

WEEK 8 - FOOTFLOW HEADLINES

- 18.6% more visitors at weekend than previous weekend
- 39.9% more visitors during week than previous week

Week commencing 13th Feb 2012

Total number of visitors = 2.23 million

Footflow up 15.8% (compared to w/c 14th Feb 2011)

Weekend of 18th-19th Feb 2012

Total number of visitors = 746,000

Footflow up 4.9% (compared to 19th-20th 2011)

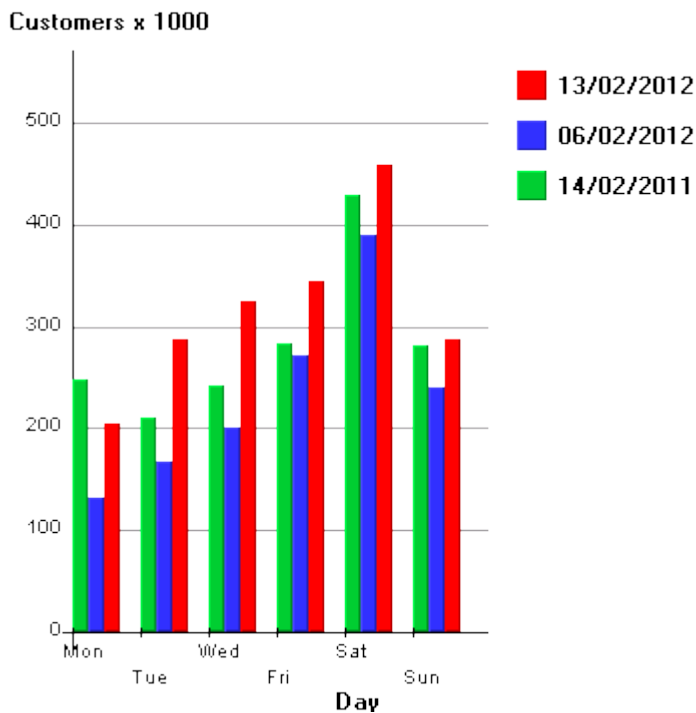


Fig. 1: Day-by-day performance

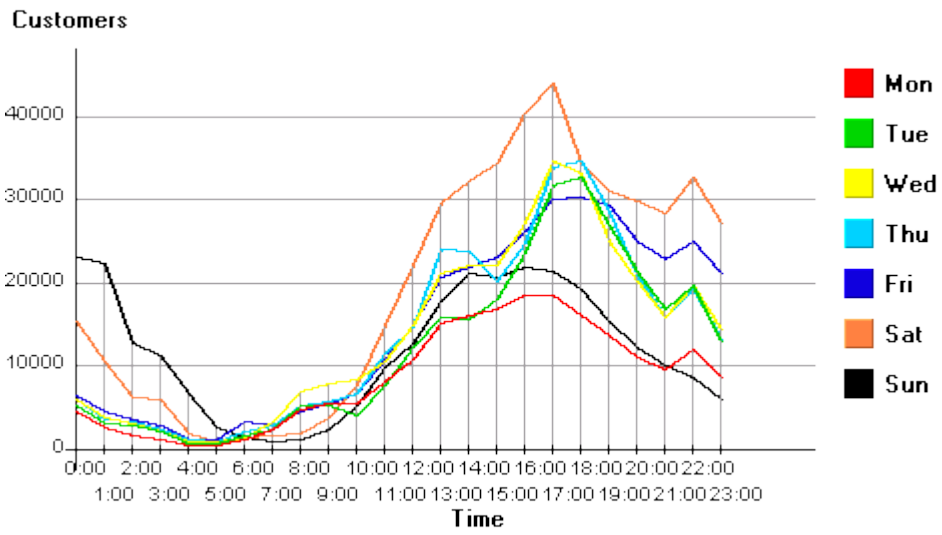


Fig.2: Hourly Peaks

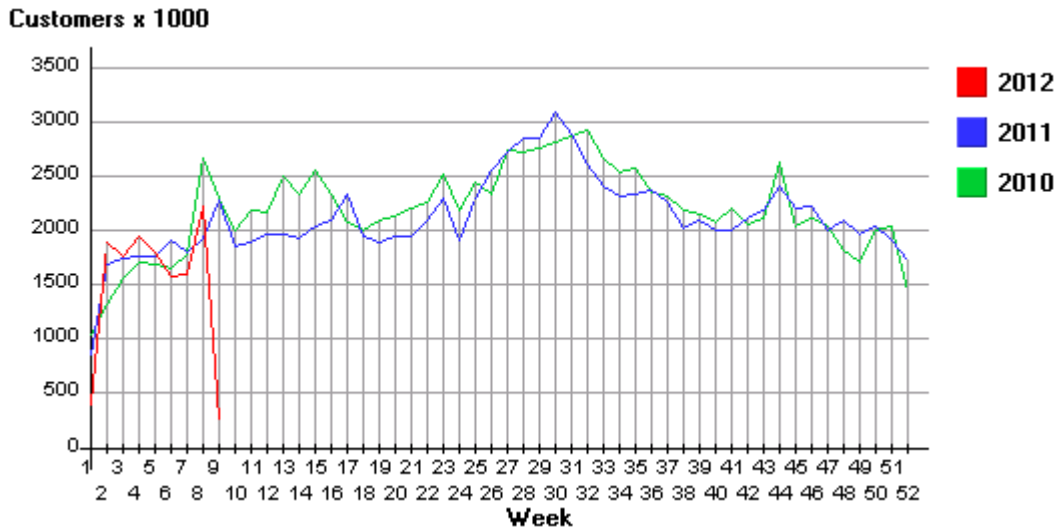


Fig.3: Week-on-week, year-on-year (2012 vs 2011 vs 2010)

Average data for 2012

Average weekly total for 2012 = 1.96 million

Average weekend total for 2012 = 718,000

Average Saturday total for 2012 = 443,000

Average Sunday total for 2012 = 274,000

Average % weekly increase (2010 vs 2012) = 4.7%

Average % weekend increase (2010 vs 2012) = 0.5%

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 or call 01908 547858. Information about Springboard can be found at www.spring-board.info