



**Aberdeen City Centre**

August 2016

01/08/2016 to 28/08/2016



REGION - Scotland

Monday to Sunday

COUNT TYPE: Footfall

**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	
	2016	2015	2016	2015	2016	2015
Aberdeen City Centre					▲ 5.0 %	
Scotland	▼ -1.0 %	▼ -2.8 %	▼ -0.4 %	▼ -3.6 %	▲ 6.9 %	▲ 9.5 %
UK	▼ -1.7 %	▼ -1.6 %	▲ 0.9 %	▼ -2.3 %	▲ 0.1 %	▼ -0.6 %

**Headlines**

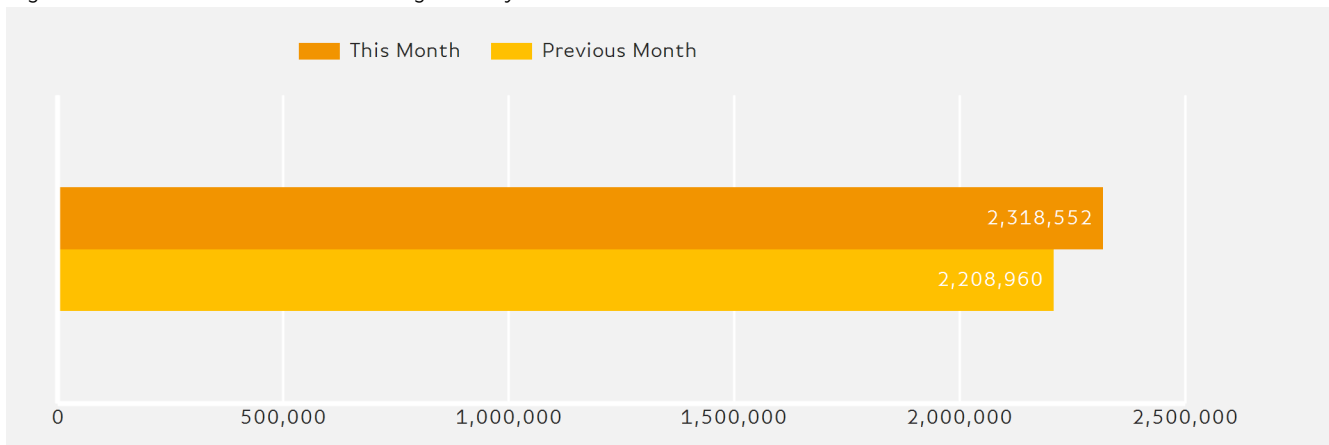
The number of visitors counted for month commencing 1 August 2016 was 2,318,552.

The busiest day in month commencing 1 August 2016 was Saturday 27 August with 109,455 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 10,203

**Footfall Totals by Month**

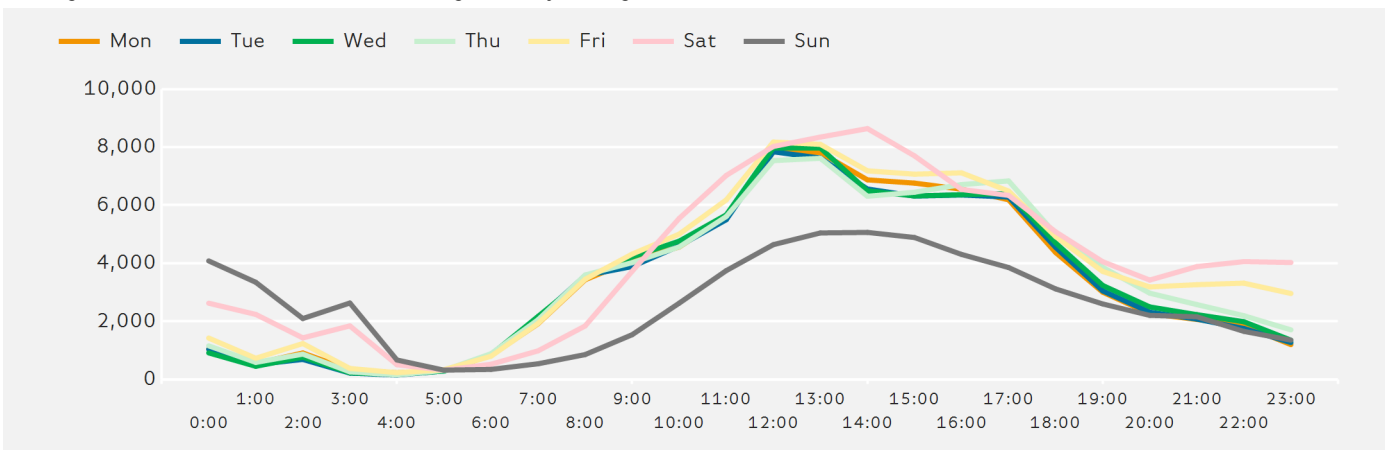
Figures shown below are calculated using monthly totals.



