



### Aberdeen Originals

August 2015

03/08/2015 to 30/08/2015



REGION - Scotland

Monday to Sunday

COUNT TYPE: Footfall Counts

## Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Aberdeen Originals	▼ -6.8 %		▼ -7.1 %		▲ 16.3 %	▲ 100.7 %
Scotland	▼ -2.8 %	▼ -1.2 %	▼ -3.6 %	▲ 1.5 %	▲ 12.2 %	▲ 0.8 %
UK	▼ -1.6 %	▼ -0.6 %	▼ -2.3 %	▼ -2.9 %	▼ -0.7 %	▼ -1.2 %

## Headlines

Footfall for the year to date is 6.8% down on the previous year.

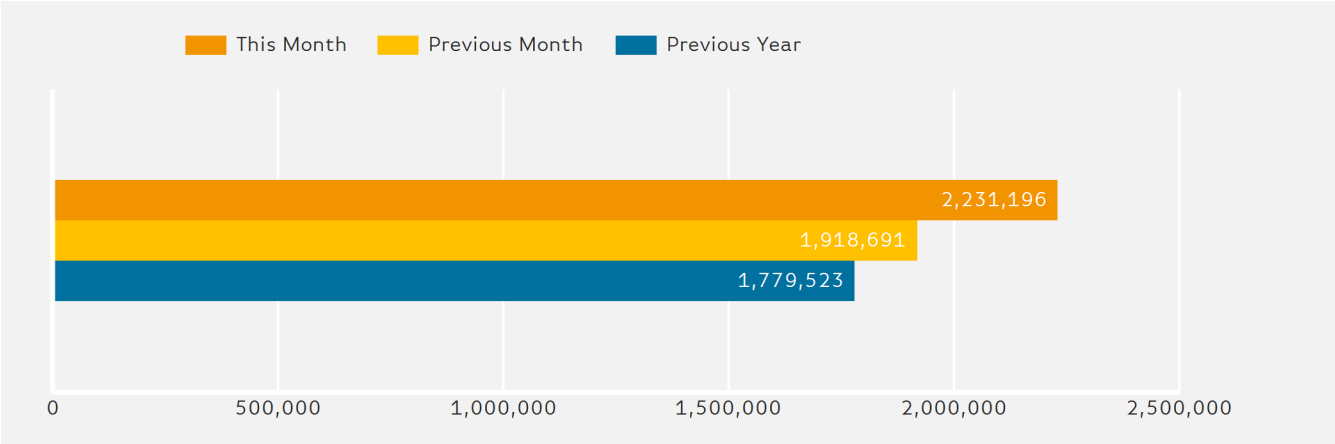
Footfall month commencing 3 August 2015 was 2,231,196.

The busiest day in month commencing 3 August 2015 was Saturday 29 August with 112,439 visitors.

