



**Stamford Downtown Special Services District**

May 2018

04/30/2018 to 05/27/2018



STATE - Connecticut

Monday to Sunday

COUNT TYPE: Ped Counts

**Monthly Ped Counts**

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 |          |
|---|-----------------------|-----------|-----------------------|-----------|-------------------------|----------|
|   | 2018                  | 2017      | 2018                  | 2017      | 2018                    | 2017     |
| Stamford Downtown Special Services District | ▲ 2.1 %               | ▼ -21.1 % | ▼ -15.0 %             | ▼ -21.1 % | ▲ 2.4 %                 | ▲ 36.1 % |
| Connecticut                                 |                       | ▼ -8.3 %  |                       |           | ▲ 3.5 %                 | ▲ 5.1 %  |
| USA   | ▲ 1.4 %               | ▼ -2.6 %  | ▲ 5.5 %               | ▲ 0.5 %   | ▲ 2.3 %                 | ▼ -2.4 % |

**Headlines**

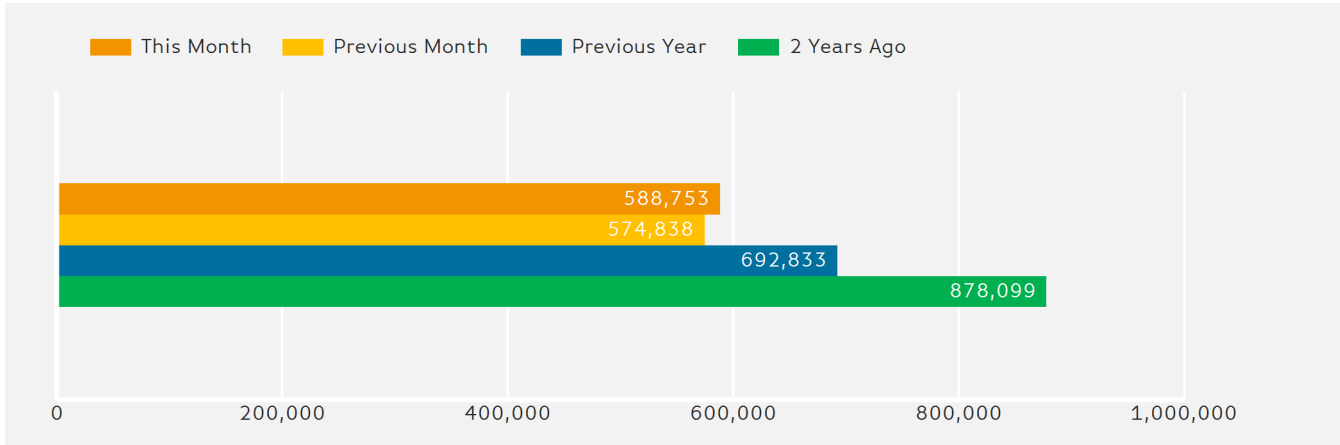
The total number of Pedestrians for the year to date is 2,660,160 which is 2.1% up on the previous year.

The total number of Pedestrians to Stamford Downtown Special Services District in month commencing 30 April 2018 was 588,753.

The busiest day in month commencing 30 April 2018 was Friday 11 May with 31,045 Pedestrians.

**Ped Counts by Month**

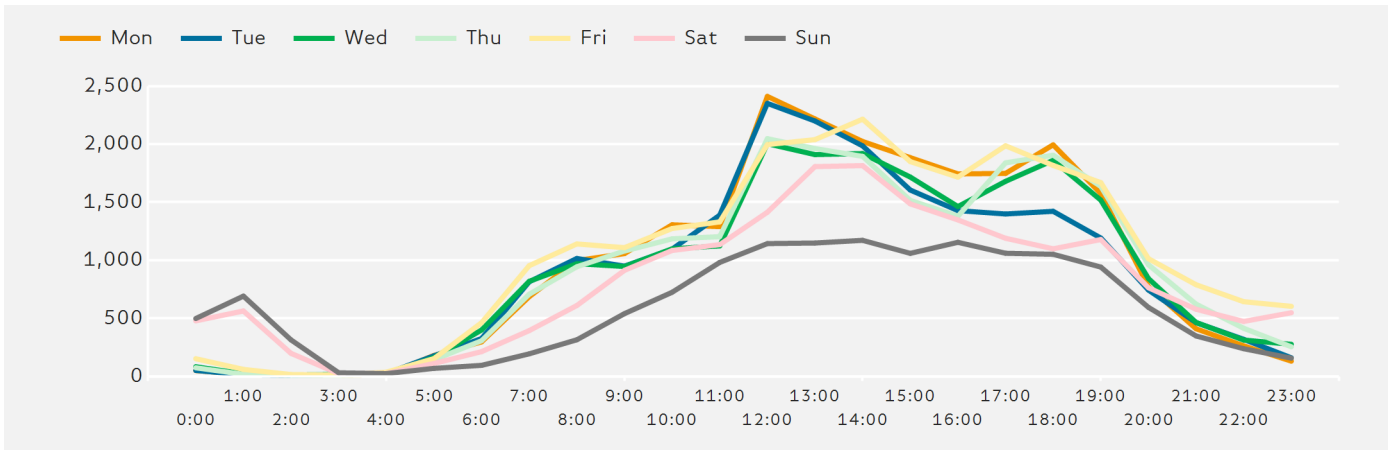
Figures shown below are calculated using monthly totals.



