



Aberdeen City Centre

January 2016

04/01/2016 to 31/01/2016

Monday to Sunday



REGION - Scotland

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					▼ -13.2 %	
Scotland	▲ 2.9 %	▼ -7.0 %	▲ 2.2 %	▼ -6.9 %	▼ -25.7 %	▼ -36.4 %
UK	▲ 0.3 %	▼ -2.0 %	▲ 0.3 %	▼ -2.0 %	▼ -18.2 %	▼ -21.9 %

Headlines

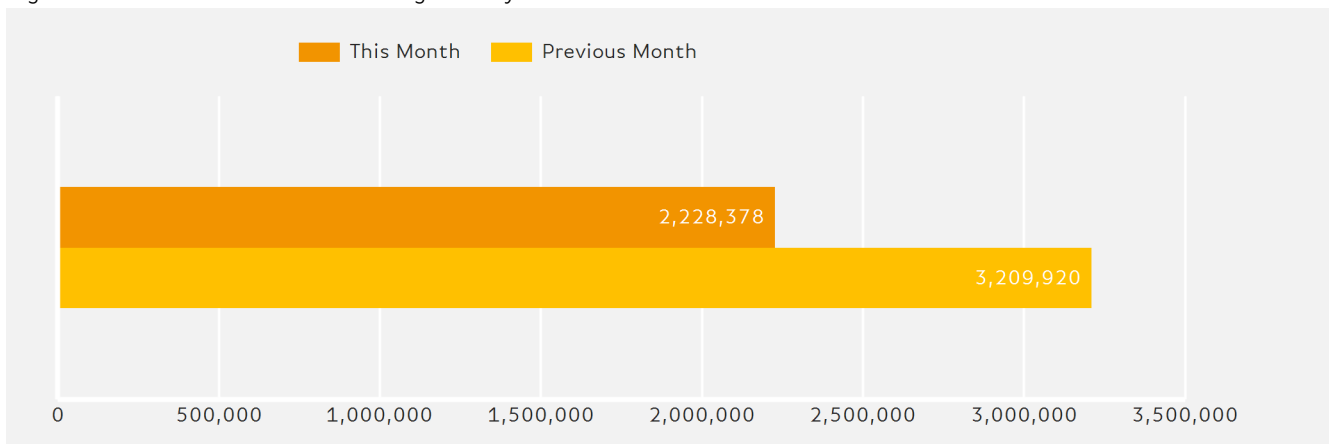
Footfall month commencing 4 January 2016 was 2,228,378.

The busiest day in month commencing 4 January 2016 was Saturday 30 January with 114,706 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 9,588

Footfall Totals by Month

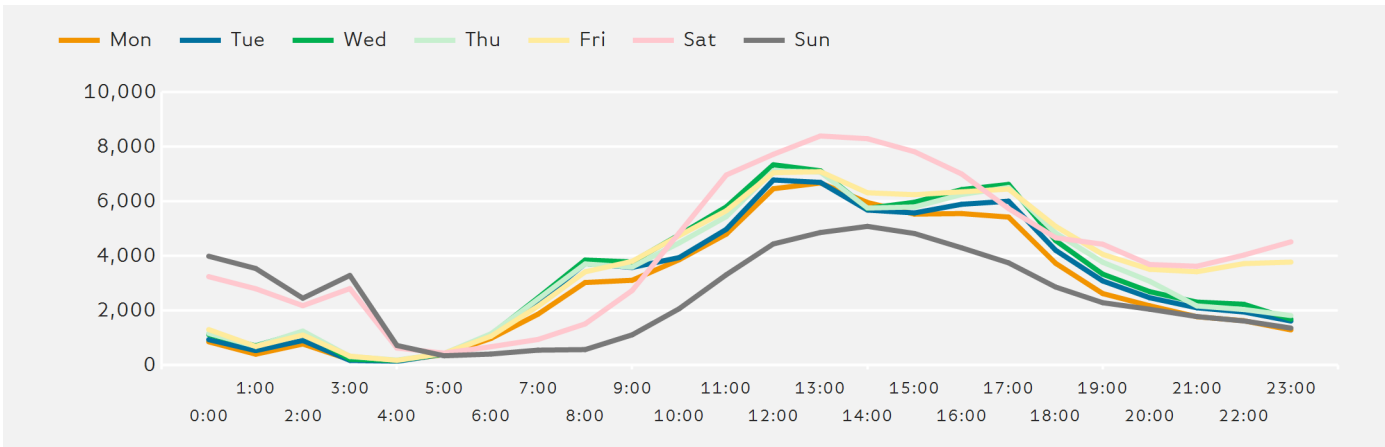
Figures shown below are calculated using monthly totals.



