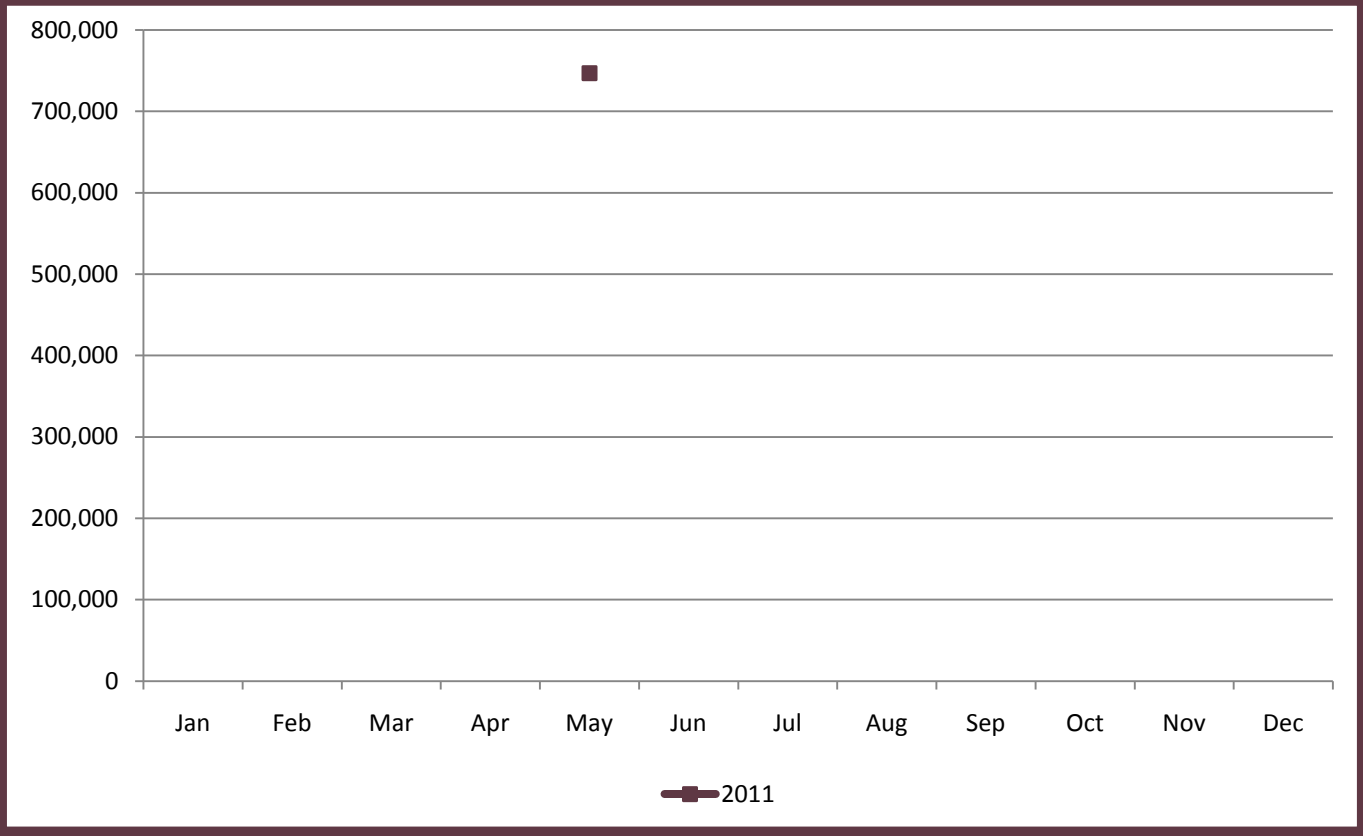