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.

### Ped Counts by Hour

The figures shown below are calculated using a weekly average



### Weather



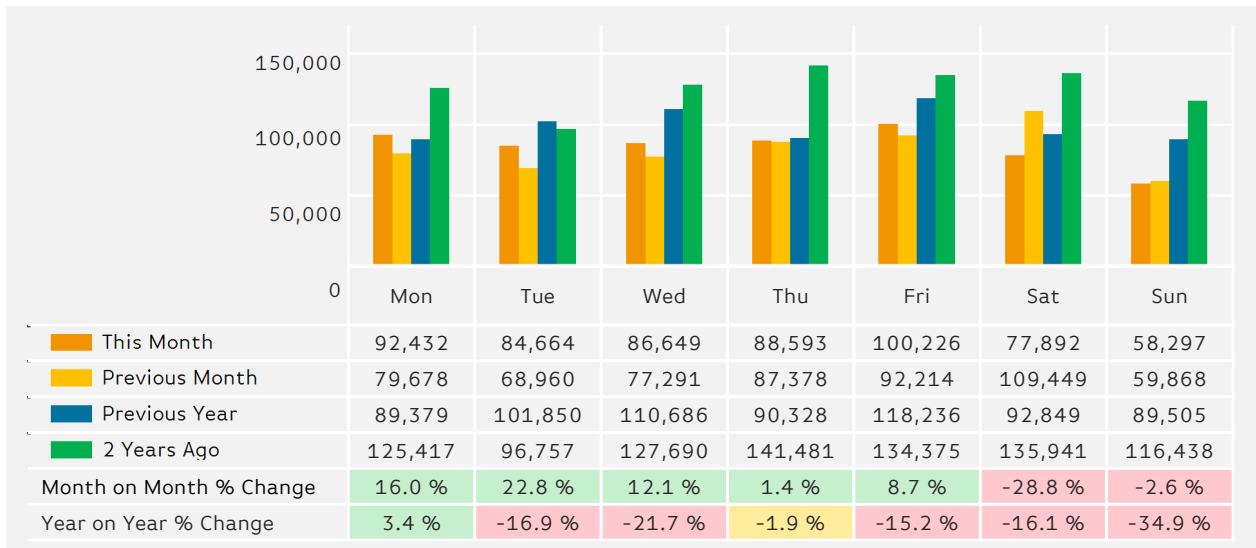
|                                     |    |    |    |
|-------------------------------------|----|----|----|
| Number of days this month           | 11 | 5  | 12 |
| Number of days same month last year | 11 | 11 | 6  |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2018                 | 70.8                | 54.2                |
| 2017                 | 67.7                | 53.3                |

