



**Aberdeen City Centre**

March 2015

02/03/2015 to 05/04/2015



REGION - Scotland

Monday to Sunday

COUNT TYPE: Footfall

**Monthly Footfall**

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Aberdeen City Centre					▼ -3.4 %	
Scotland	▼ -2.3 %	▼ -4.1 %	▼ -0.1 %	▼ -4.0 %	▲ 7.3 %	▲ 6.7 %
UK	▼ -1.4 %	▲ 0.1 %	▼ -1.8 %	▲ 2.6 %	▲ 3.8 %	▲ 7.7 %

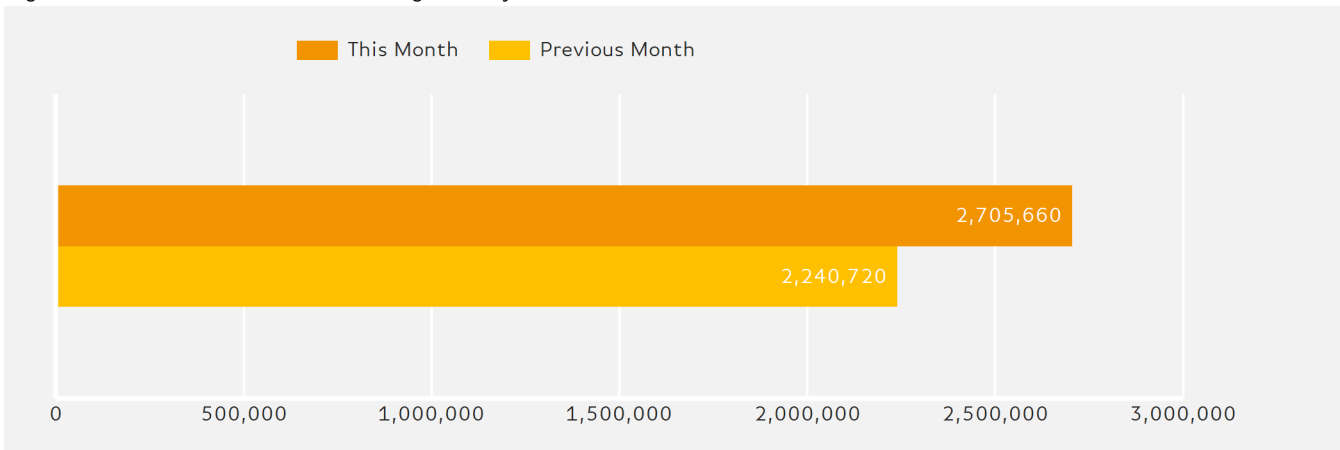
**Headlines**

Footfall month commencing 2 March 2015 was 2,705,660.

The busiest day in month commencing 2 March 2015 was Saturday 28 March with 109,137 visitors.

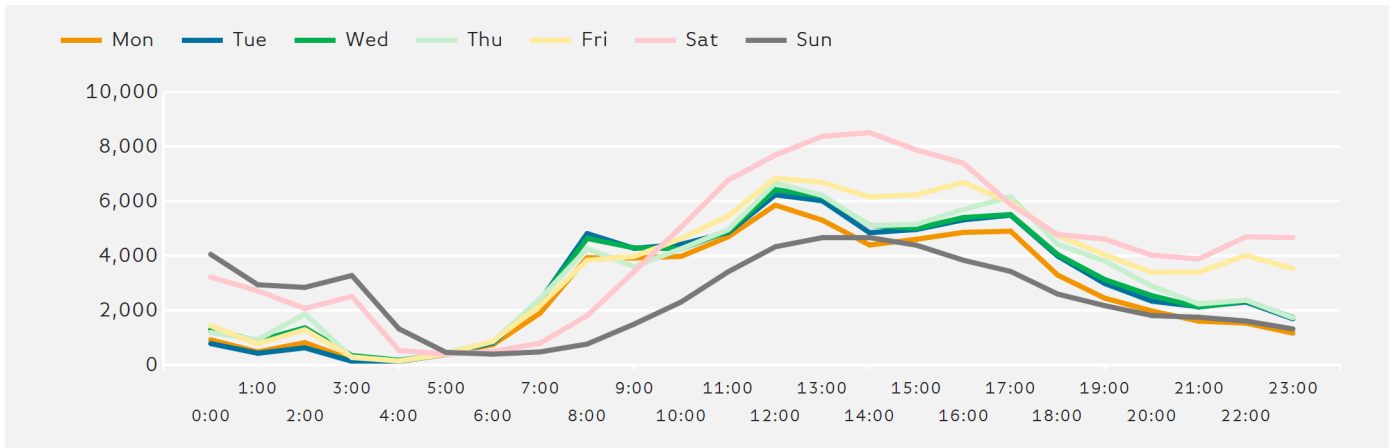
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



