



Aberdeen City Centre

November 2015

02/11/2015 to 29/11/2015



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	
	2015	2014	2015	2014	2015	2014
Aberdeen City Centre					▲ 3.8 %	
Scotland	▼ -2.9 %	▼ -0.3 %	▼ -7.6 %	▲ 2.7 %	▼ -0.8 %	▲ 3.2 %
UK	▼ -1.8 %	▼ -1.0 %	▼ -4.2 %	▼ -3.9 %	▼ -4.4 %	▲ 0.4 %

Headlines

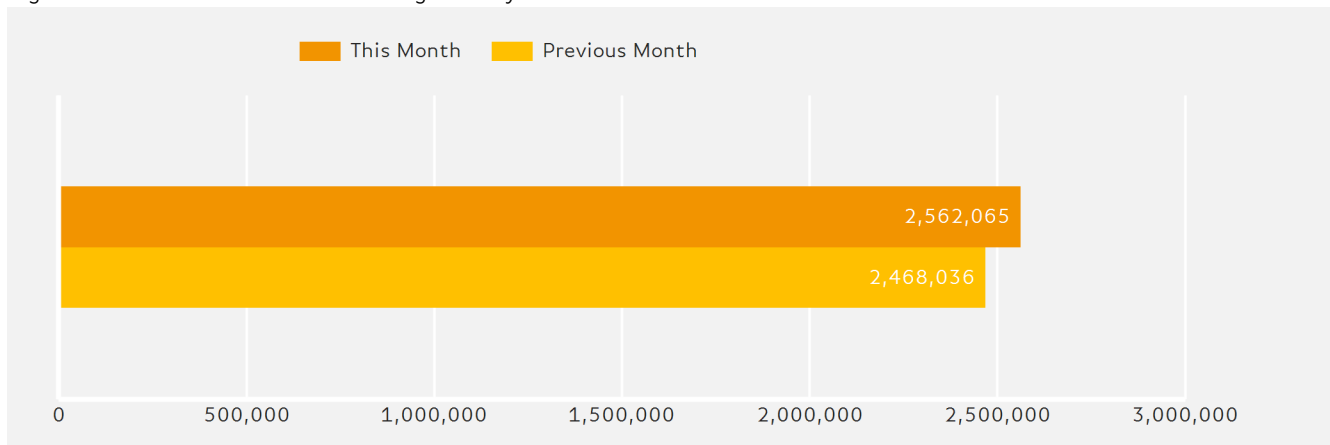
Footfall month commencing 2 November 2015 was 2,562,065.

The busiest day in month commencing 2 November 2015 was Saturday 28 November with 128,246 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 10,884

Footfall Totals by Month

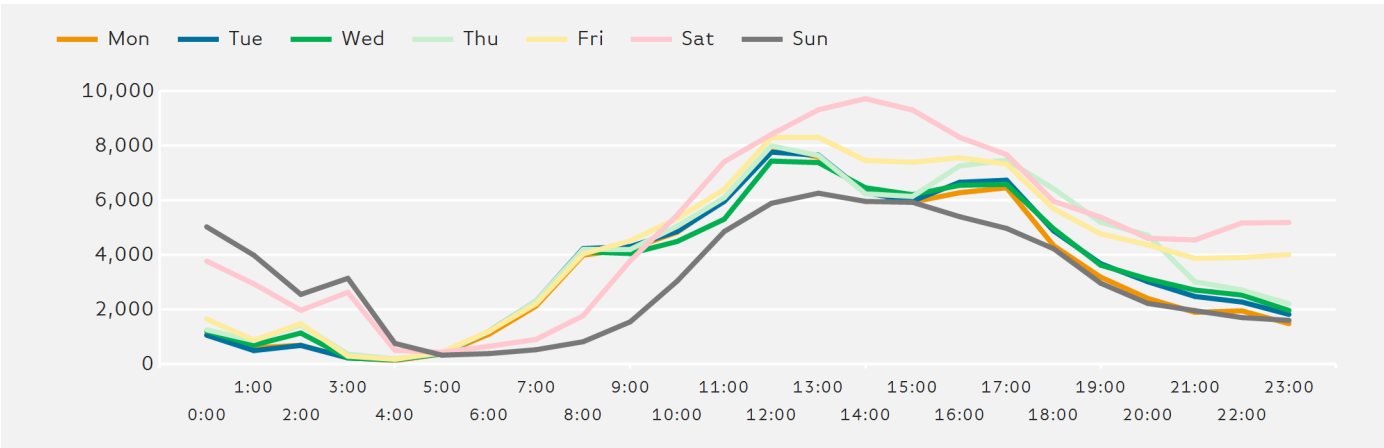
Figures shown below are calculated using monthly totals.



