



We Are Waterloo

Week 8, 2018

19/02/2018 to 25/02/2018



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	▼ -9.6 %	▲ 13.4 %	▲ 3.2 %	▲ 4.9 %	▲ 12.0 %	▼ -0.1 %
Greater London	▼ -2.3 %	▼ -1.8 %	▼ -3.9 %	▼ -1.8 %	▼ -6.9 %	▼ -5.4 %
UK	▼ -2.4 %	▼ -1.2 %	▼ -2.2 %	▼ -2.2 %	▼ -4.4 %	▼ -5.5 %

Headlines

The change in footfall for We Are Waterloo over the last 52 weeks is 5.2% up on the previous year.

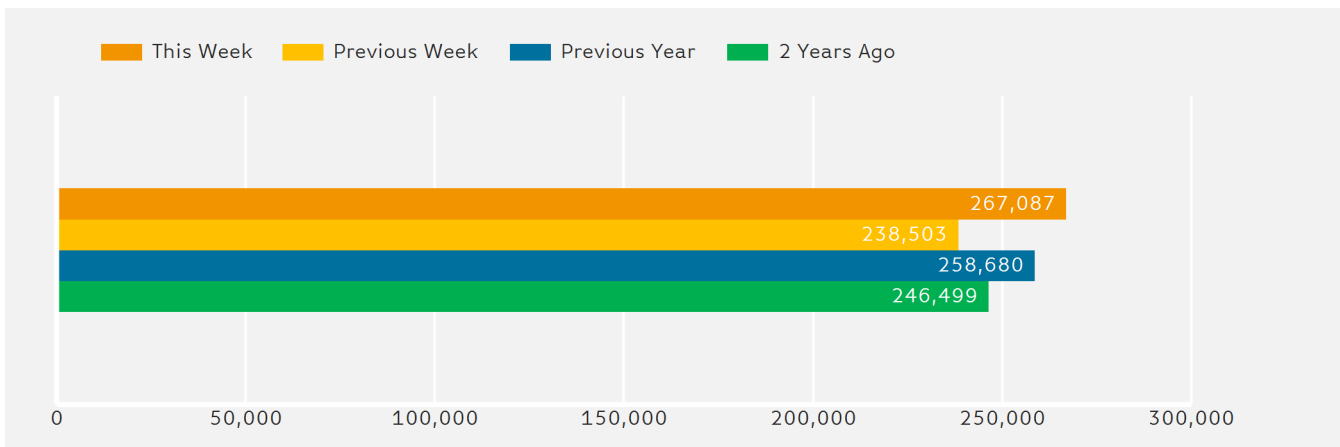
Footfall for the year to date is 9.6% down on the previous year.

The number of visitors counted for week commencing 19 February 2018 was 267,087.

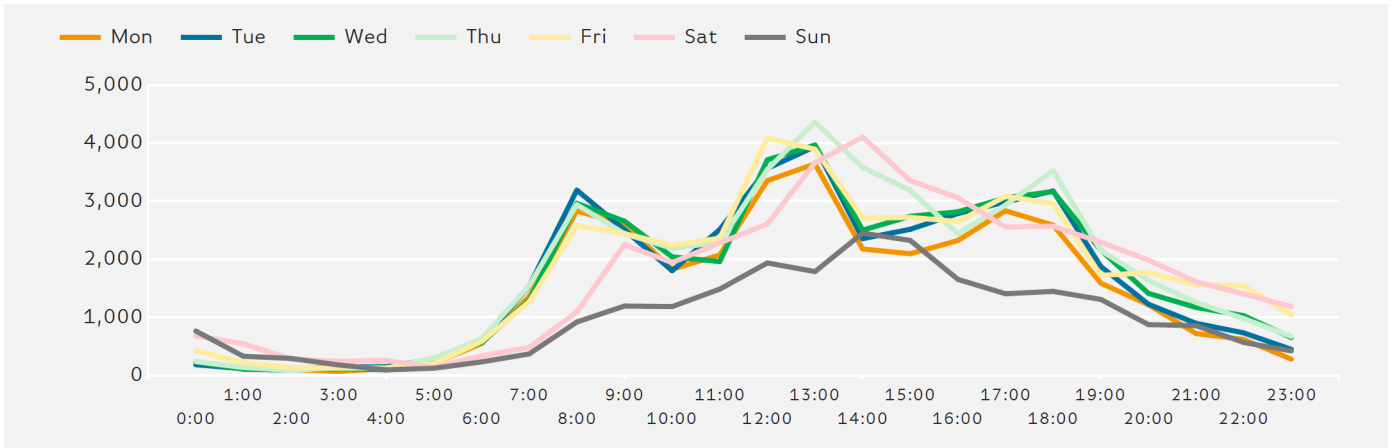
The busiest day in week commencing 19 February 2018 was Thursday with 43,354 visitors.