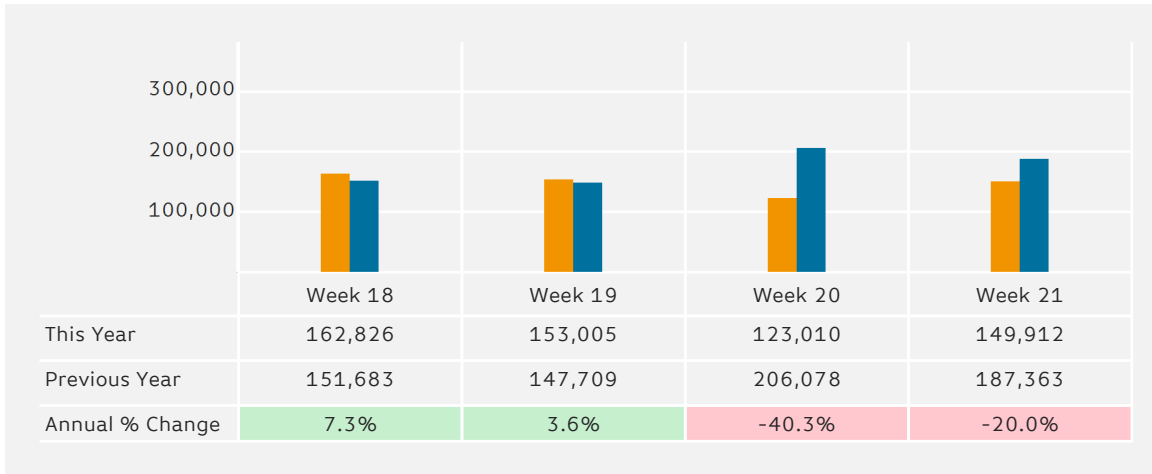
### Ped Counts by Day

The figures shown below are calculated using monthly totals.