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



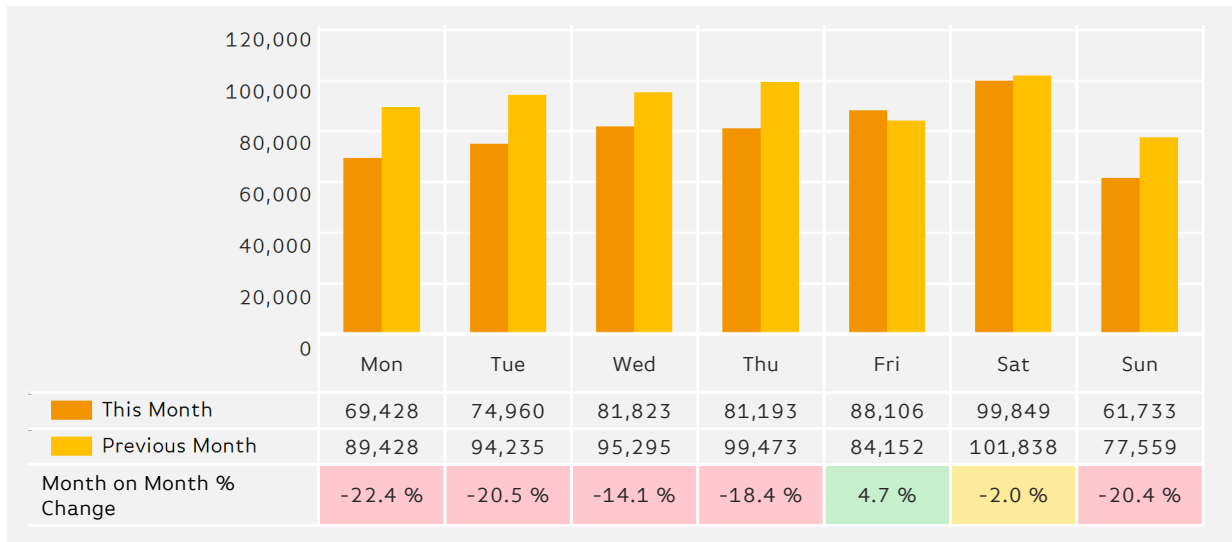
Number of days this month	13	7	8
Number of days same month last year	24	3	1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	6.4	0.8
2015	6.3	0.5

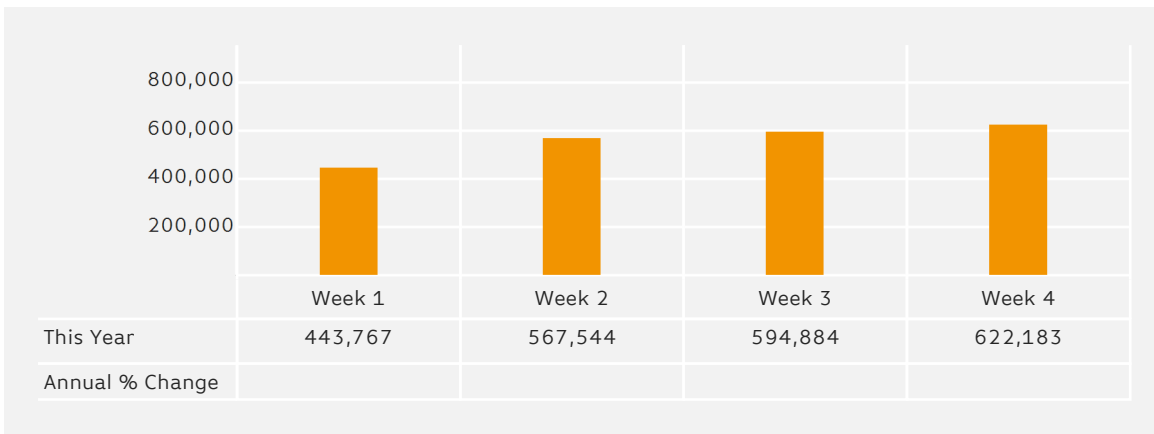
Footfall by Day

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

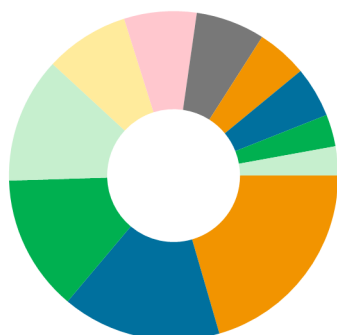
The data below is based on weekly averages.