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



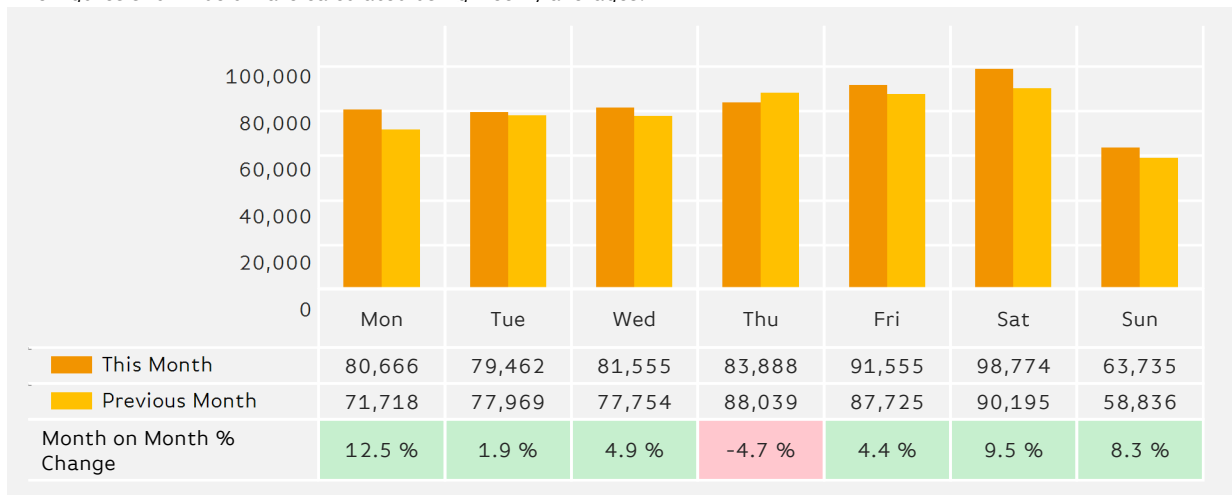
Number of days this month	9	3	14	2
Number of days same month last year	20	3	5	

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	17.3	11.2
2015	17.8	10.8

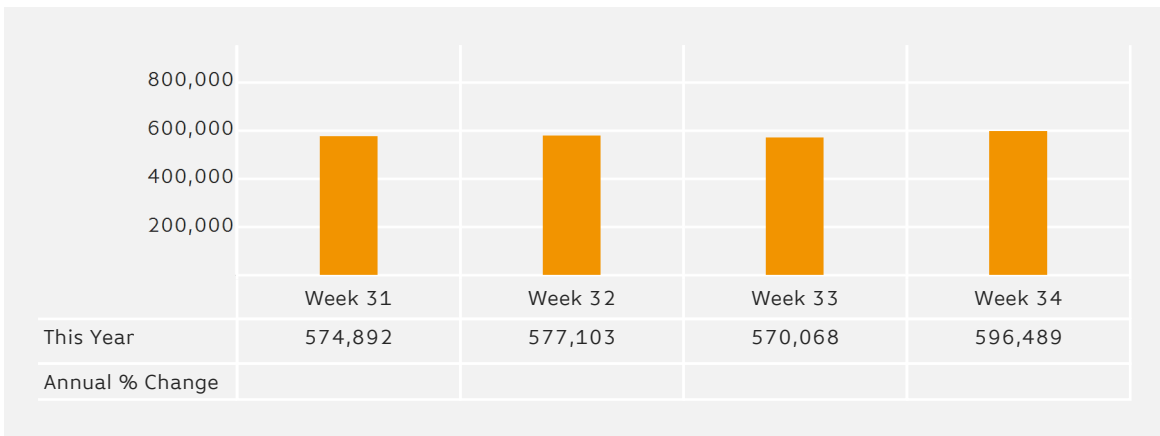
### Footfall by Day

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

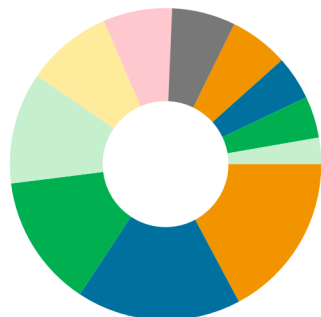
The figures shown below are calculated using weekly averages.