The peak hour of the month was 11:00 on Saturday with footfall of 9,492

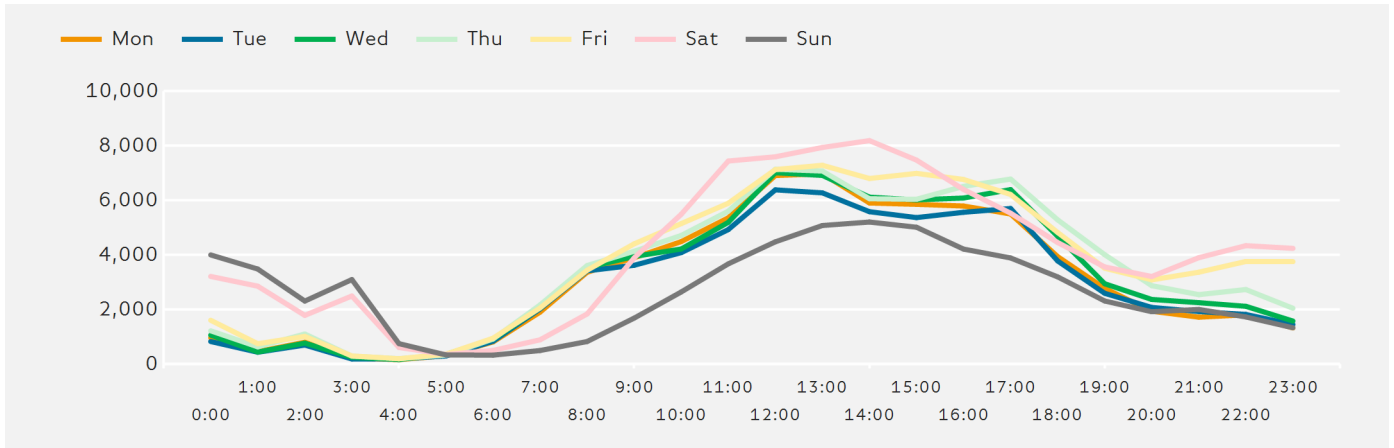
## Footfall Totals by Month

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



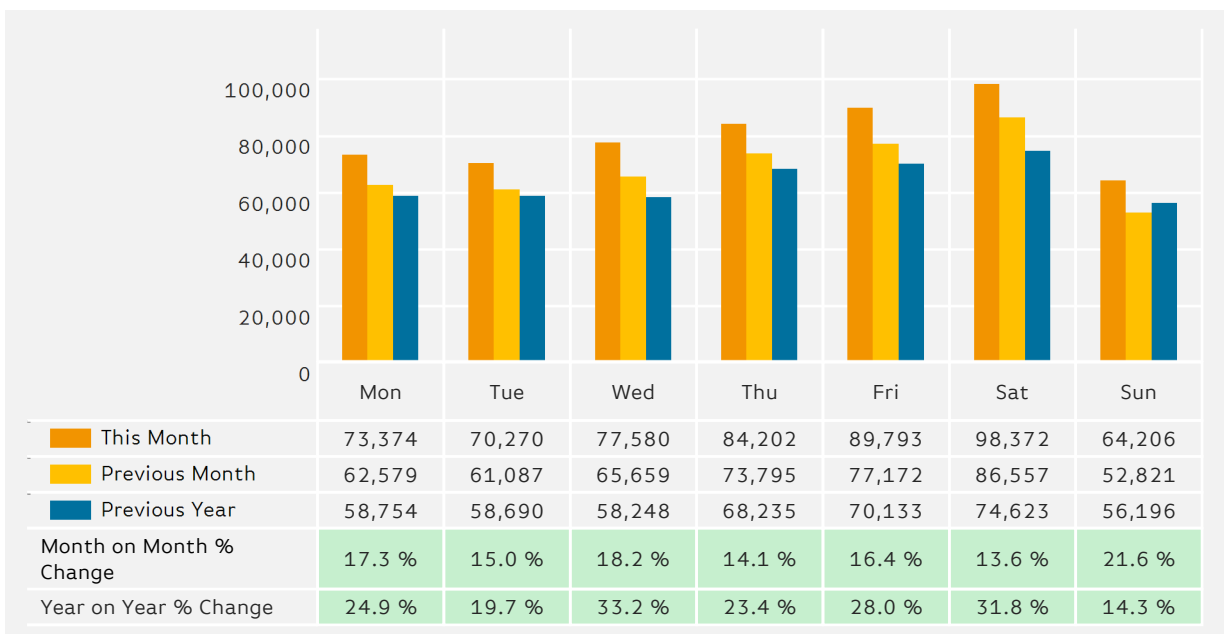
Number of days this month	20	3	5
Number of days same month last year	14	2	12

### Average Temperature

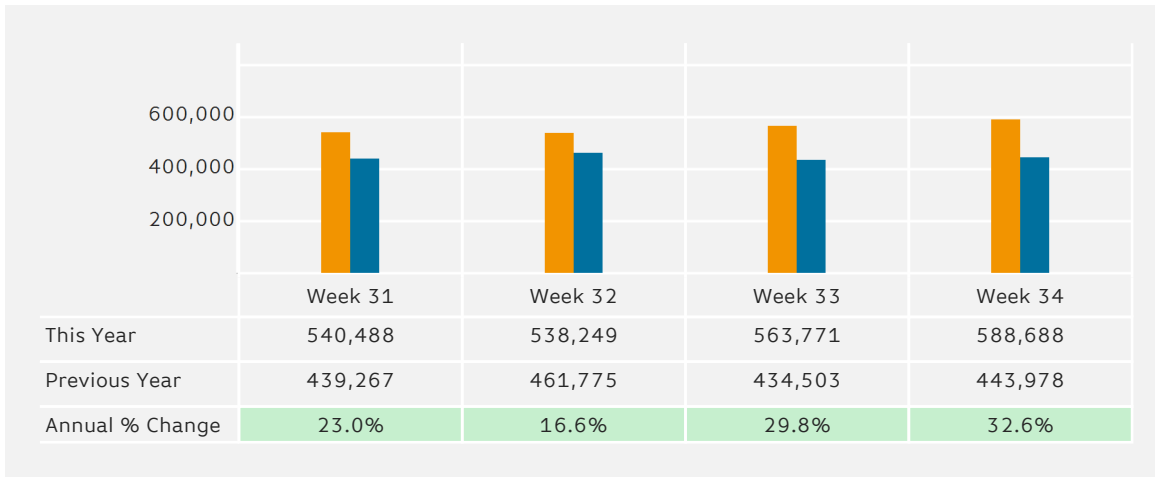
Average Temperatures	Maximum Temperature	Minimum Temperature
2015	17.8	10.8
2014	16.3	9.4

