



We Are Waterloo

Week 46, 2017

13/11/2017 to 19/11/2017



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	▲ 11.5 %	▲ 3.1 %	▲ 3.2 %	▲ 5.7 %	▲ 1.8 %	▼ -6.4 %
Greater London	▼ -0.9 %	▼ -1.7 %	▲ 1.5 %	▼ -2.4 %	▲ 1.6 %	▼ -0.7 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 2.9 %	▼ -1.5 %	▲ 3.1 %	▲ 0.3 %

Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 12.7% up on the previous year.

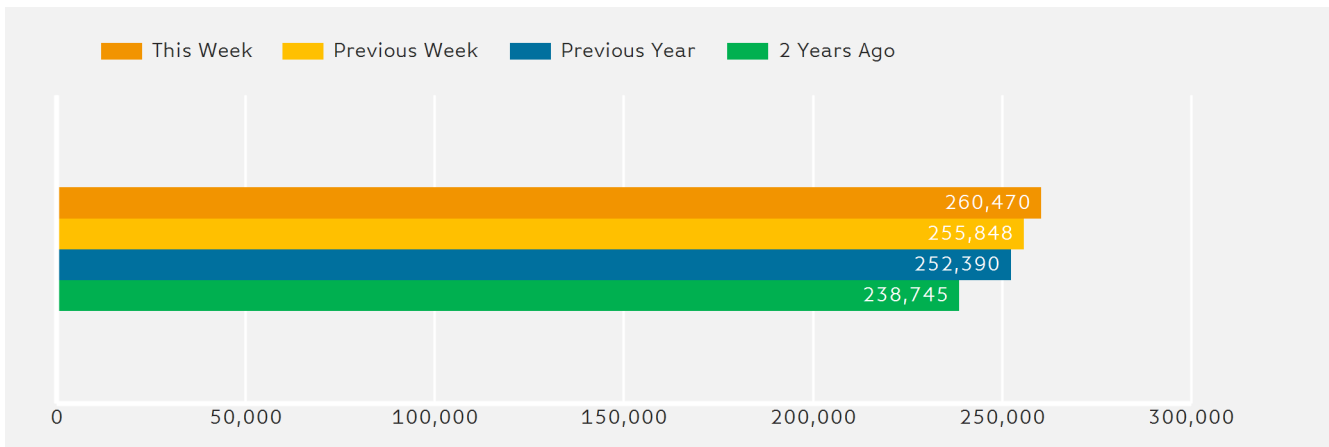
Footfall for the year to date is 11.5% up on the previous year.

The number of visitors counted for week commencing 13 November 2017 was 260,470.

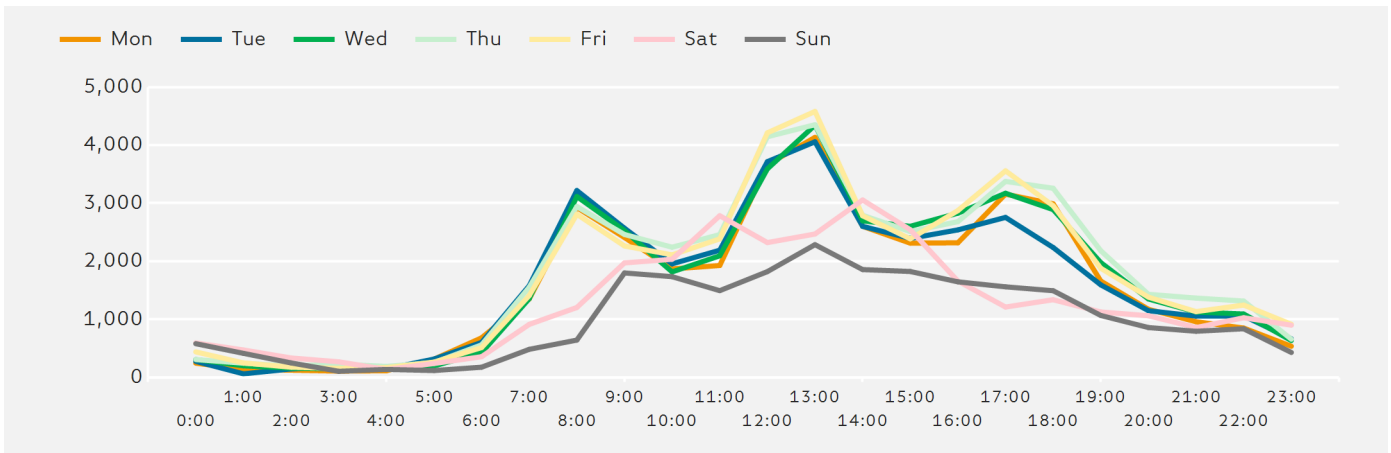
The busiest day in week commencing 13 November 2017 was Thursday with 43,730 visitors.

