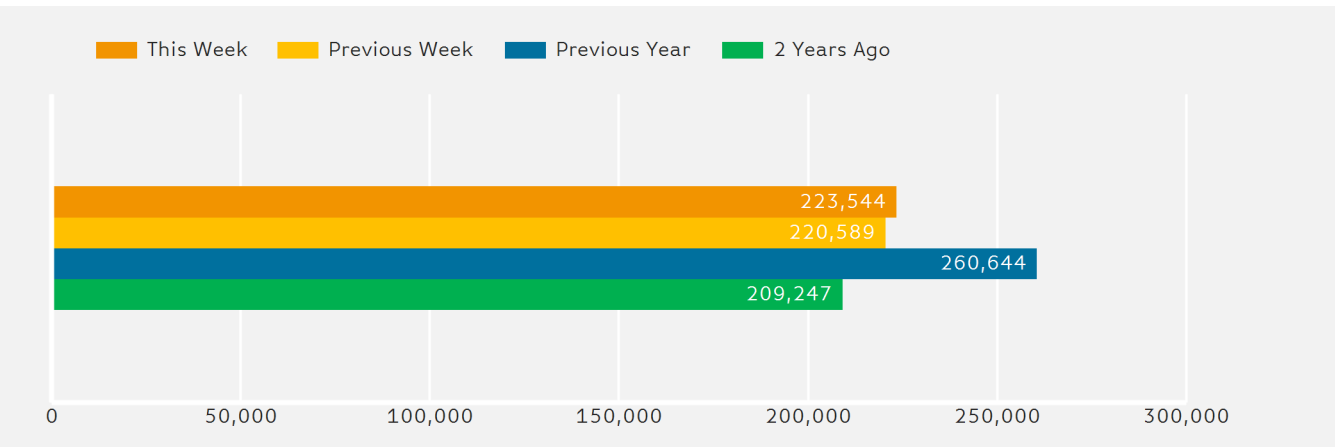
Footfall for the year to date is 13.3% down on the previous year.

The number of visitors counted for week commencing 15 January 2018 was 223,544.

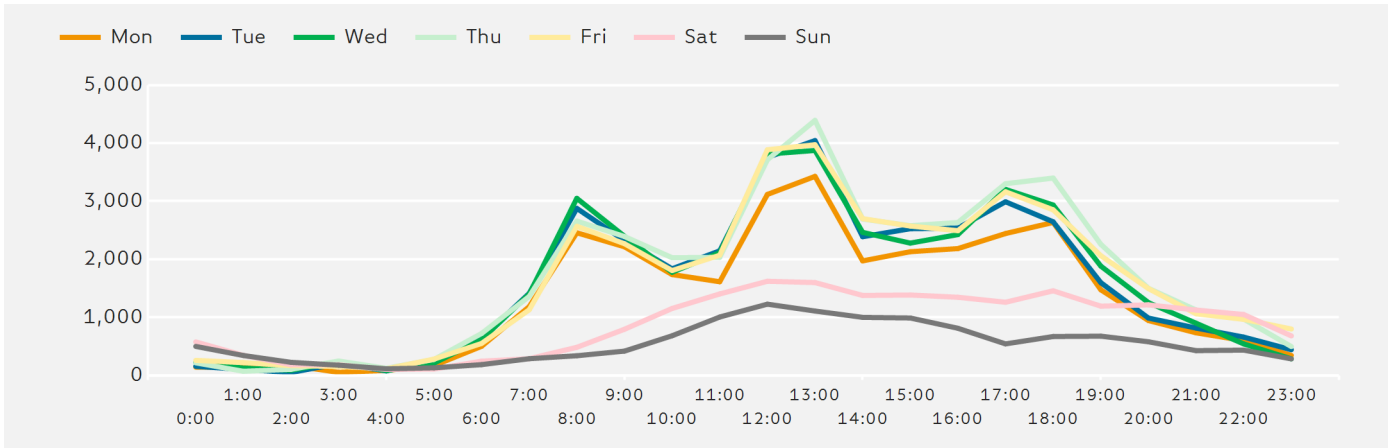
The busiest day in week commencing 15 January 2018 was Thursday with 41,315 visitors.

