

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	-38.9 %	-6.6 %	-55.2 %	-6.5 %	-7.5 %	-0.4 %
South West	-41.5 %	-3.1 %	-66.6 %	-3.9 %	6.4 %	3.5 %
High Street Index(Coastal Town)	-36.9 %	-3.0 %	-55.7 %	-6.2 %	1.7 %	0.2 %
High Street Index - BDSU(BDSU - Speciality)	-43.4 %	-2.6 %	-61.1 %	-1.5 %	6.1 %	4.6 %
UK	-44.5 %	-2.1 %	-62.8 %	-3.7 %	5.3 %	2.4 %

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 36.2% down on the previous year.

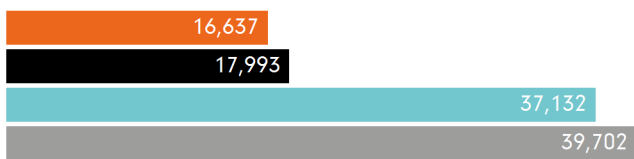
Footfall for the year to date is 38.9% down on the previous year.

The number of visitors counted for week commencing 16 November 2020 was 16,637.

The busiest day in week commencing 16 November 2020 was Thursday with 2,879 visitors.

The peak hour of the week was 11:00 on Thursday 19 November 2020 with footfall of 473

