

## WEEK 5 - FOOTFLOW HEADLINES

### Week commencing 23<sup>rd</sup> January 2012

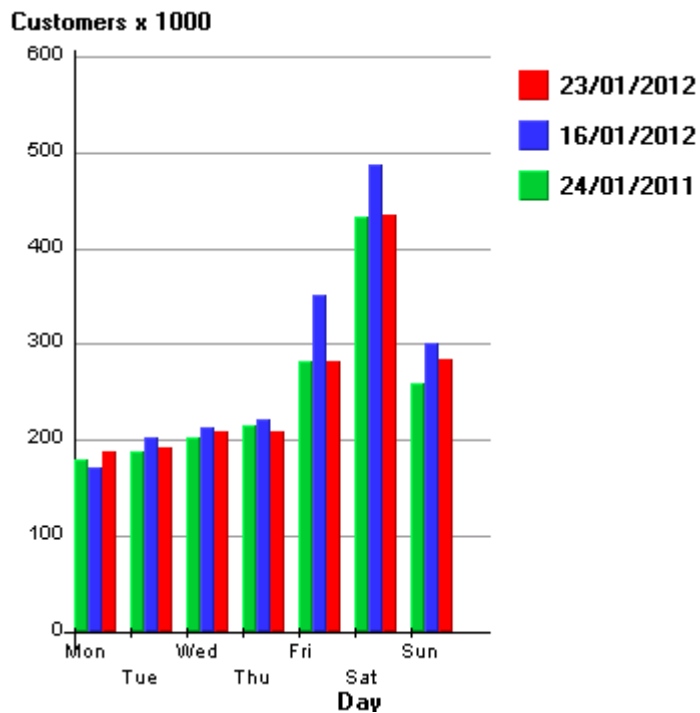
**Total number of visitors = 1.80 million**