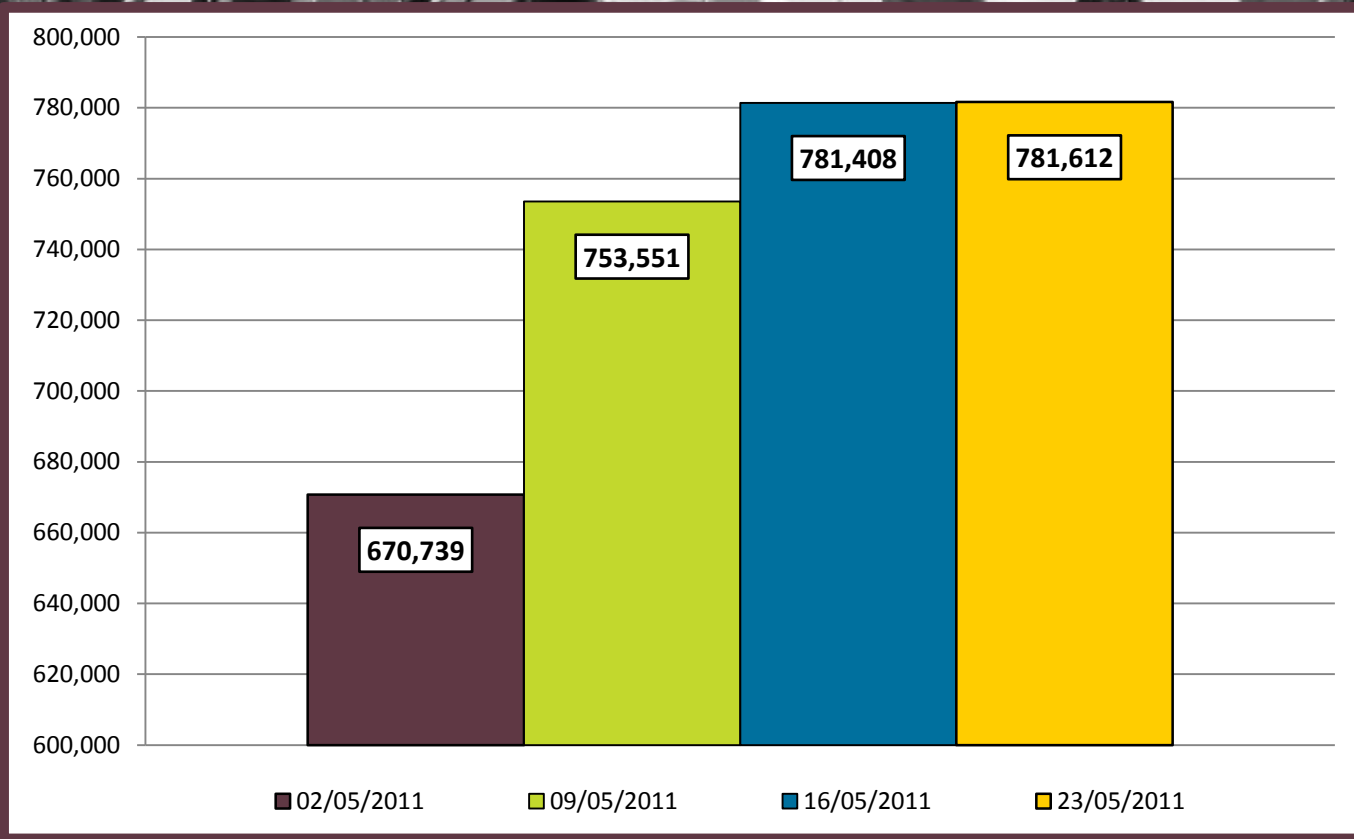


