

Footfall Report for: Burnham on Sea

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Burnham on Sea	-66.6 %	5.2 %	-69.1 %	13.4 %	-6.5 %	9.6 %
South West	-69.0 %	-6.1 %	-70.4 %	-8.1 %	-11.2 %	-2.7 %
High Street Index(Coastal Town)	-63.0 %	-5.1 %	-65.4 %	-5.3 %	-12.0 %	0.5 %
High Street Index - BDSU(BDSU - Speciality)	-70.0 %	-4.3 %	-73.2 %	-2.9 %	-10.8 %	2.9 %
UK	-72.4 %	-2.5 %	-73.8 %	-3.4 %	-7.3 %	2.0 %

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 41.4% down on the previous year.

Footfall for the year to date is 66.6% down on the previous year.

The number of visitors counted for week commencing 11 January 2021 was 11,928.

The busiest day in week commencing 11 January 2021 was Friday with 2,050 visitors.

The peak hour of the week was 12:00 on Saturday 16 January 2021 with footfall of 302

Footfall by week

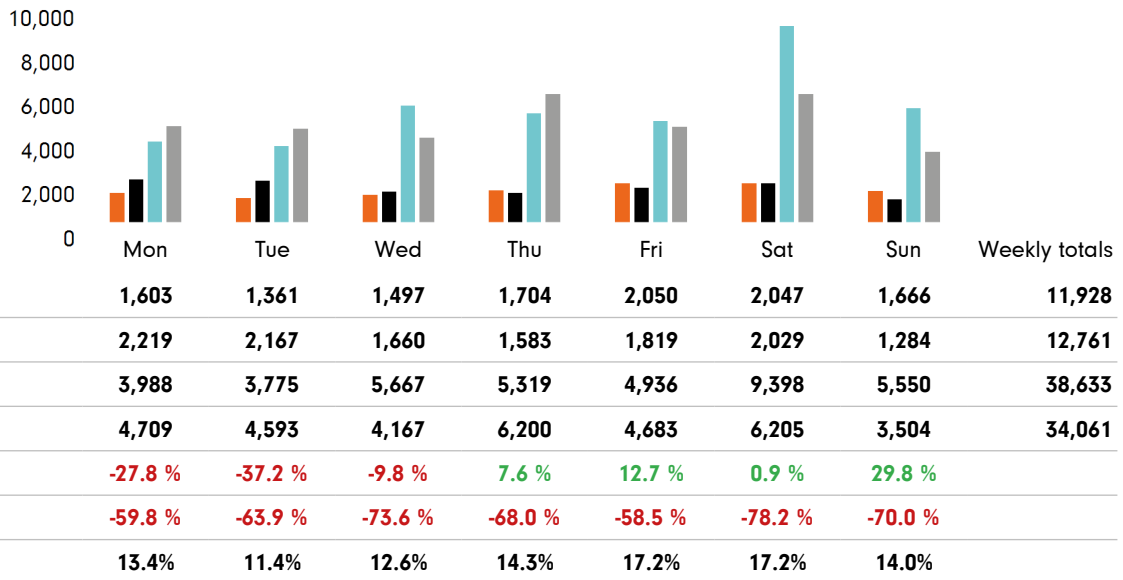