The peak hour of the week was 13:00 on Friday with footfall of 4,580

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	12	13	13	9	8	7
Previous Week	10	11	10	12	12	10	8
Previous Year	13	16	14	13	11	8	9

Footfall by Day

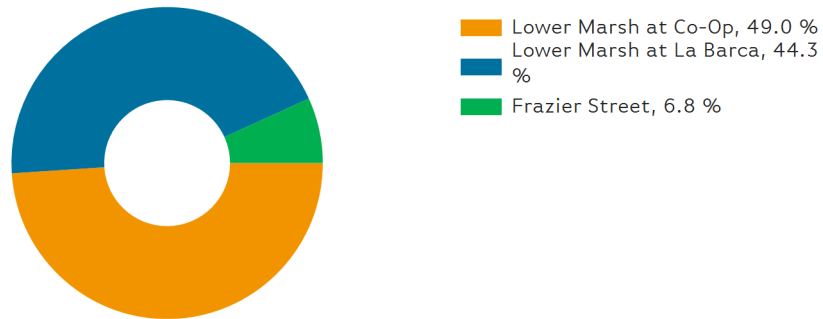
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	38,586	39,103	40,827	43,730	42,872	30,911	24,441	260,470
Previous Week	40,860	37,469	40,401	43,196	43,666	30,763	19,493	255,848
Previous Year	36,935	40,564	41,169	41,706	44,491	30,100	17,425	252,390
2 Years Ago	36,723	36,507	39,279	37,287	40,624	31,942	16,383	238,745
Week on Week % Change	-5.6 %	4.4 %	1.1 %	1.2 %	-1.8 %	0.5 %	25.4 %	1.8 %
Year on Year % Change	4.5 %	-3.6 %	-0.8 %	4.9 %	-3.6 %	2.7 %	40.3 %	3.2 %

Footfall by Location

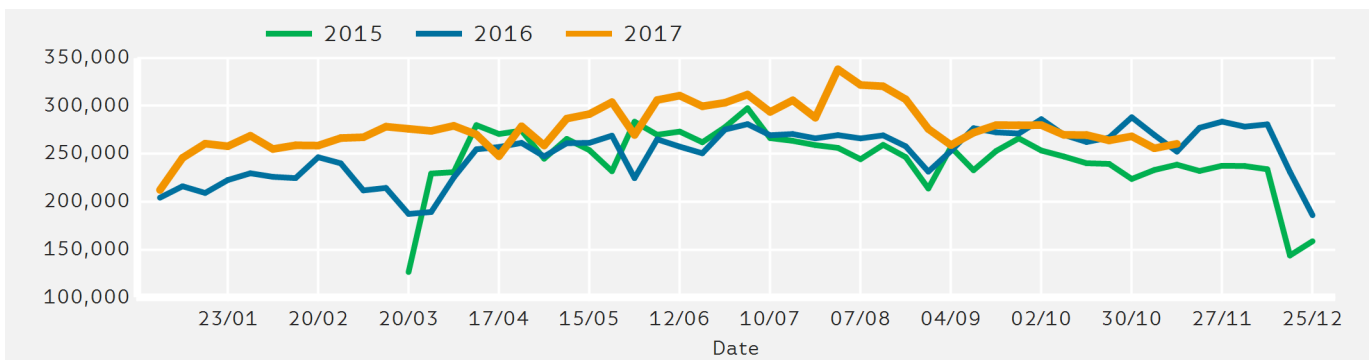


Footfall by location

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.