Weekly Average Footfall Counts by Month – May 2011



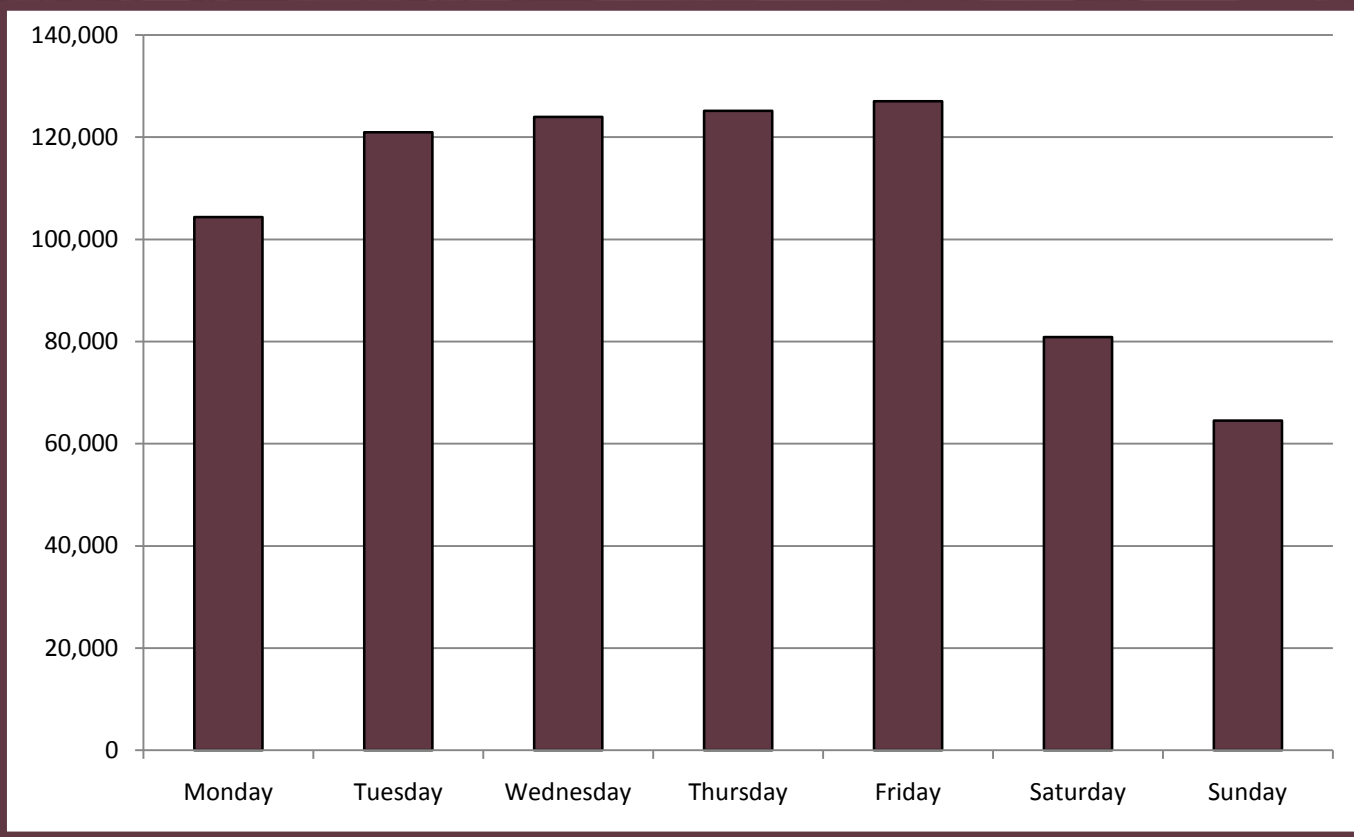
The above graph will track weekly average footfall totals by month over a number of years so that long term trends can be identified. The footfall volumes shown are the sum of all six pedestrian counters in the Victoria BID area.