Footfall by week

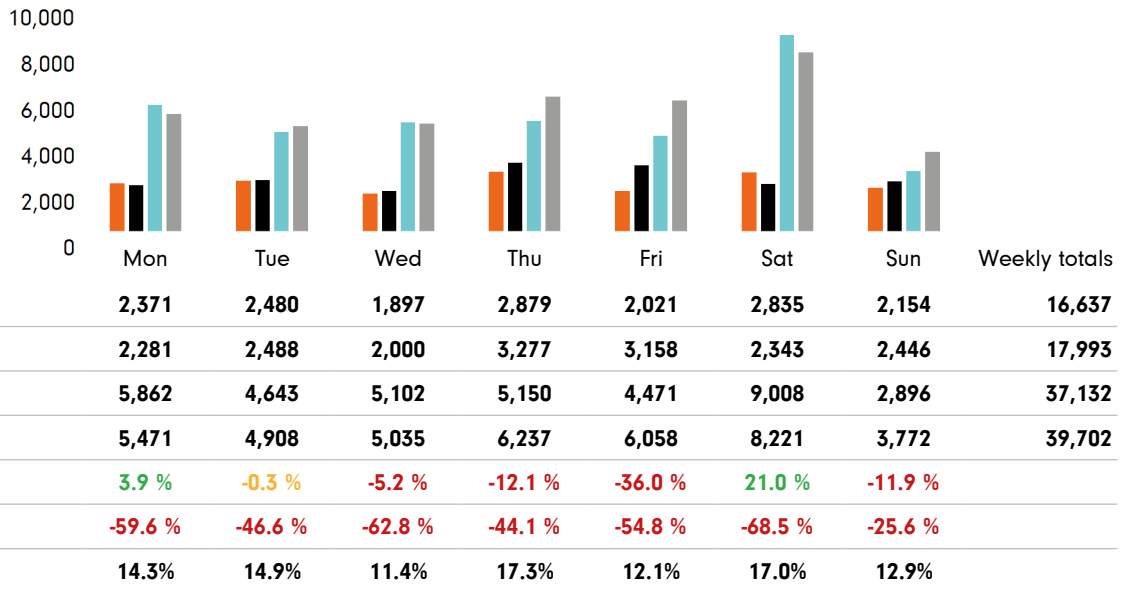


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

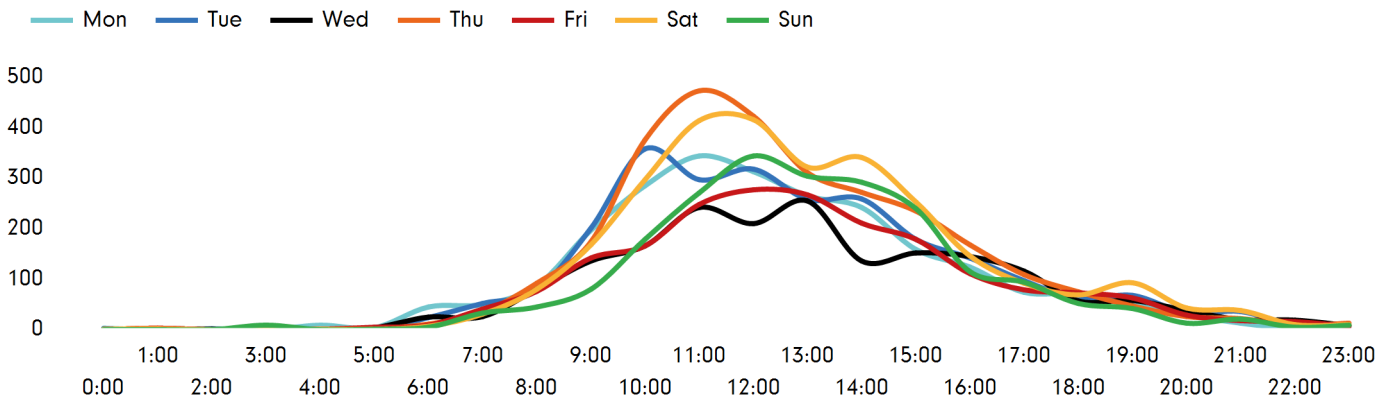
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	15°	15°	10°	12°	12°	11°
Previous week	15°	13°	14°	13°	12°	15°	12°
Previous year	8°	11°	10°	9°	9°	10°	10°

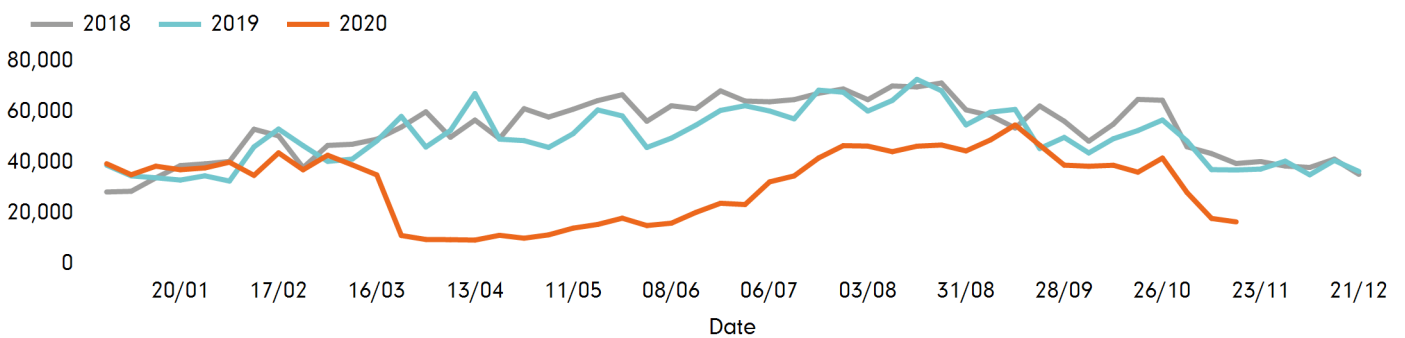
Footfall by day



Footfall by hour

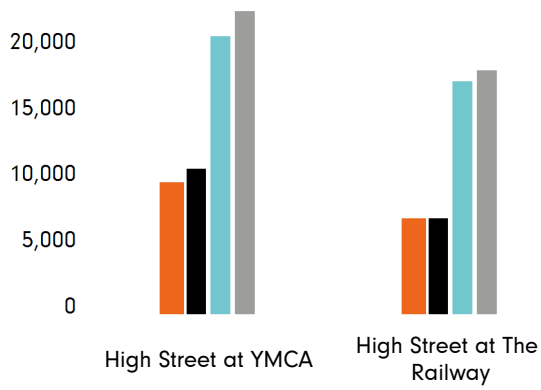


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	9,580	7,057
Previous Week	10,763	7,230
Previous Year	20,152	16,980
2 Years Ago	21,954	17,748
Week on week %	-11.0 %	-2.4 %
Year on Year %	-52.5 %	-58.4 %

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 47, 2020 Vs Week 1, 2019 to Week 47, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week47, 2020 Vs Week 47, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week47 2020 Vs Week 46 2020