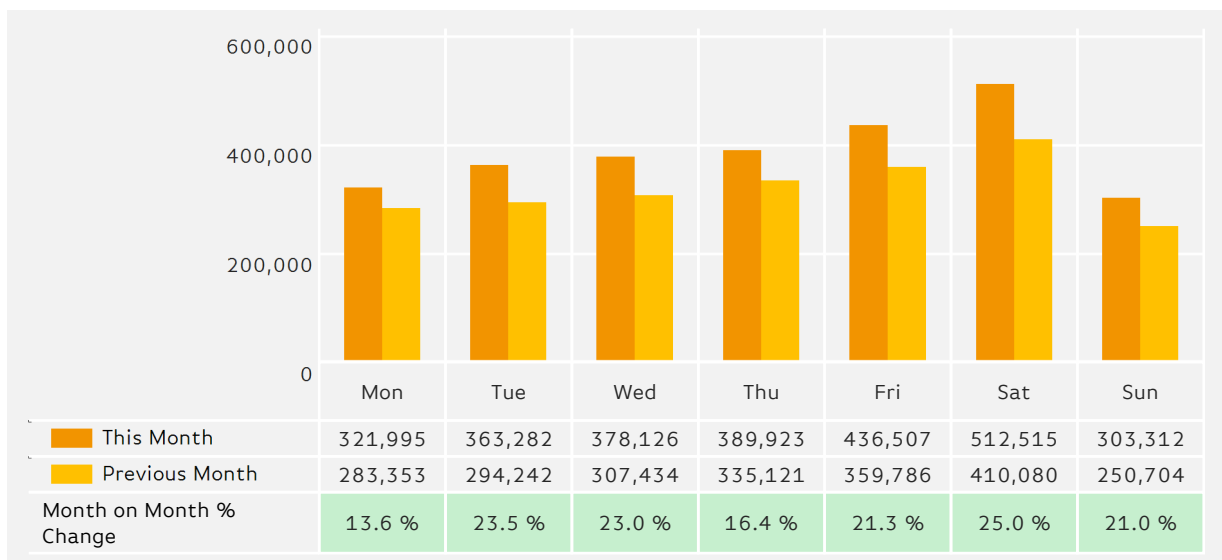
Number of days this month	20	11	4
Number of days same month last year	20	13	2