**Footflow up 2.4% (compared to w/c 24th January 2011)**

### Weekend of 28<sup>th</sup>-29<sup>th</sup> January 2012

**Total number of visitors = 720,000**

**Footflow up 4.0% (compared to 15th-16th January 2011)**



*Fig. 1: Day-by-day performance*

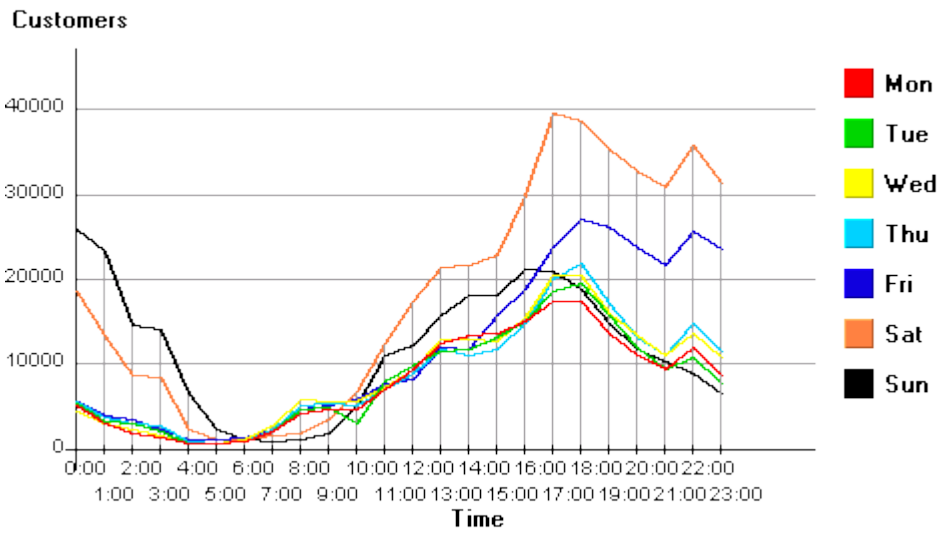


Fig.2: Hourly Peaks

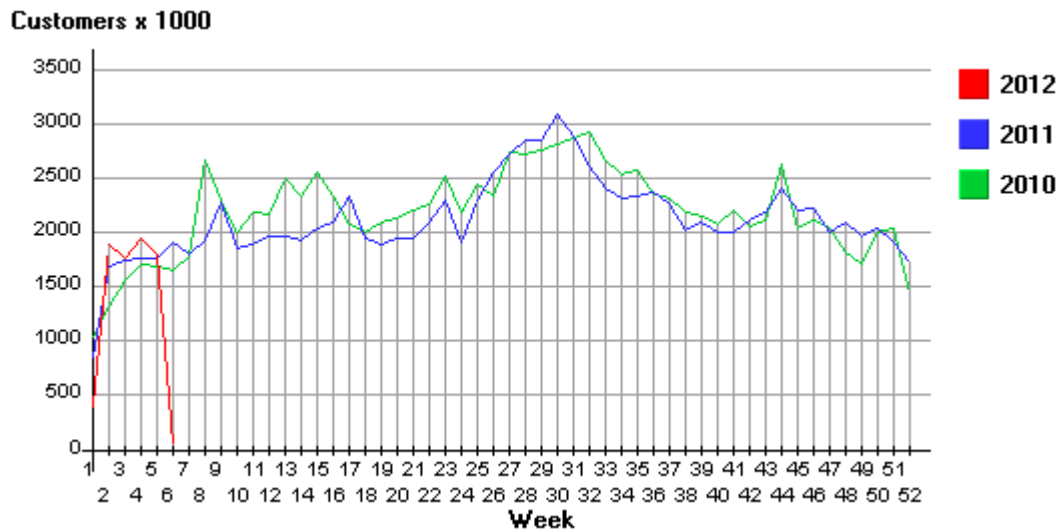


Fig.3: Week-on-week, year-on-year (2011 vs 2010 vs 2009)

### Average data for 2012

**Average weekly total for 2011 = 2.05 million**

**Average weekend total for 2011 = 756,000**

**Average Saturday total for 2011 = 462,000**

**Average Sunday total for 2011 = 294,000**

**Average % weekly increase (2010 vs 2011) = 10.1%**

**Average % weekend increase (2010 vs 2011) = 7.8%**

### Average data for 2011

**Average weekly total for 2011 = 2.14 million**

**Average weekend total for 2011 = 776,000**

**Average Saturday total for 2011 = 465,000**

**Average Sunday total for 2011 = 312,000**

**Average % weekly increase (2010 vs 2011) = -2.9%**

**Average % weekend increase (2010 vs 2011) = -1.6%**

## Archive data for 2010

**Average weekly total for 2010 = 2.25 million**

**Average weekend total for 2010 = 818,000**

**Average Saturday total for 2010 = 447,000**

**Average Sunday total for 2010 = 327,000**

**Average % weekly increase (2009 vs 2010) = -8.5%**

**Average % weekend increase (2009 vs 2010) = -8.9%**

## Archive data for 2009

**Average weekly total for 2009 = 2.45 million**

**Average weekend total for 2009 = 899,000**

**Average Saturday total for 2009 = 544,000**

**Average Sunday total for 2009 = 355,000**

**Average % weekly increase (2008 vs 2009) = 11.3%**

**Average % weekend increase (2008 vs 2009) = 14.3%**

To date, footfall has only ever been monitored in specific places such as shopping centres or retailers' outlets, but now for the first time accurate high street footfall data is available providing a true measure of the performance of the UK's high streets.

Data for the index has been gathered by Springboard from around 100 million flows a month in 50 UK towns and cities. Data has been collated using Springboard's i-site software which monitors footfall continuously, 24 hours a day, 7 days a week.

For more information please contact Diane Wehrle from Springboard on [diane.wehrle@spring-board.info](mailto:diane.wehrle@spring-board.info) or call 01908 547858. Information about Springboard can be found at [www.spring-board.info](http://www.spring-board.info)