



Aberdeen City Centre

July 2017

02/07/2017 to 29/07/2017



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	▼ -3.6 %		▼ -2.8 %		▼ -1.2 %	▲ 1.0 %
Scotland	▲ 0.2 %	▼ -1.0 %	▼ -0.6 %	▼ -1.5 %	▲ 0.8 %	▲ 1.7 %
UK	▲ 0.5 %	▼ -2.0 %	▼ -2.1 %	▲ 0.3 %	▲ 2.7 %	▲ 7.6 %

Headlines

Footfall for the year to date is 3.6% down on the previous year.

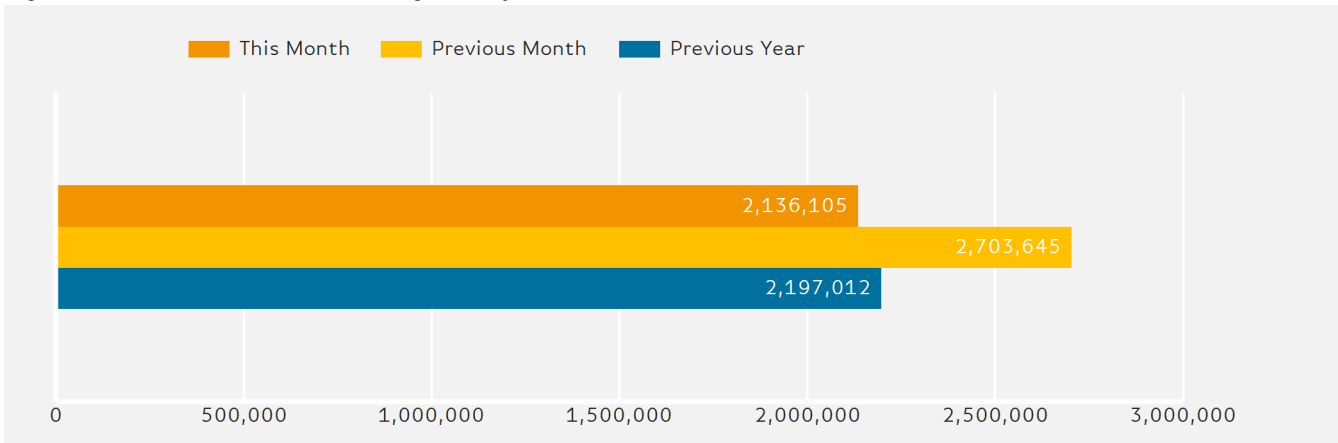
The number of visitors counted for month commencing 2 July 2017 was 2,136,105.

The busiest day in month commencing 2 July 2017 was Saturday 29 July with 100,690 visitors.

The peak hour of the month was 12:00 on Thursday with footfall of 8,219

Footfall Totals by Month

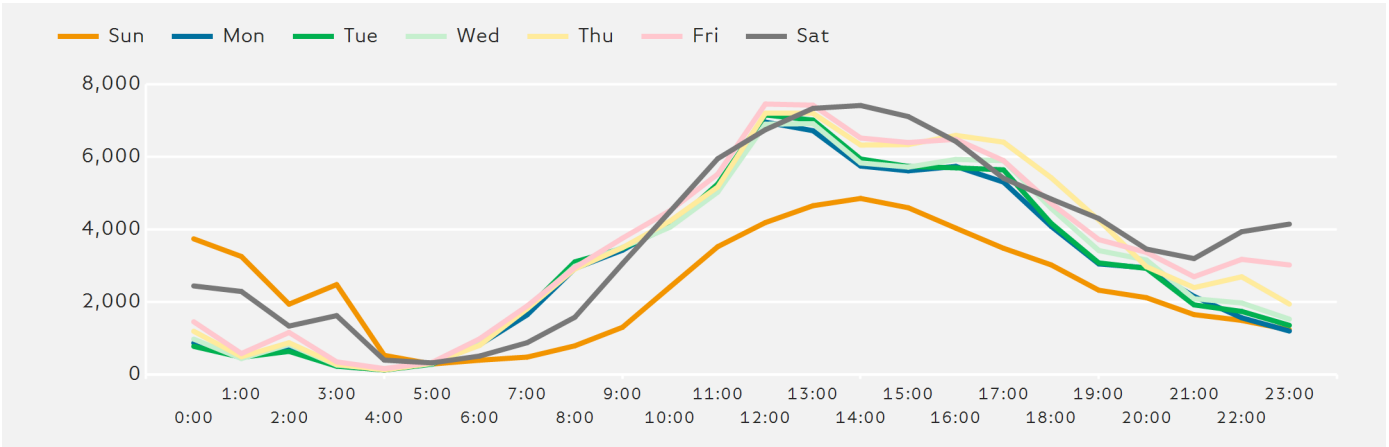
Figures shown below are calculated using monthly totals.



