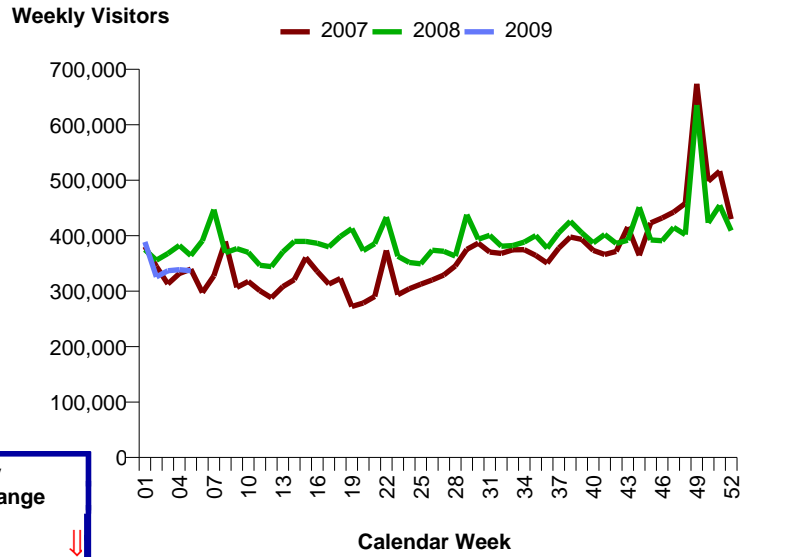
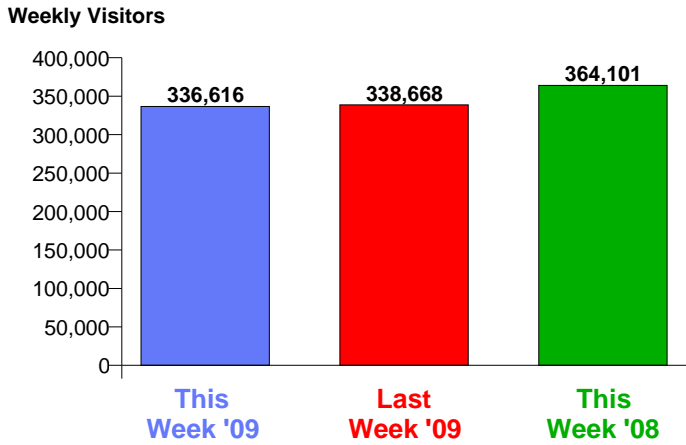


Week Commencing 26-Jan-2009

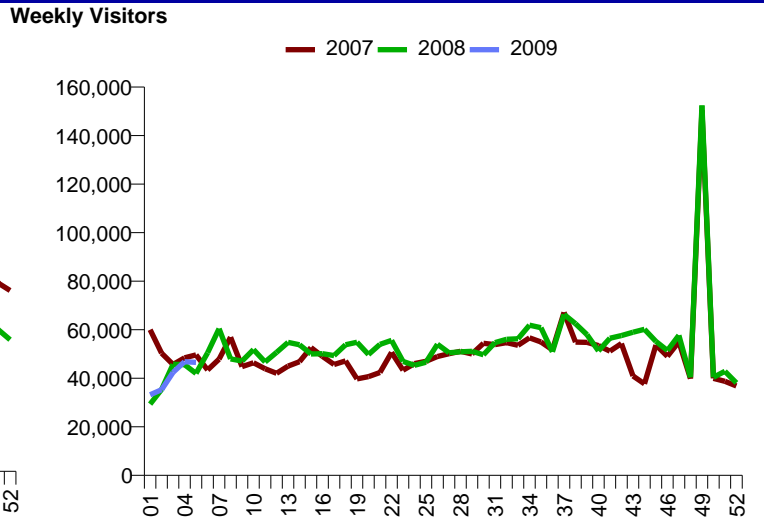
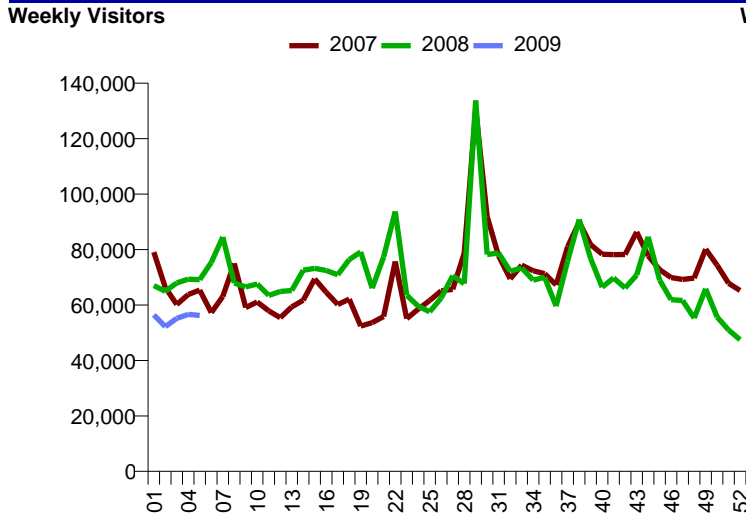
Calendar Week 05