### Footfall by Day

The figures shown below are calculated using weekly averages.

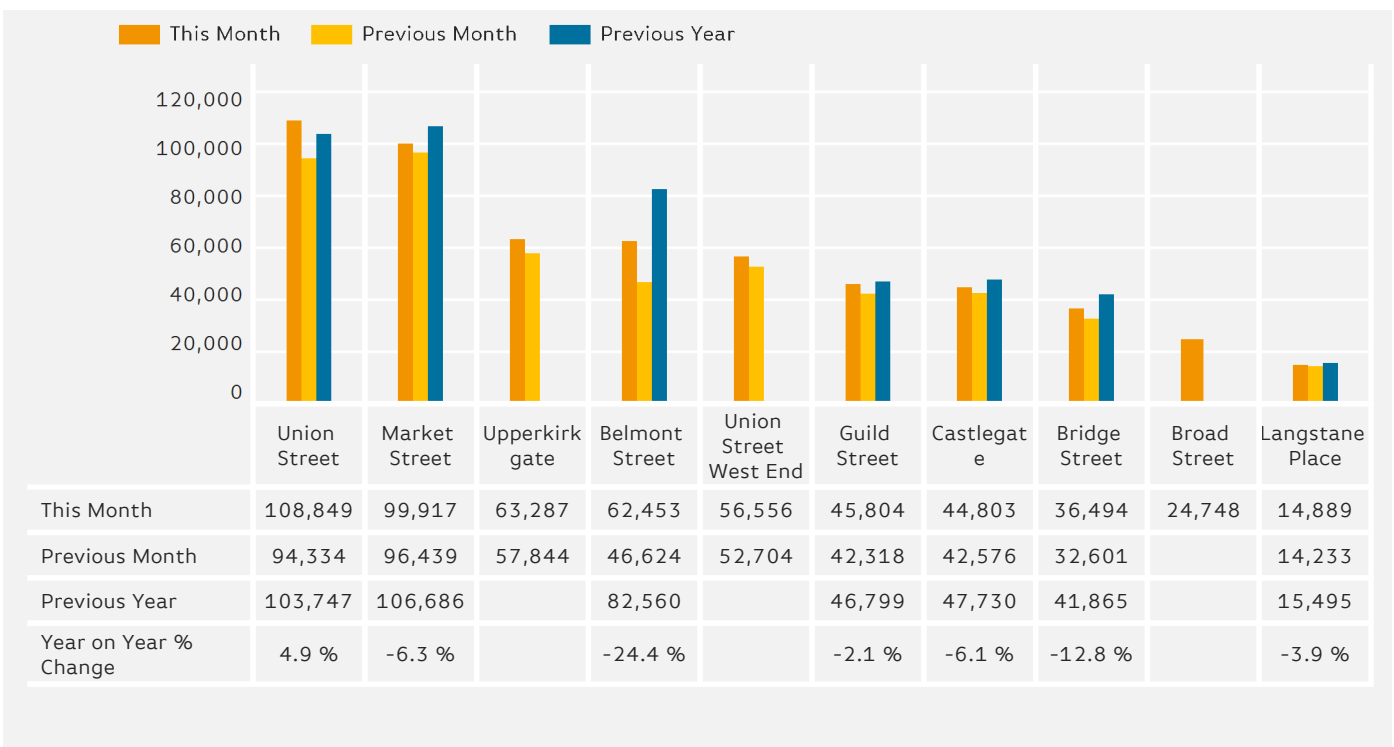


### Footfall by Week of Month



### Footfall Totals

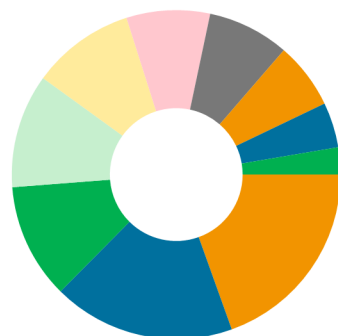
The figures shown below is calculated using weekly averages.