The peak hour of the week was 13:00 on Thursday with footfall of 4,364

Footfall by Week



Footfall by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	9	7	6	4	4	4	2
Previous Week	7	5	6	9	9	10	10
Previous Year	17	14	14	12	8	10	13

Footfall by Day

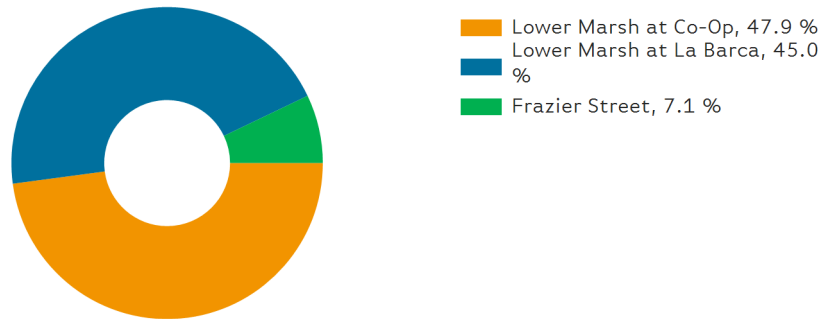
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	35,559	39,665	40,825	43,354	42,489	40,953	24,242	267,087
Previous Week	38,879	31,341	34,391	38,699	41,156	33,295	20,742	238,503
Previous Year	39,454	40,346	41,667	40,714	47,589	29,228	19,682	258,680
2 Years Ago	34,873	40,019	41,188	40,855	42,482	30,470	16,612	246,499
Week on Week % Change	-8.5 %	26.6 %	18.7 %	12.0 %	3.2 %	23.0 %	16.9 %	12.0 %
Year on Year % Change	-9.9 %	-1.7 %	-2.0 %	6.5 %	-10.7 %	40.1 %	23.2 %	3.2 %

Footfall by Location

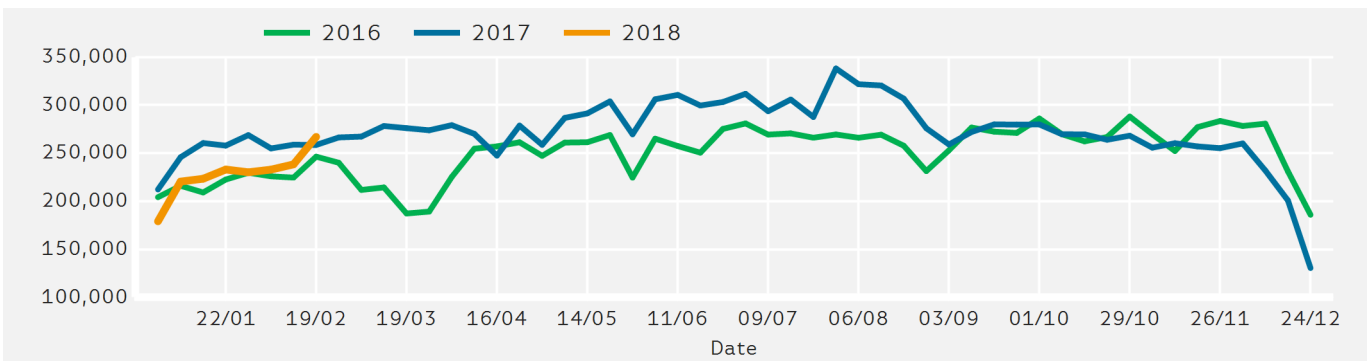


Footfall by location

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 8, 2018 Vs Week 1, 2017 to Week 8, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 8, 2018 Vs Week 8, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 8 2018 Vs Week 7 2018