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



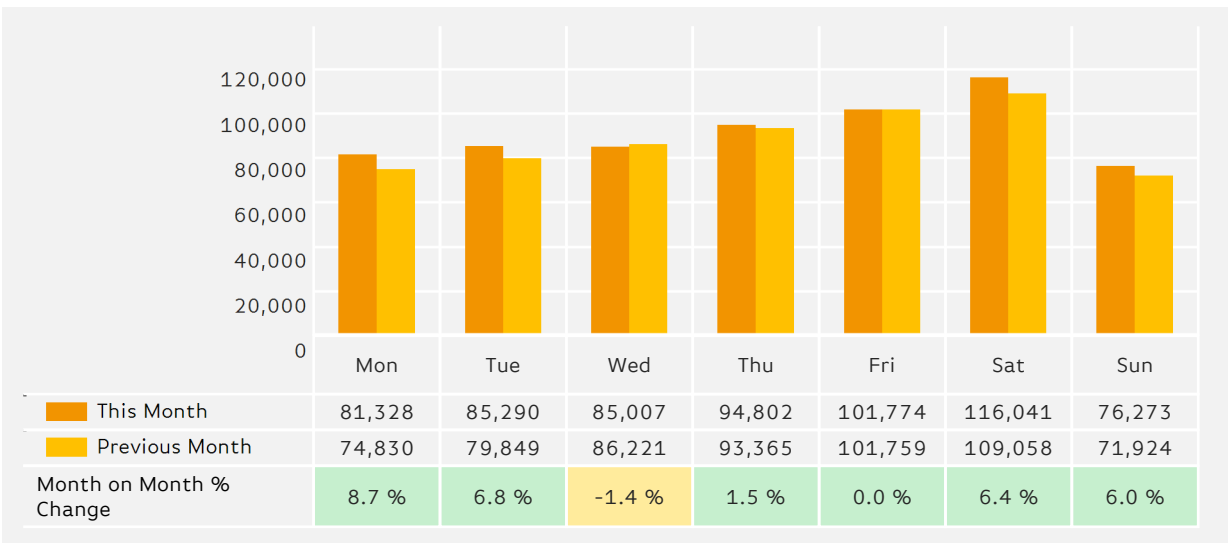
Number of days this month	19	3	4	1	1
Number of days same month last year	9	11	8		

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	10.3	3.6
2014	10.2	5.0

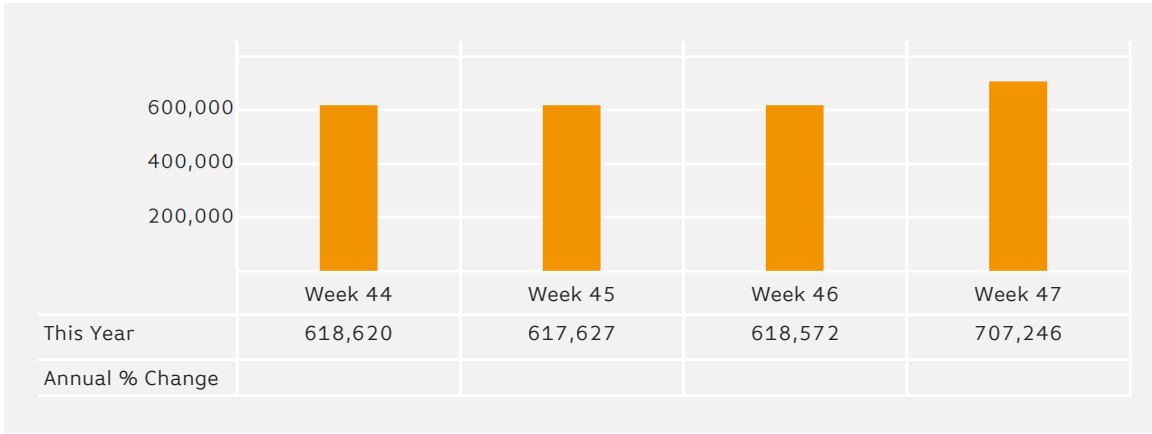
Footfall by Day

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

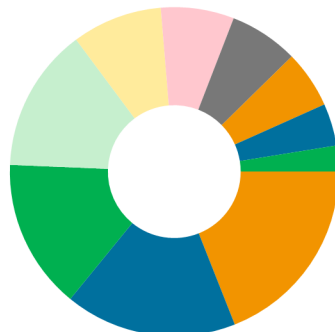
The data below is based on weekly averages.