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



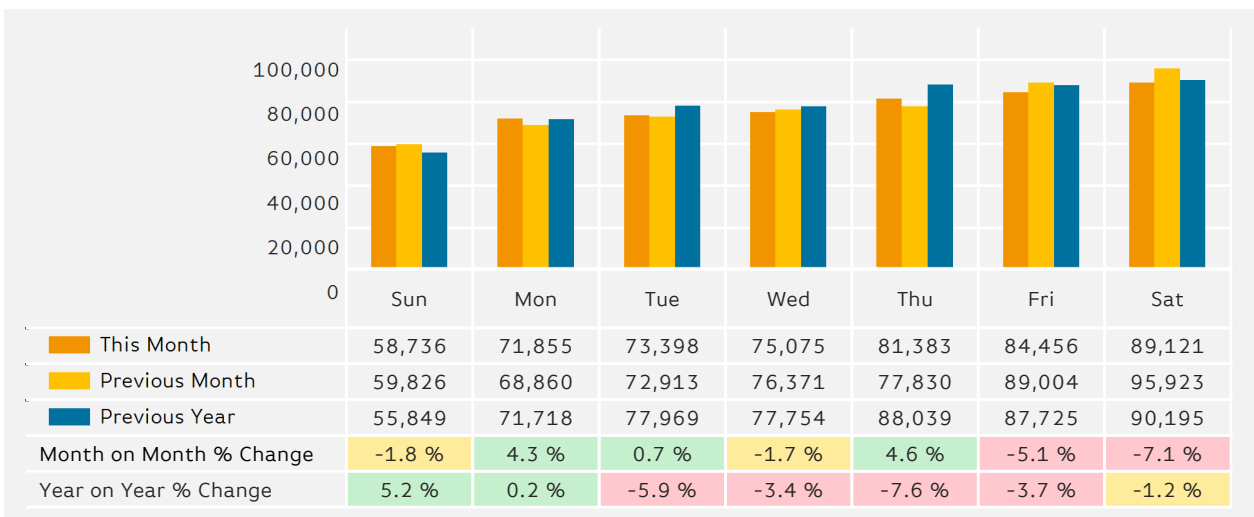
Number of days this month	11	4	13
Number of days same month last year	18	8	2