The peak hour of the week was 13:00 on Thursday with footfall of 4,392

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	10	7	6	8	7	4	7
Previous Week	4	6	9	7	8	6	6
Previous Year	8	4	5	6	7	5	3

Footfall by Day

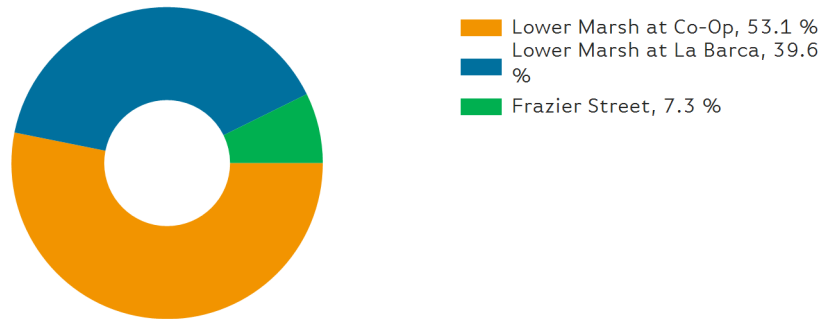
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	32,500	37,509	38,194	41,315	39,634	21,203	13,189	223,544
Previous Week	32,960	33,151	37,519	36,475	38,940	25,752	15,792	220,589
Previous Year	39,876	42,953	42,662	44,044	43,563	29,704	17,842	260,644
2 Years Ago	32,611	35,437	35,438	34,918	33,593	23,463	13,787	209,247
Week on Week % Change	-1.4 %	13.1 %	1.8 %	13.3 %	1.8 %	-17.7 %	-16.5 %	1.3 %
Year on Year % Change	-18.5 %	-12.7 %	-10.5 %	-6.2 %	-9.0 %	-28.6 %	-26.1 %	-14.2 %

Footfall by Location

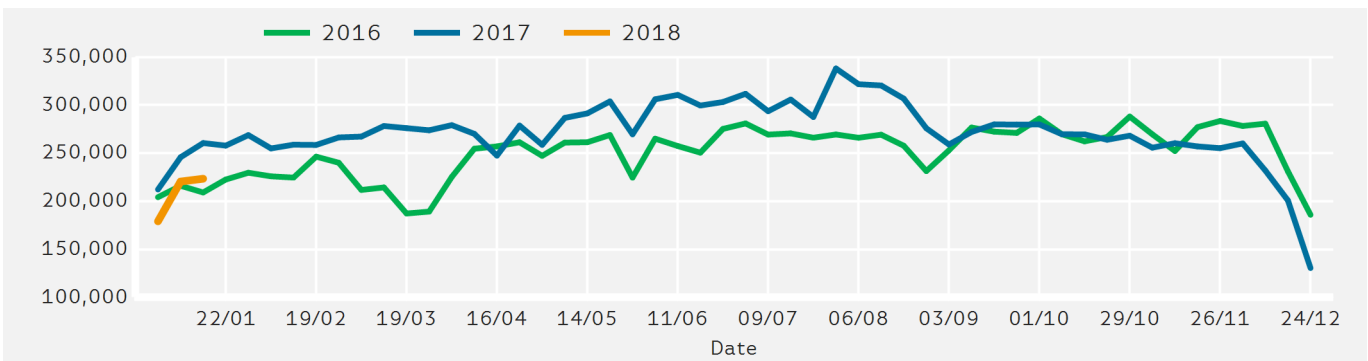


Footfall by location

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 3, 2018 Vs Week 1, 2017 to Week 3, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 3, 2018 Vs Week 3, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 3 2018 Vs Week 2 2018