	This Week	Previous Week	Week on Week % Change	0	20,000	40,000	60,000	80,000	100,000	120,000	140,000
Belmont St	94,513	84,626	11.7 %								
Bridge St	36,149	35,998	0.4 %								
Broad Street	26,606	34,810	-23.6 %								
Caledonian Hotel											
Castlegate	46,113	42,988	7.3 %								
Guild St	43,376	46,591	-6.9 %								
Langstane Place	16,285	16,604	-1.9 %								
Market Street	108,217	106,346	1.8 %								
Union Street	121,708	121,358	0.3 %								
Union Street West End	56,833	54,159	4.9 %								
Upperkirkgate	90,718	73,532	23.4 %								

Footfall Totals

Counting By Location - Main Locations Only

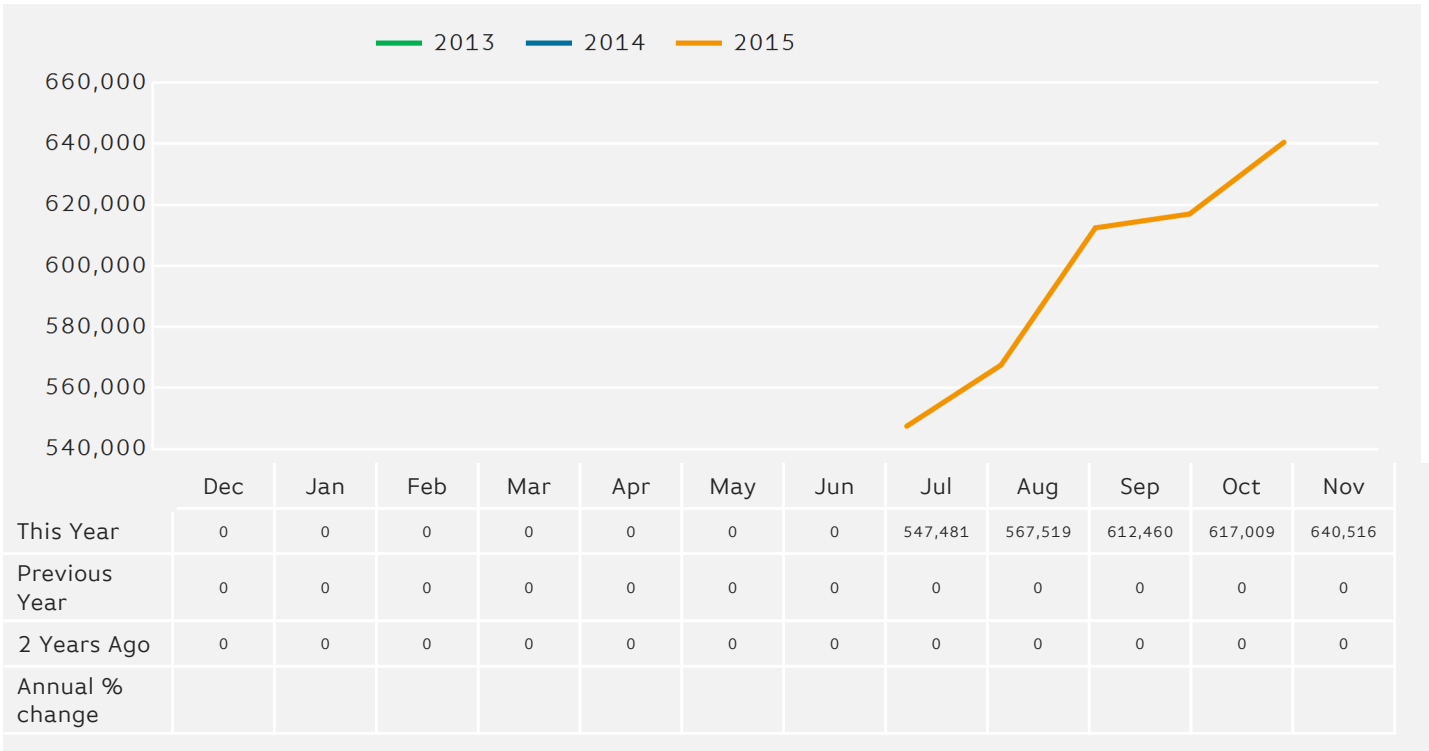
The figures shown below are based on weekly averages



- Union Street, 19.0 %
- Market Street, 16.9 %
- Belmont St, 14.8 %
- Upperkirkgate, 14.2 %
- Union Street West End, 8.9 %
- Castlegate, 7.2 %
- Guild St, 6.8 %
- Bridge St, 5.6 %
- Broad Street, 4.2 %
- Langstane Place, 2.5 %

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.