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

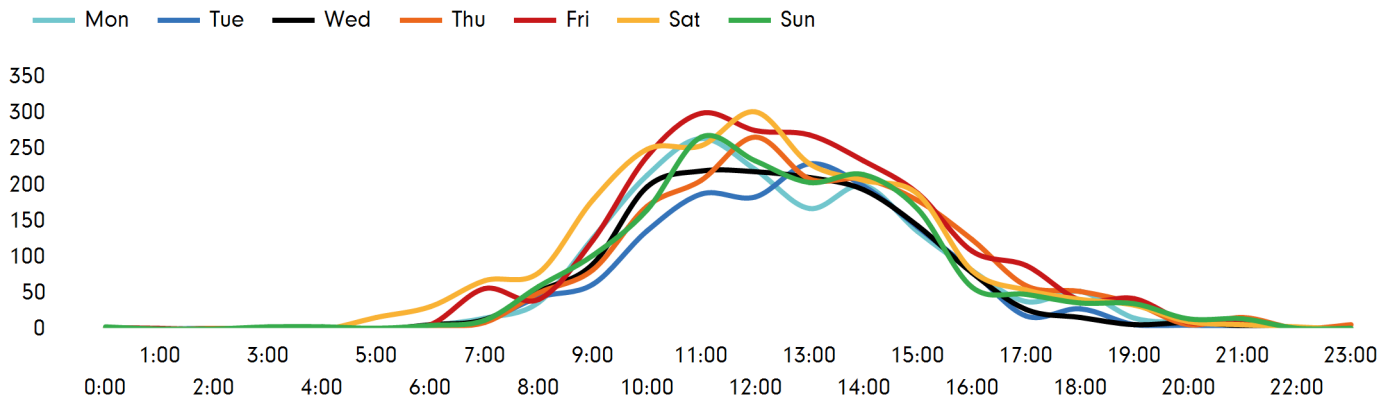
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	9°	10°	10°	11°	4°	10°	7°
Previous week	5°	4°	4°	3°	3°	2°	7°
Previous year	10°	14°	9°	12°	8°	7°	6°

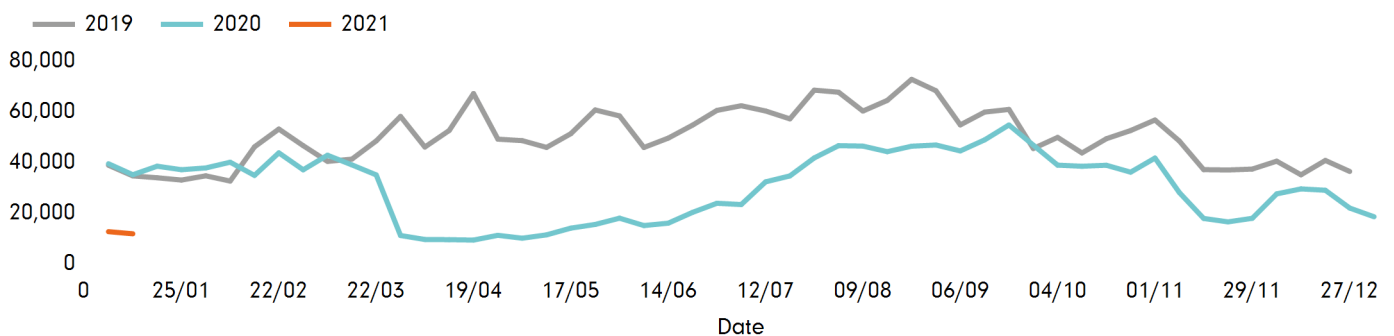
Footfall by day



Footfall by hour

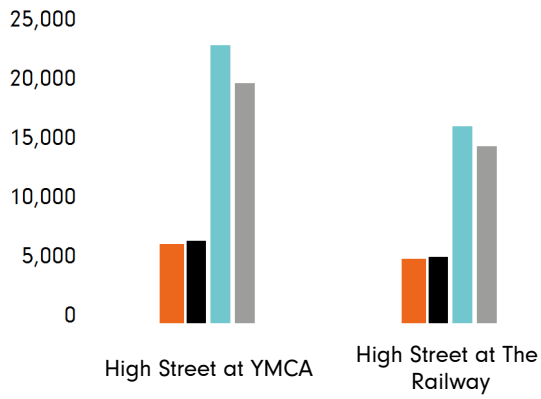


Footfall by week



Footfall by location

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



This Week	6,541	5,387
Previous Week	7,023	5,738
Previous Year	22,537	16,096
2 Years Ago	19,534	14,527
Week on week %	-6.9 %	-6.1 %
Year on Year %	-71.0 %	-66.5 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 2 , 2021 Vs Week 1, 2020 to Week 2 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week2, 2021 Vs Week 2, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week2 2021 Vs Week 1 2021