



Aberdeen City Centre

April 2017

02/04/2017 to 29/04/2017



REGION - Scotland

Sunday to Saturday

COUNT TYPE: Footfall Counts

Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) 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		Month on Month % Change	
	2017	2016	2017	2016	2017	2016
Aberdeen City Centre	▼ -5.0 %		▼ -2.7 %		▼ -4.7 %	▼ -6.3 %
Scotland	▼ -1.5 %	▼ -1.7 %	▲ 3.9 %	▼ -9.1 %	▲ 2.0 %	▼ -0.5 %
UK	▲ 0.3 %	▼ -2.9 %	▲ 2.3 %	▼ -4.7 %	▲ 4.2 %	▲ 5.0 %

Headlines

Footfall for the year to date is 5% down on the previous year.

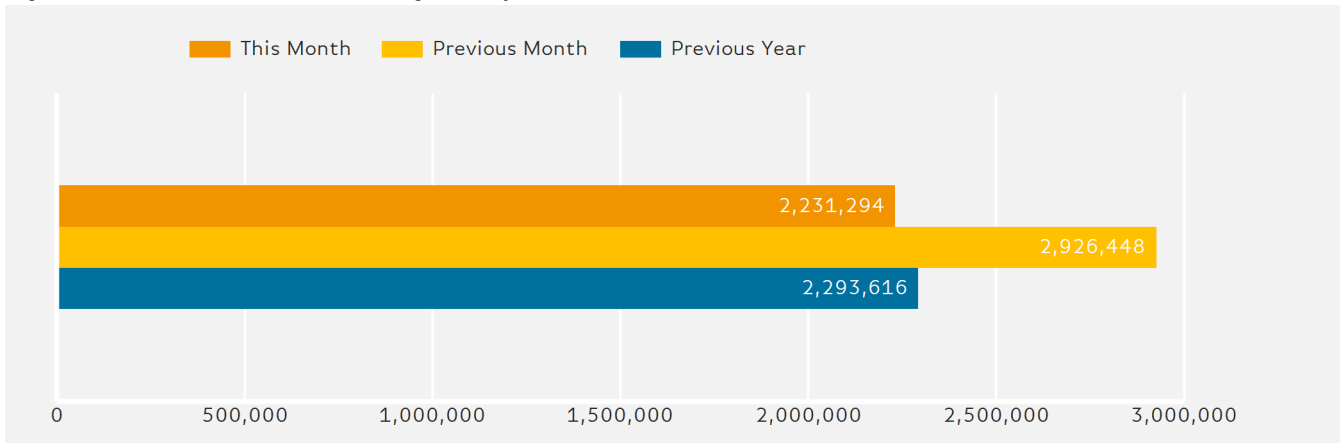
The number of visitors counted for month commencing 2 April 2017 was 2,231,294.

The busiest day in month commencing 2 April 2017 was Saturday 29 April with 100,946 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 9,063

Footfall Totals by Month

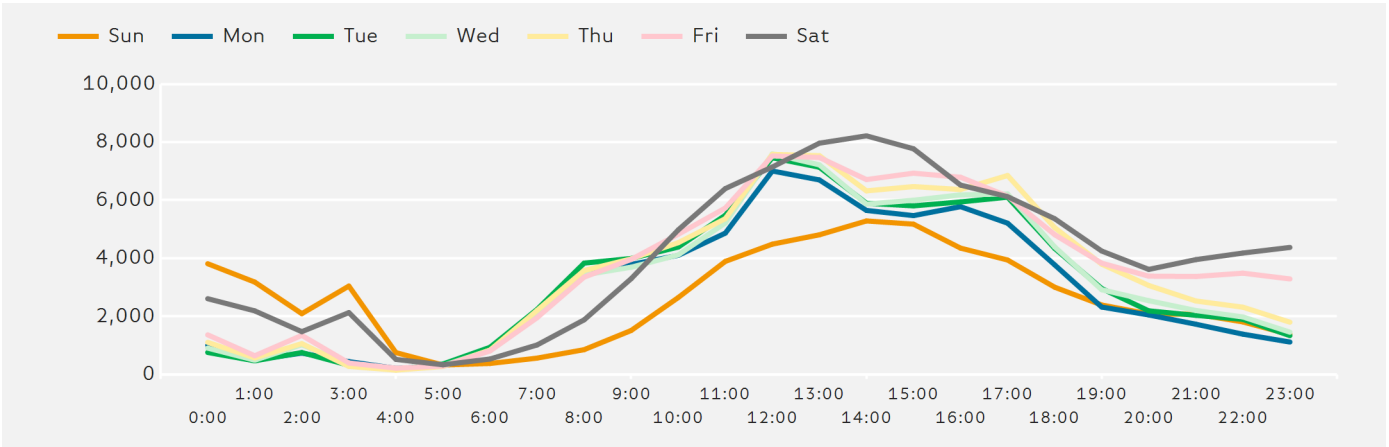
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