Footfall Totals by Week of the Month – May 2011



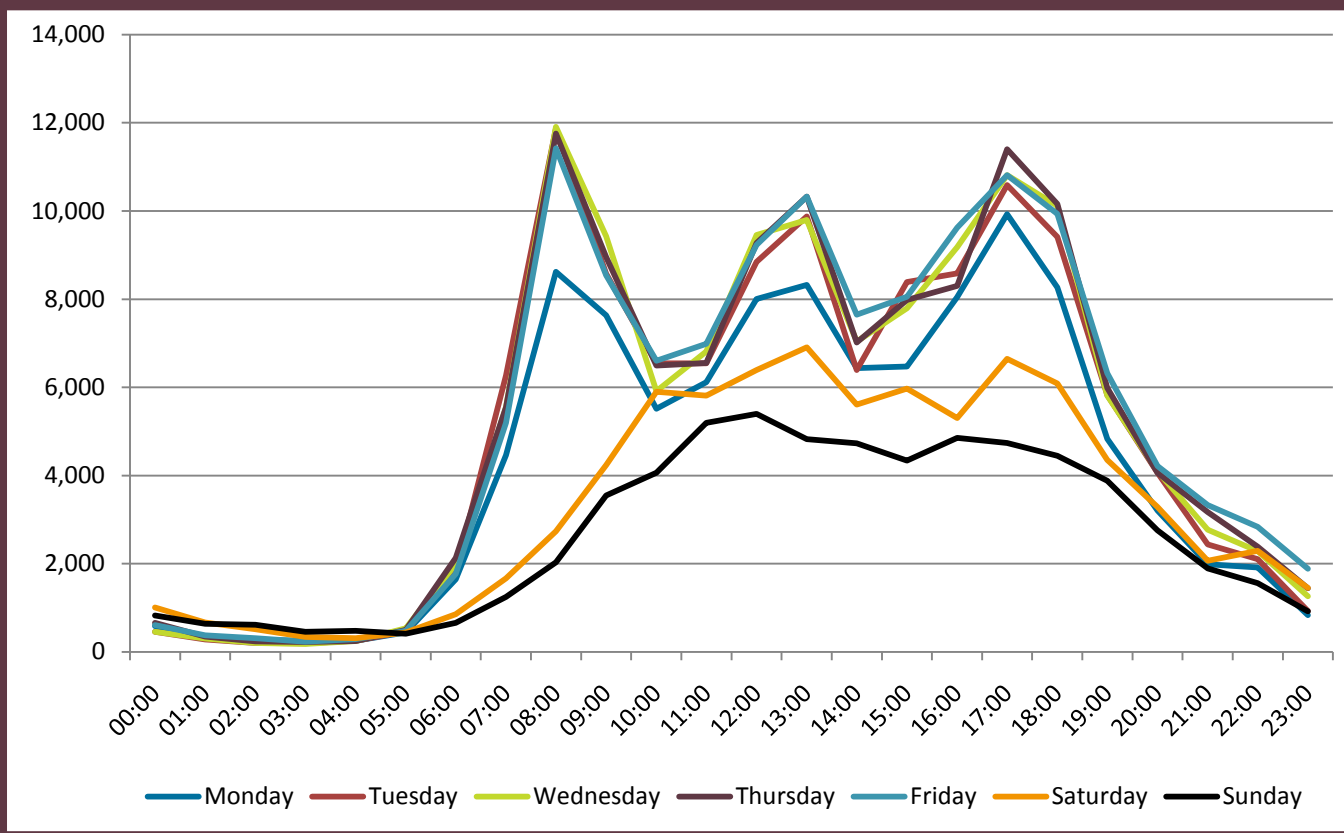
Footfall counts in the Victoria BID area increased throughout May 2011 and peaked in the last week of the month with a total of 781,612.