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	9.1	1.9
2014	10.2	3.3

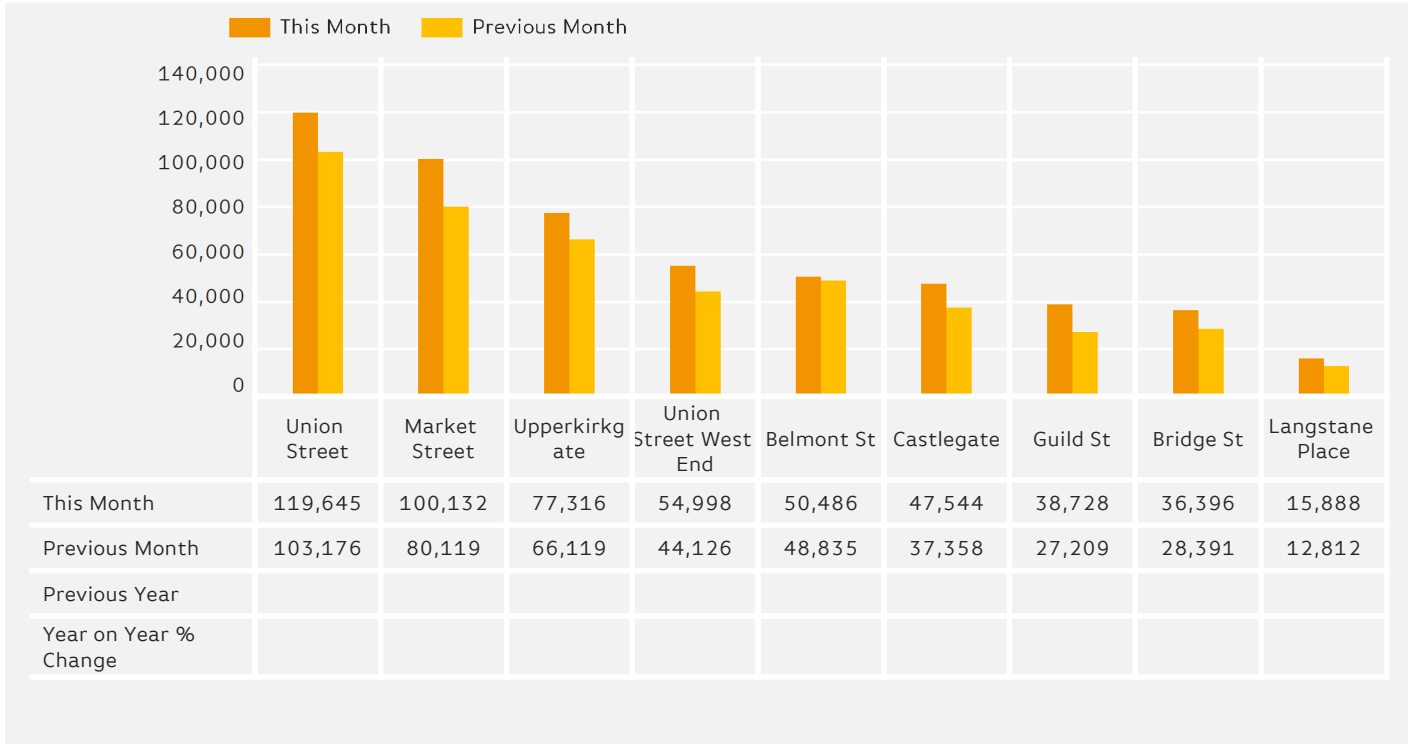
### Footfall by Day

The figures shown below are calculated using monthly totals.



### Footfall Totals

The figures shown below is calculated using weekly averages.



### Footfall Totals

Counting By Location - Main Locations Only

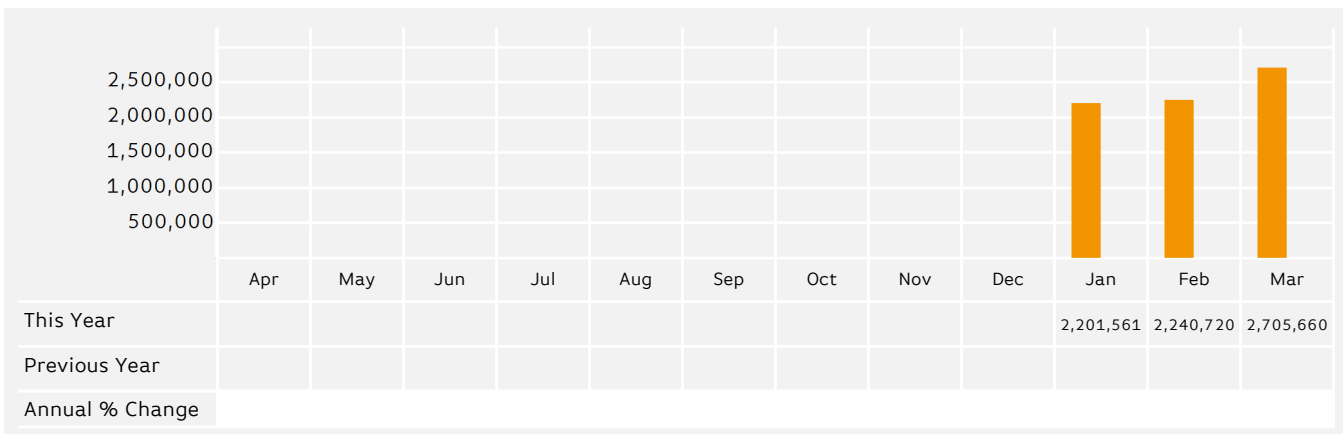
The figures shown below are based on weekly averages



- Union Street, 22.1 %
- Market Street, 18.5 %
- Upperkirkgate, 14.3 %
- Union Street West End, 10.2 %
- Belmont St, 9.3 %
- Castlegate, 8.8 %
- Guild St, 7.2 %
- Bridge St, 6.7 %
- Langstane Place, 2.9 %

### Footfall by Month

The data below is based on monthly totals



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.