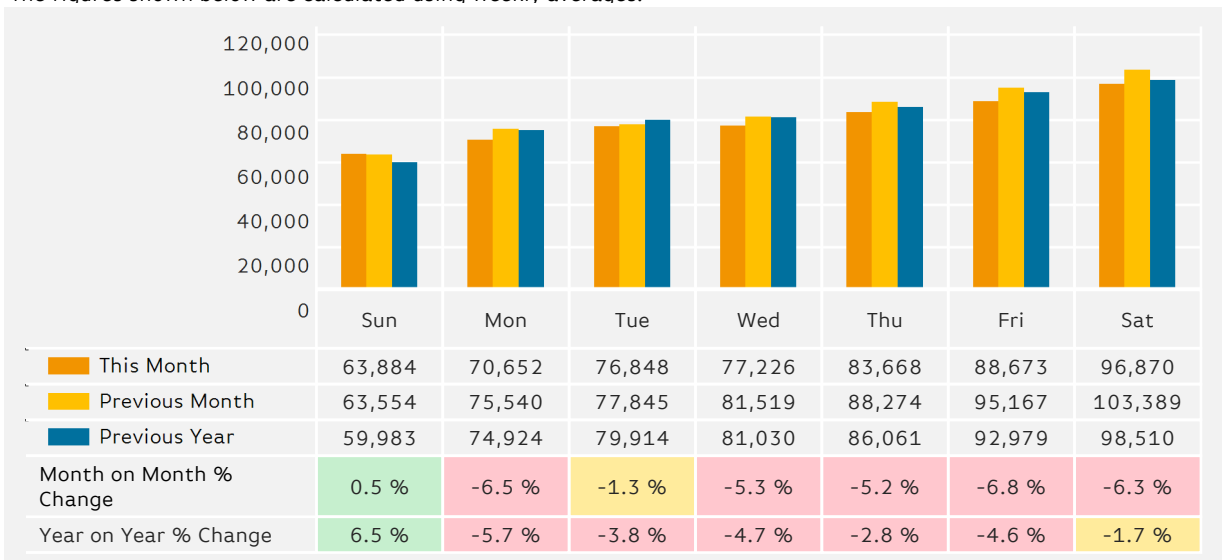
Number of days this month	14	13	1	
Number of days same month last year	15	8	4	1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	11.5	3.6
2016	8.9	2.6

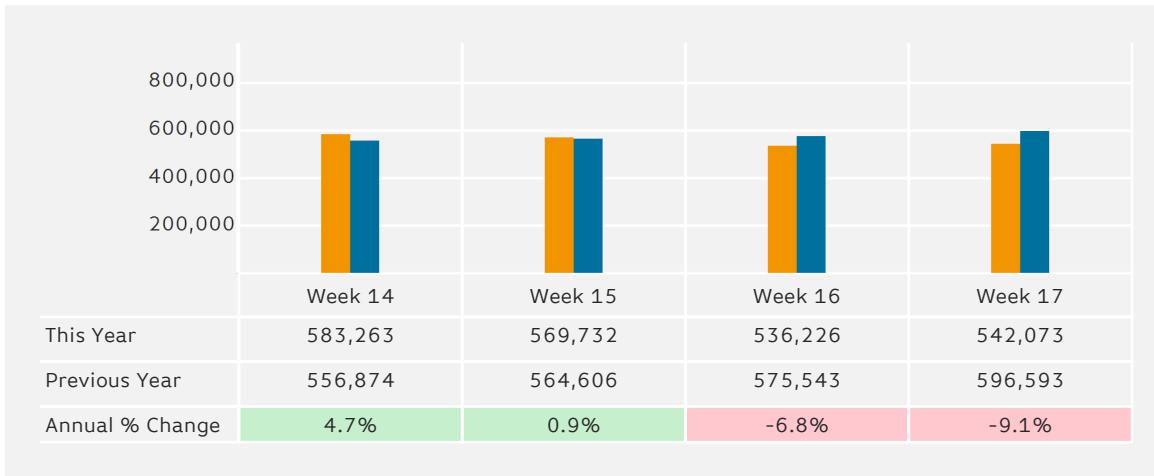
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



Footfall Totals

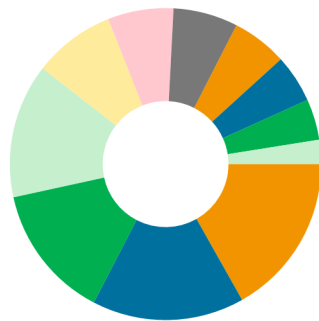
The figures shown below are calculated using weekly averages.