	This Week	Previous Week	Week on Week % Change	
Belmont St	74,551	99,804	-25.3 %	
Bridge St	27,794	31,830	-12.7 %	
Broad Street	17,528	19,900	-11.9 %	
Castlegate	39,667	43,178	-8.1 %	
Guild St	37,765	39,722	-4.9 %	
Langstane Place	15,941	17,427	-8.5 %	
Market Street	87,038	112,351	-22.5 %	
Union Street	114,259	122,325	-6.6 %	
Union Street West End	46,112	53,000	-13.0 %	
Union Terrace	27,651	28,859	-4.2 %	
Upperkirkgate	68,789	73,587	-6.5 %	

Footfall Totals

Counting By Location - Main Locations Only

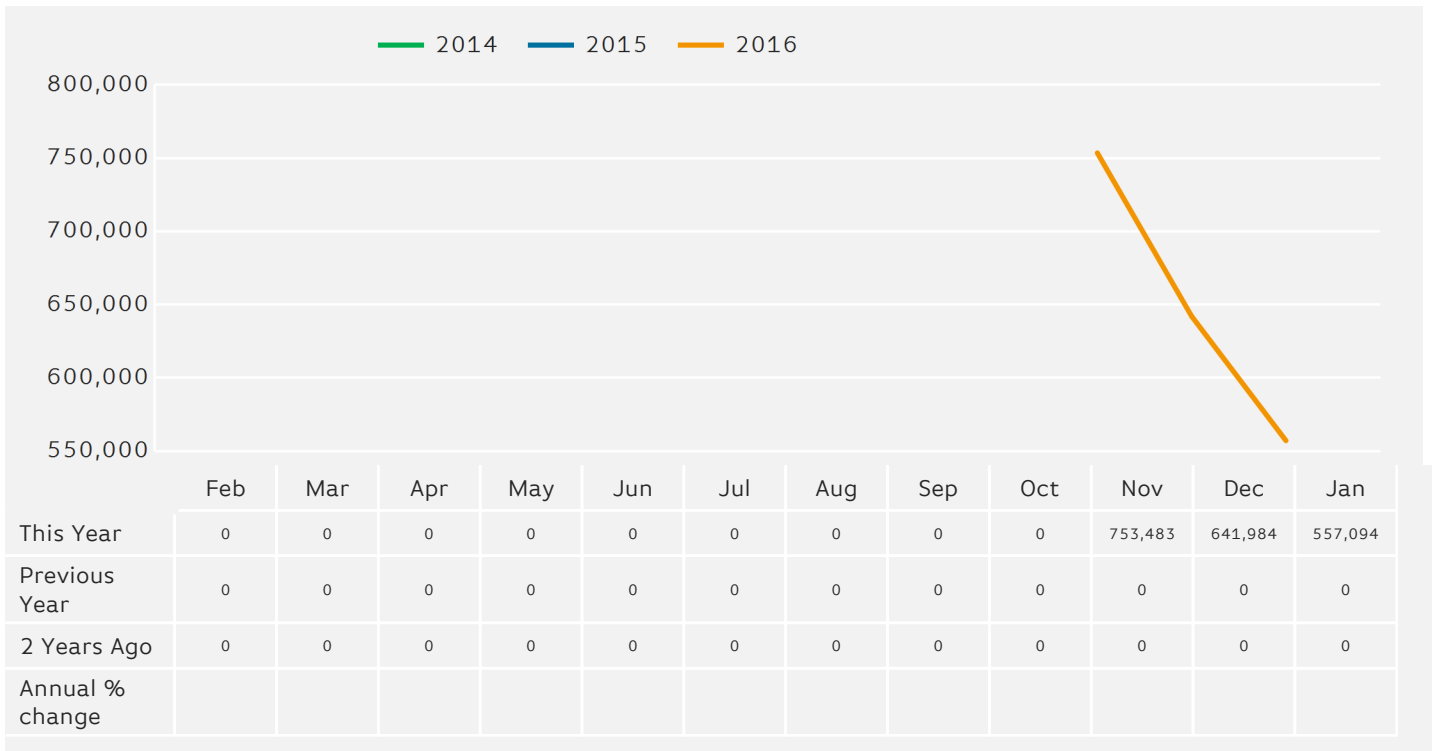
The figures shown below are based on weekly averages



- Union Street, 20.5 %
- Market Street, 15.6 %
- Belmont St, 13.4 %
- Upperkirkgate, 12.3 %
- Union Street West End, 8.3 %
- Castlegate, 7.1 %
- Guild St, 6.8 %
- Bridge St, 5.0 %
- Union Terrace, 5.0 %
- Broad Street, 3.1 %
- Langstane Place, 2.9 %

Footfall by Month

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.