

Footfall Report for: Burnham on Sea

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Burnham on Sea	-38.7 %	-6.6 %	-51.7 %	-14.5 %	-36.3 %	-23.3 %
South West	-40.9 %	-3.1 %	-68.0 %	-10.7 %	-38.3 %	2.4 %
High Street Index(Coastal Town)	-36.5 %	-3.0 %	-56.1 %	-12.3 %	-28.6 %	1.4 %
High Street Index - BDSU(BDSU - Speciality)	-43.0 %	-2.6 %	-62.1 %	-5.7 %	-26.7 %	2.4 %
UK	-44.1 %	-2.1 %	-64.2 %	-6.6 %	-26.3 %	2.2 %

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

Headlines

The change in footfall for Burnham on Sea over the last 52 weeks is 35.5% down on the previous year.

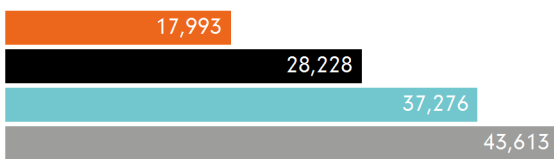
Footfall for the year to date is 38.7% down on the previous year.

The number of visitors counted for week commencing 9 November 2020 was 17,993.

The busiest day in week commencing 9 November 2020 was Thursday with 3,277 visitors.

The peak hour of the week was 11:00 on Thursday 12 November 2020 with footfall of 567

Footfall by week

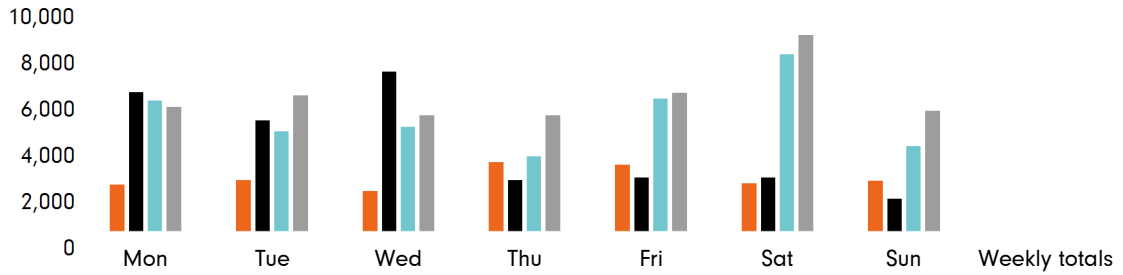


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

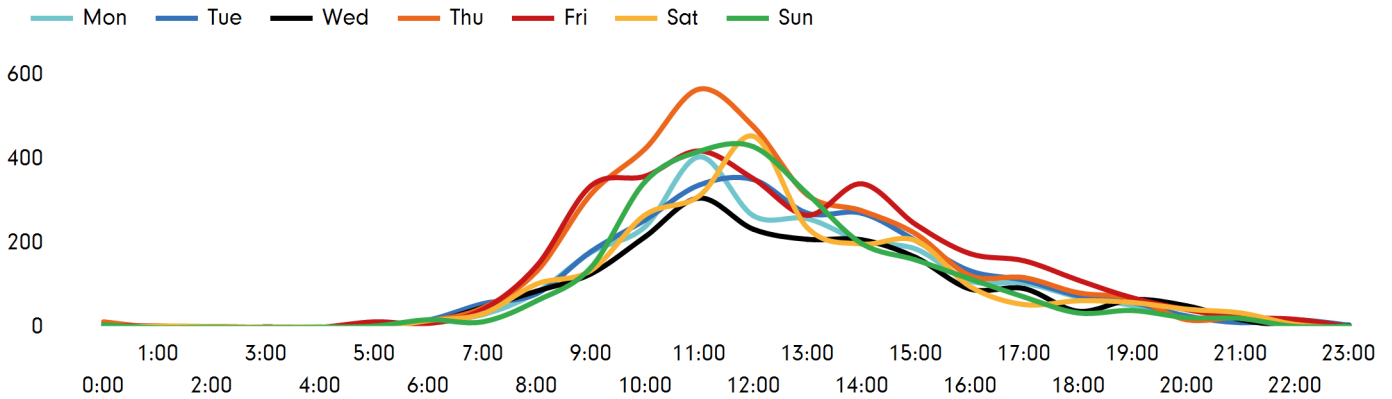
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	15°	13°	14°	13°	12°	15°	12°
Previous week	14°	11°	11°	11°	12°	16°	15°
Previous year	9°	9°	8°	5°	8°	8°	8°