	This Month	Previous Month	Previous Year	Month on Month % Change	Year on Year % Change	
Belmont St	77,704	80,873	68,823	-3.9 %	12.9 %	
Bridge St	32,047	33,319	31,655	-3.8 %	1.2 %	
Broad Street	27,746	27,625	23,082	0.4 %	20.2 %	
Castlegate	38,004	37,669	39,560	0.9 %	-3.9 %	
Guild St	37,418	38,945	40,755	-3.9 %	-8.2 %	
Langstane Place	13,972	13,765	14,433	1.5 %	-3.2 %	
Market Street	88,136	90,337	98,566	-2.4 %	-10.6 %	
Union Street	93,850	99,748	100,117	-5.9 %	-6.3 %	
Union Street West End	47,379	48,573	49,184	-2.5 %	-3.7 %	
Union Terrace	23,696	23,911	27,841	-0.9 %	-14.9 %	
Upperkirkgate	77,873	90,525	79,389	-14.0 %	-1.9 %	

Footfall Totals

Counting By Location - Main Locations Only

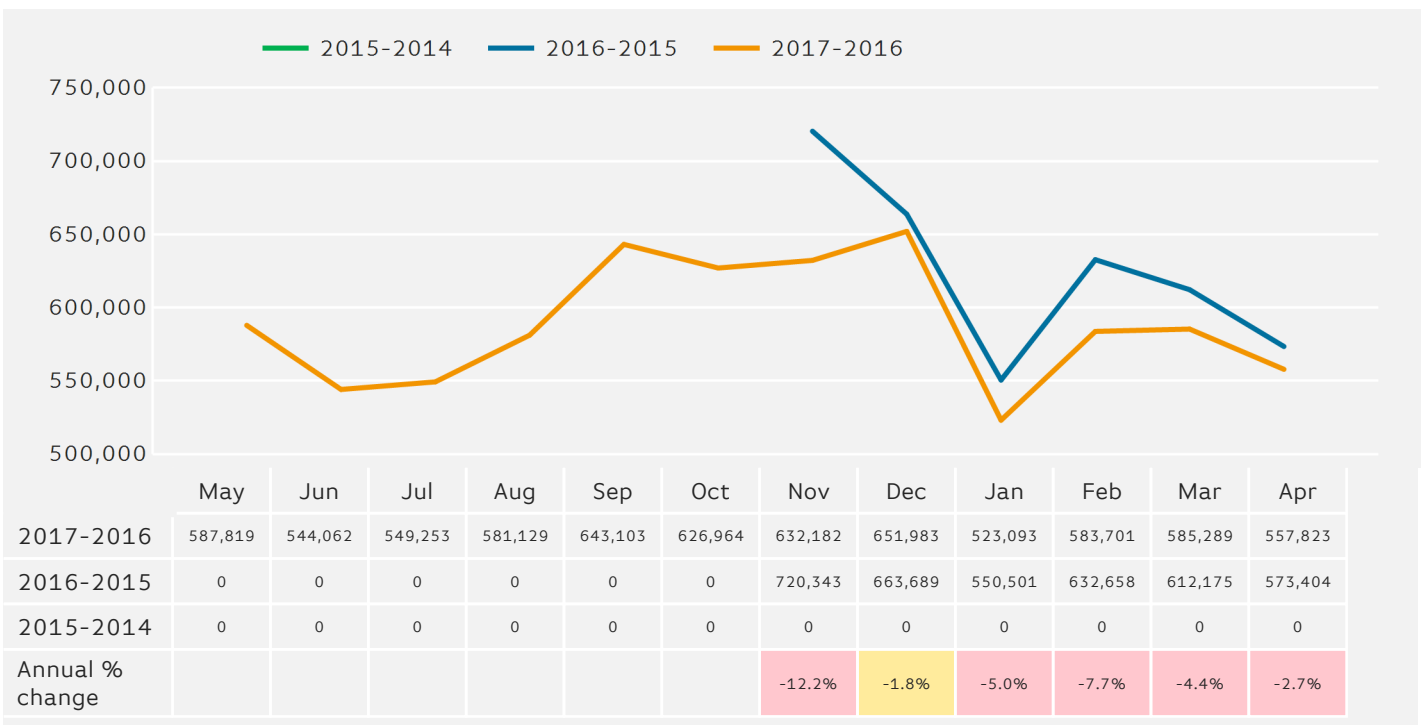
The figures shown below are based on weekly averages



- Union Street, 16.8 %
- Market Street, 15.8 %
- Upperkirkgate, 14.0 %
- Belmont St, 13.9 %
- Union Street West End, 8.5 %
- Castlegate, 6.8 %
- Guild St, 6.7 %
- Bridge St, 5.7 %
- Broad Street, 5.0 %
- Union Terrace, 4.2 %
- Langstane Place, 2.5 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



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.