### Footfall Totals

Counting By Location - Main Locations Only

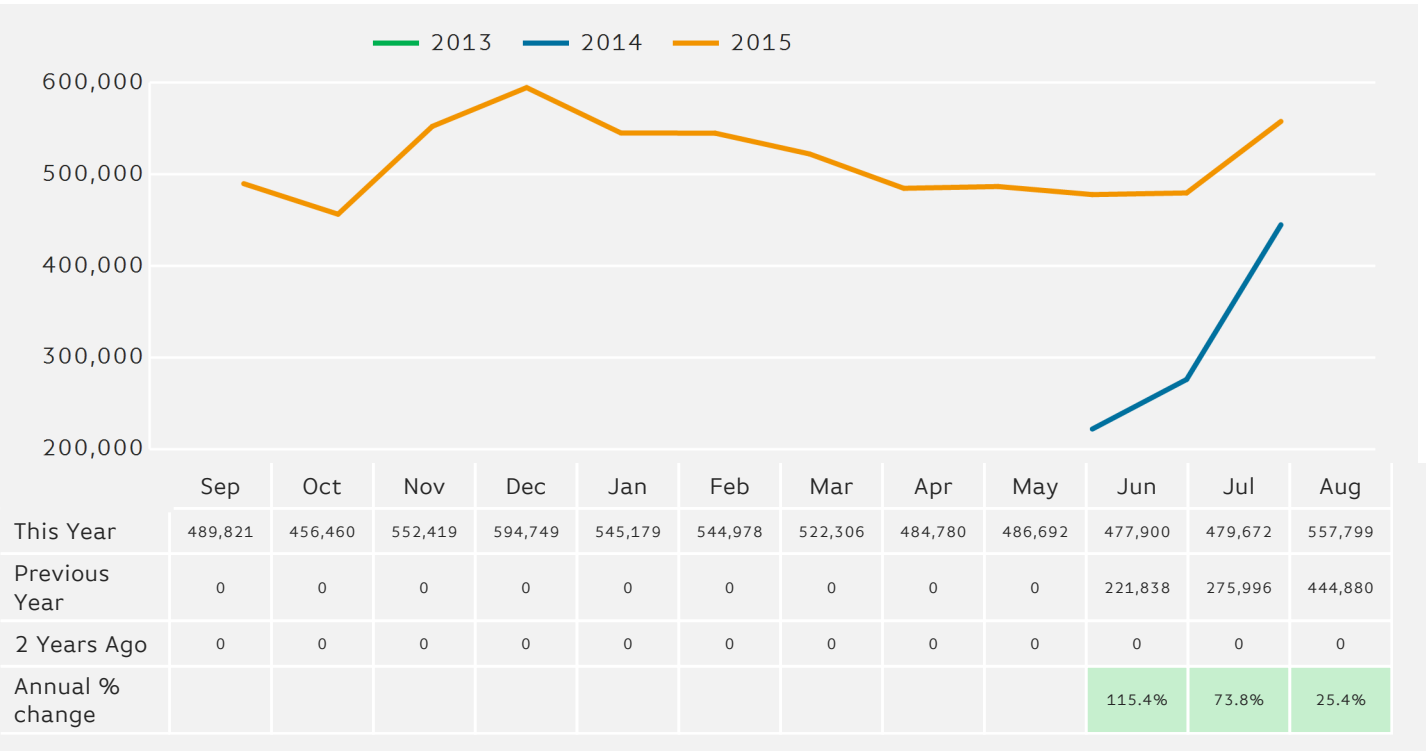
The figures shown below are based on weekly averages



- Union Street, 19.5 %
- Market Street, 17.9 %
- Upperkirkgate, 11.3 %
- Belmont Street, 11.2 %
- Union Street West End, 10.1 %
- Guild Street, 8.2 %
- Castlegate, 8.0 %
- Bridge Street, 6.5 %
- Broad Street, 4.4 %
- Langstane Place, 2.7 %

## 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.