Footfall by day

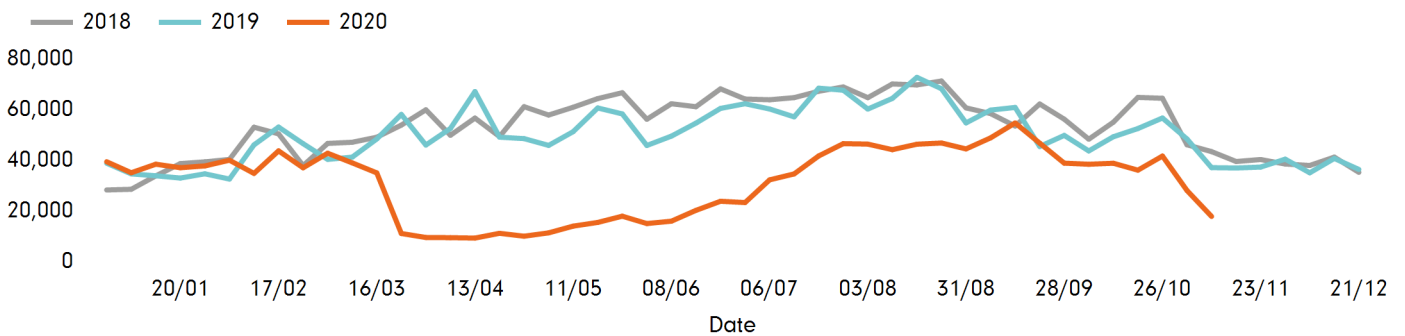


Week on week %	-64.3 %	-51.7 %	-72.6 %	31.6 %	20.9 %	-10.1 %	46.5 %	
Year on year %	-62.2 %	-46.6 %	-58.8 %	-7.2 %	-48.2 %	-71.0 %	-39.0 %	
% of week	12.7%	13.8%	11.1%	18.2%	17.6%	13.0%	13.6%	

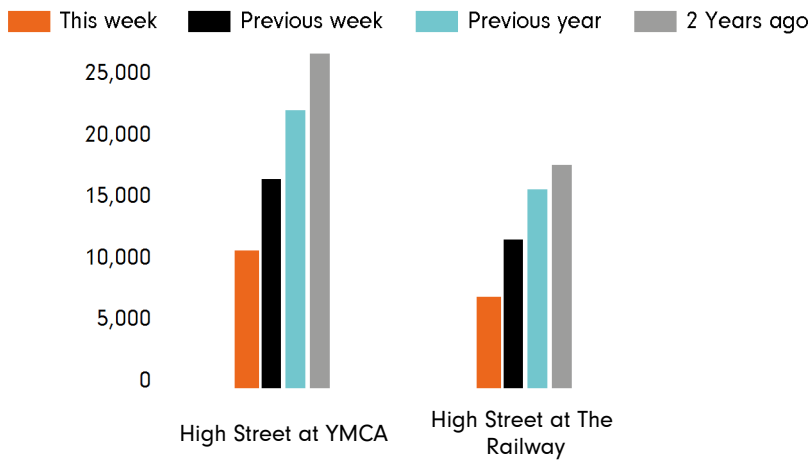
Footfall by hour



Footfall by week



Footfall by location



This Week	10,763	7,230
Previous Week	16,411	11,817
Previous Year	21,662	15,614
2 Years Ago	26,108	17,505
Week on week %	-34.4 %	-38.8 %
Year on Year %	-50.3 %	-53.7 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2020 to Week 46, 2020 Vs Week 1, 2019 to Week 46, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week46, 2020 Vs Week 46, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week46 2020 Vs Week 45 2020