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	16.9	11.1
2016	18.5	11.1

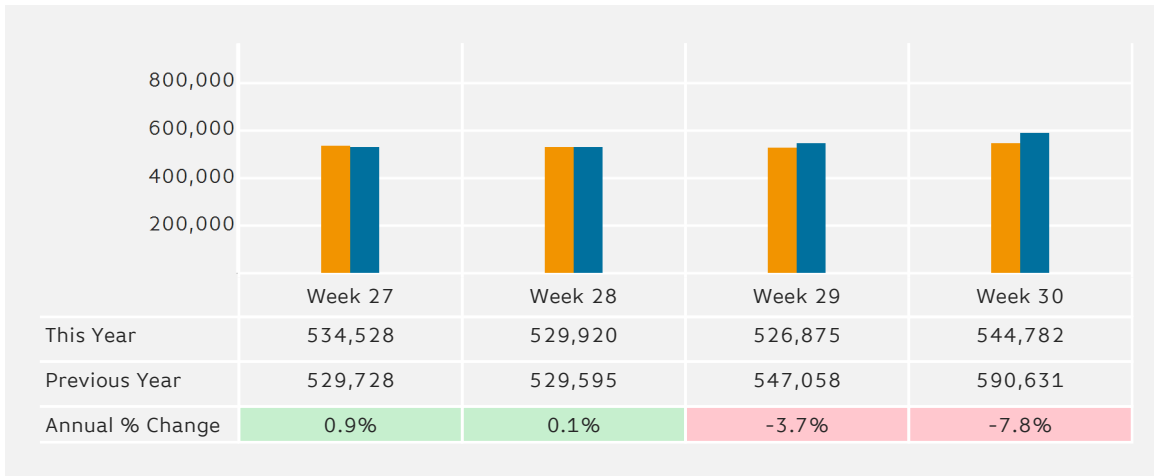
Footfall by Day

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	67,042	68,098	63,471	-1.6 %	5.6 %	
Bridge St	31,667	31,881	32,924	-0.7 %	-3.8 %	
Broad Street	25,154	24,782	23,046	1.5 %	9.1 %	
Castlegate	40,073	40,054	35,292	0.0 %	13.5 %	
Guild St	39,571	38,270	39,253	3.4 %	0.8 %	
Langstane Place	12,791	11,522	10,158	11.0 %	25.9 %	
Market Street	87,576	85,364	95,788	2.6 %	-8.6 %	
Union Street	96,355	99,319	98,542	-3.0 %	-2.2 %	
Union Street West End	47,819	48,479	48,441	-1.4 %	-1.3 %	
Union Terrace	22,011	23,145	25,643	-4.9 %	-14.2 %	
Upperkirkgate	63,968	69,816	76,695	-8.4 %	-16.6 %	

Footfall Totals

Counting By Location - Main Locations Only

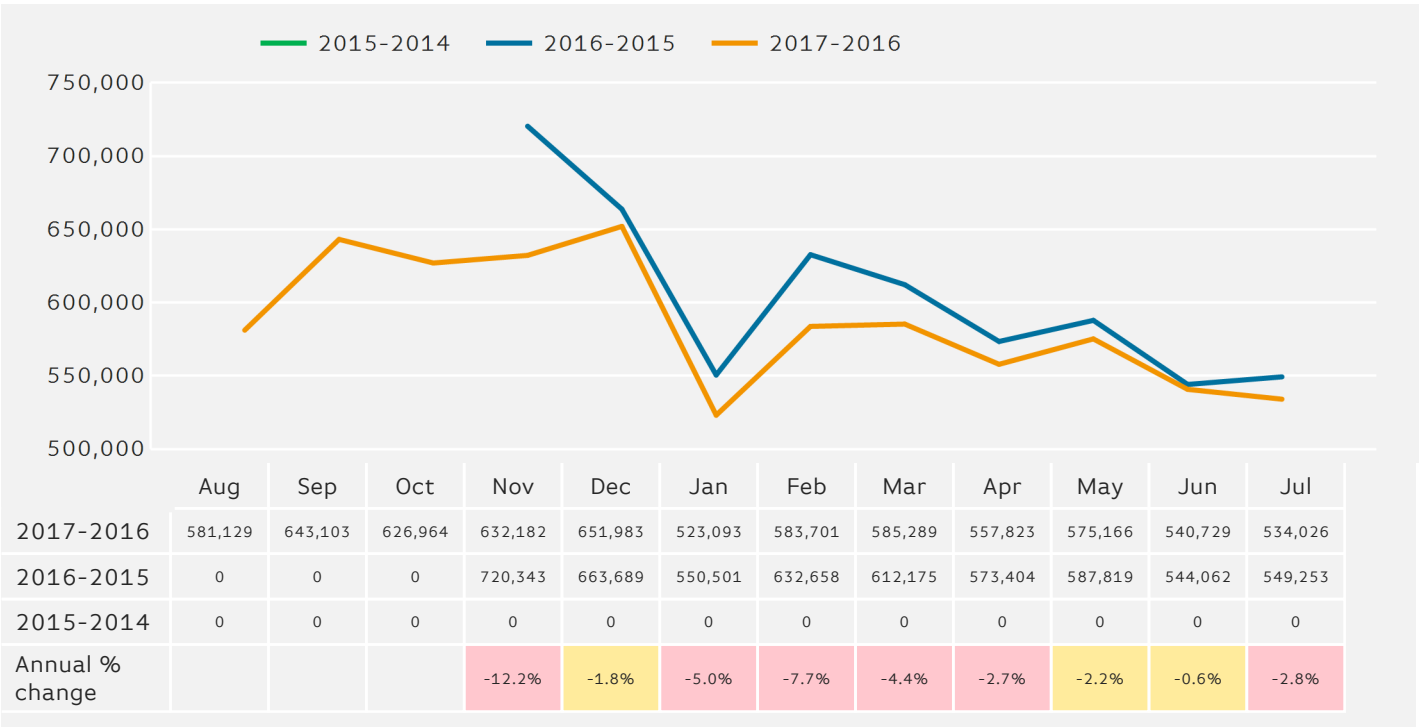
The figures shown below are based on weekly averages



- Union Street, 18.0 %
- Market Street, 16.4 %
- Belmont St, 12.6 %
- Upperkirkgate, 12.0 %
- Union Street West End, 9.0 %
- Castlegate, 7.5 %
- Guild St, 7.4 %
- Bridge St, 5.9 %
- Broad Street, 4.7 %
- Union Terrace, 4.1 %
- Langstane Place, 2.4 %

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.