Footfall Totals by Day of the Week – May 2011



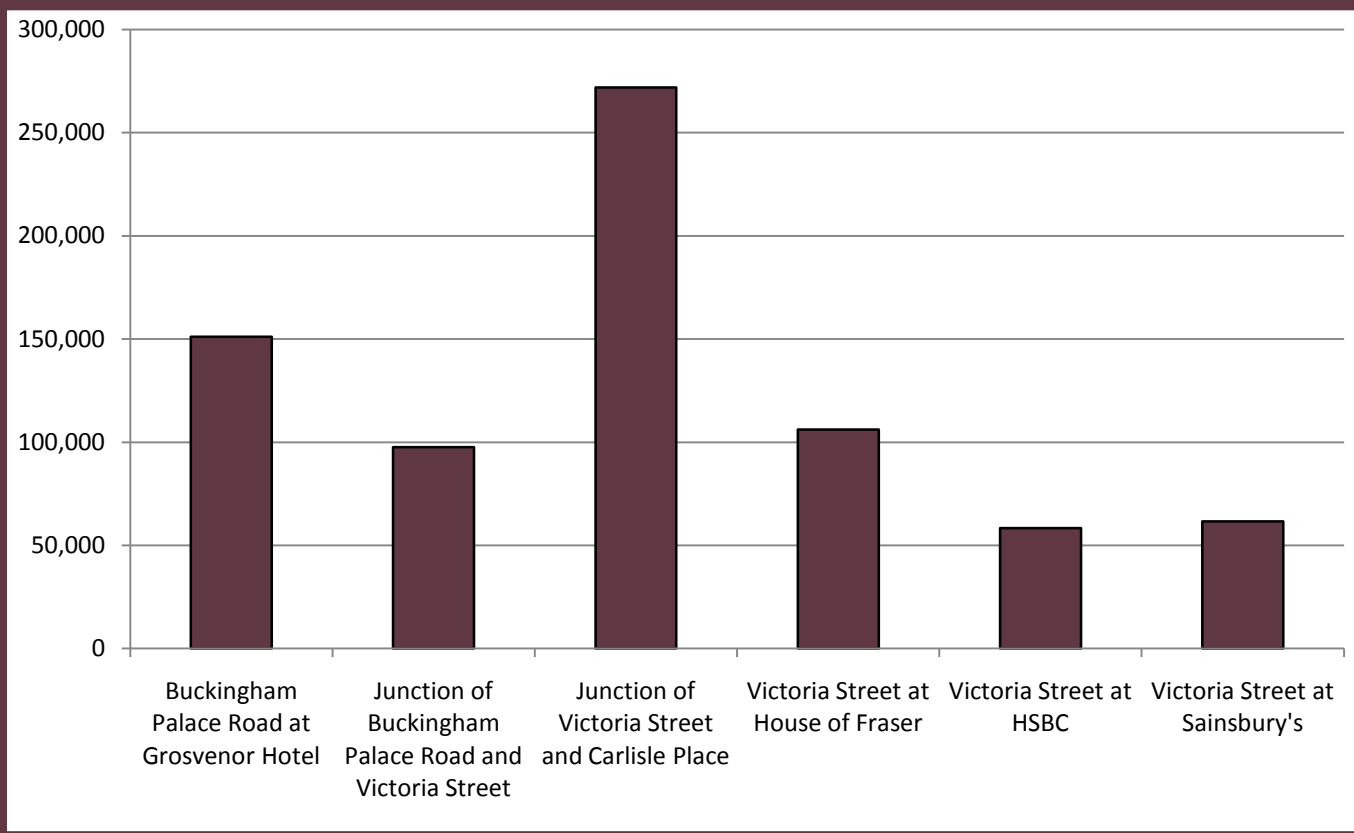
Footfall counts in the Victoria BID area peaked on a Friday in the month of May 2011. This is in contrast to the West End of London where footfall counts peak on a Saturday.

Footfall Totals by Hour of the Day – May 2011



The hourly footfall counts were similar from Tuesdays to Fridays inclusive, with the hourly counts peaking at 08:00 and 17:00 on these days. The hourly footfall counts for Saturdays and Sundays were fairly consistent between the hours of 10:00 and 18:00

Weekly Average Footfall Totals by Individual Counting Location – May 2011



The Junction of Victoria Street and Carlisle Place counting location was the busiest throughout the month of May 2011, whilst the Victoria Street at HSBC counting location was the least busiest.