	This Month	Previous Month	Week on Week % Change	
Belmont St	67,038	63,816	5.0 %	
Bridge St	35,464	33,090	7.2 %	
Broad Street	24,988	23,125	8.1 %	
Castlegate	38,281	35,239	8.6 %	
Guild St	41,559	39,411	5.4 %	
Langstane Place	15,832	10,453	51.5 %	
Market Street	99,038	96,165	3.0 %	
Union Street	99,670	99,439	0.2 %	
Union Street West End	51,752	48,599	6.5 %	
Union Terrace	26,424	25,691	2.9 %	
Upperkirkgate	79,594	77,213	3.1 %	

### Footfall Totals

Counting By Location - Main Locations Only

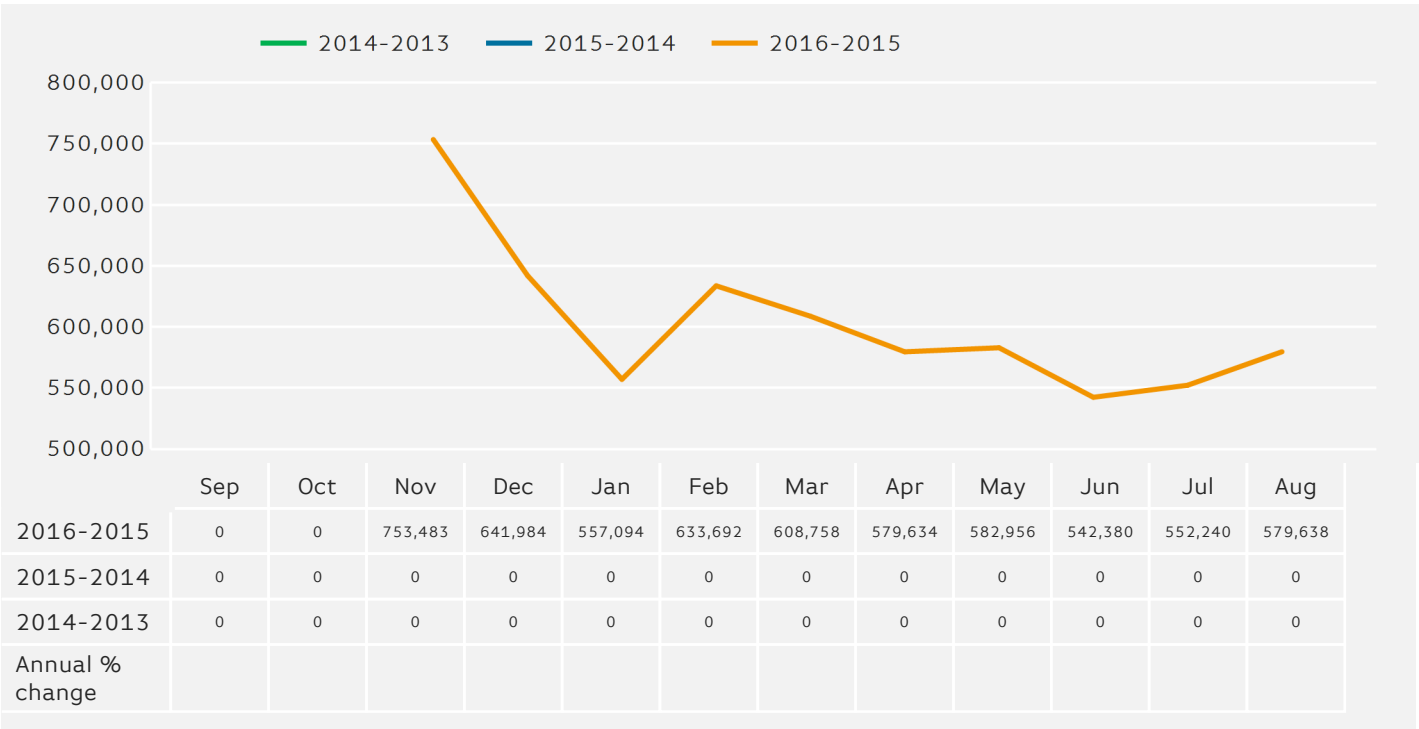
The figures shown below are based on weekly averages



- Union Street, 17.2 %
- Market Street, 17.1 %
- Upperkirkgate, 13.7 %
- Belmont St, 11.6 %
- Union Street West End, 8.9 %
- Guild St, 7.2 %
- Castlegate, 6.6 %
- Bridge St, 6.1 %
- Union Terrace, 4.6 %
- Broad Street, 4.3 %
- Langstane Place, 2.7 %

**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.