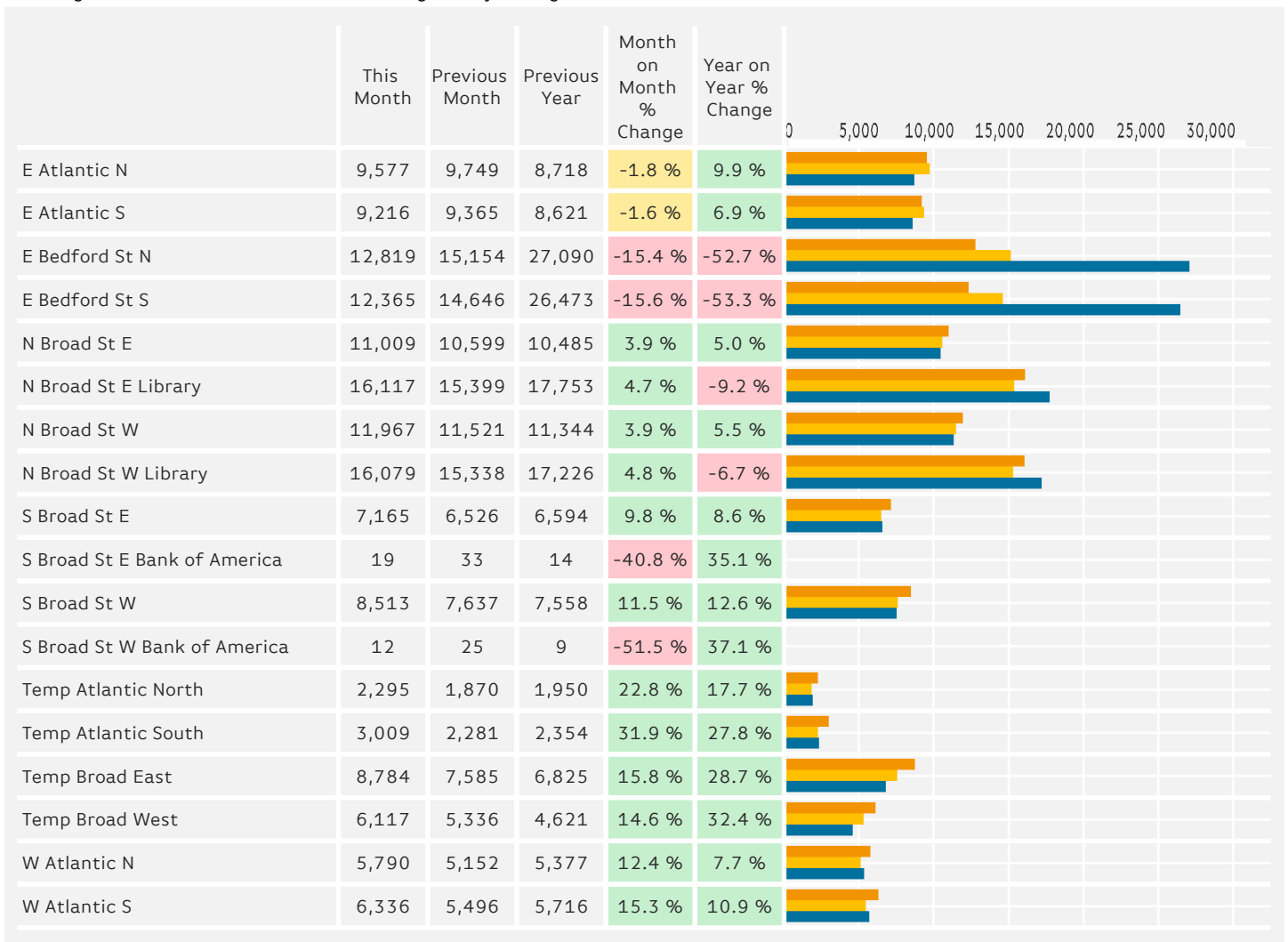
### Ped Counts by Week of Month

The figures shown below are calculated using weekly totals.



### Ped Counts By Location

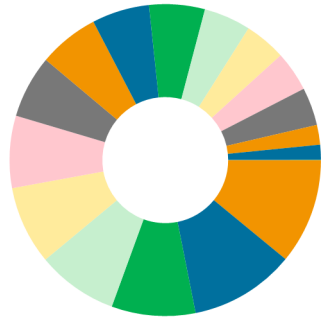
The figures shown below are calculated using weekly averages.



## Ped Counts by location

Counting By Location - Main Locations Only

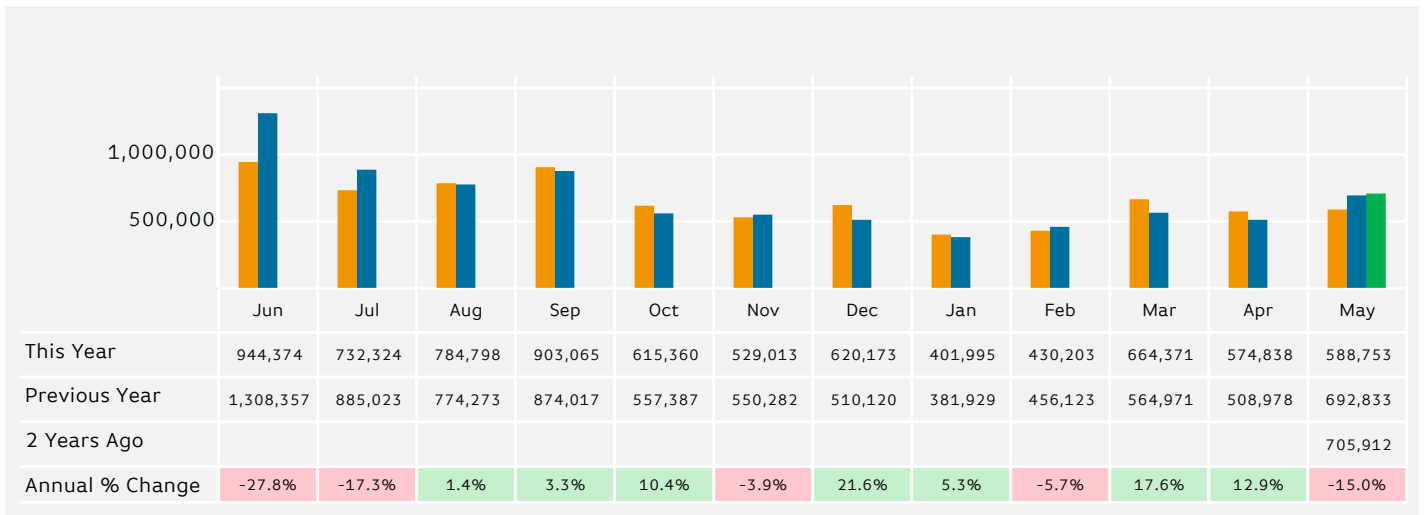
The figures shown below are based on weekly averages



- N Broad St E Library, 11.0 %
- N Broad St W Library, 10.9 %
- E Bedford St N, 8.7 %
- E Bedford St S, 8.4 %
- N Broad St W, 8.1 %
- N Broad St E, 7.5 %
- E Atlantic N, 6.5 %
- E Atlantic S, 6.3 %
- Temp Broad East, 6.0 %
- S Broad St W, 5.8 %
- S Broad St E, 4.9 %
- ...

## Ped Counts by Month

The data below is based on monthly totals



### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to May, 2018 Vs January, 2017 to May, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. May, 2018 Vs May, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2018 Vs 4 2018