Weekly Visitors Annual Performance

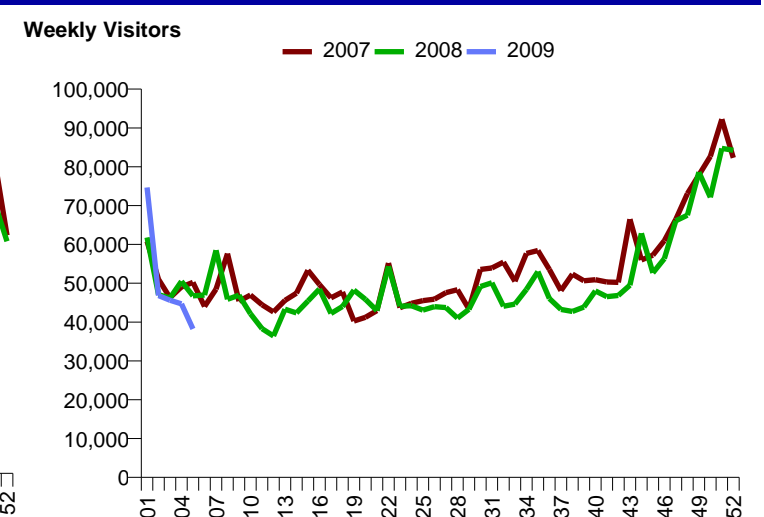
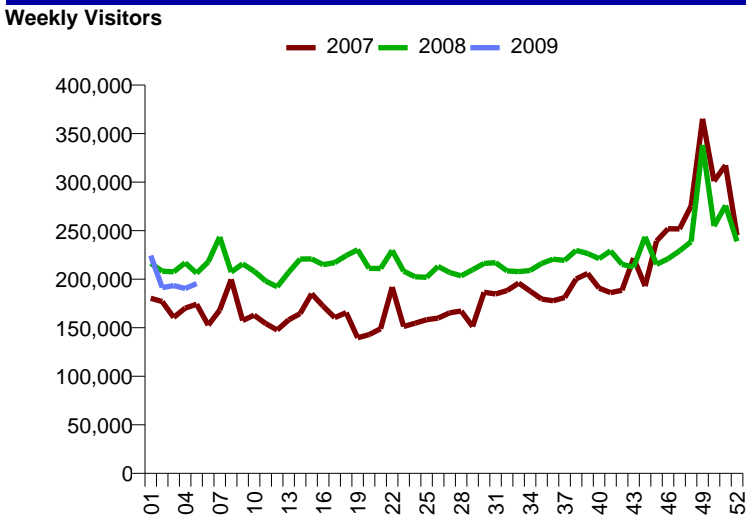


National Benchmark	Weekly Centre Change	Cumulative Weekly Change	Yearly Centre Change
3.8 %	↑ -0.6 %	↓ -6.4 %	↓ -7.5 %

Annual Performance - Brayford Waterfront Annual Performance - Cathedral Quarter



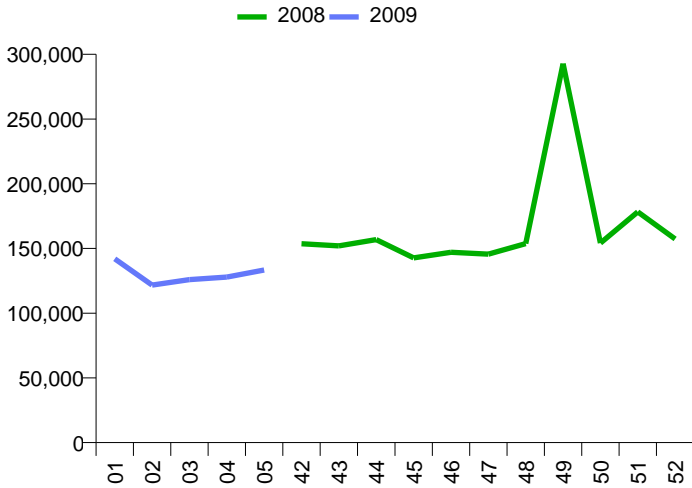
Annual Performance - High Street Annual Performance - St Marks



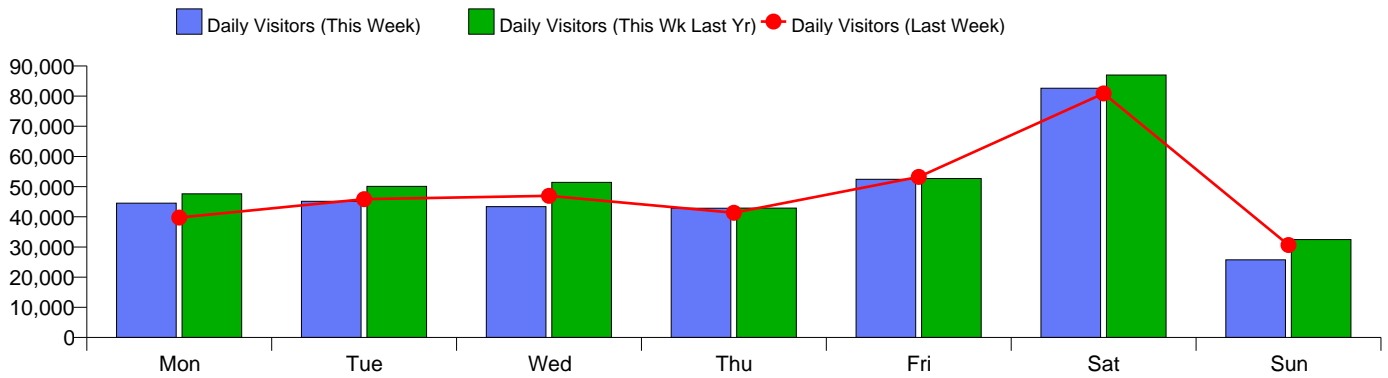
Week Commencing **26-Jan-2009**

Calendar Week **05**

Annual Performance - Upper High Street

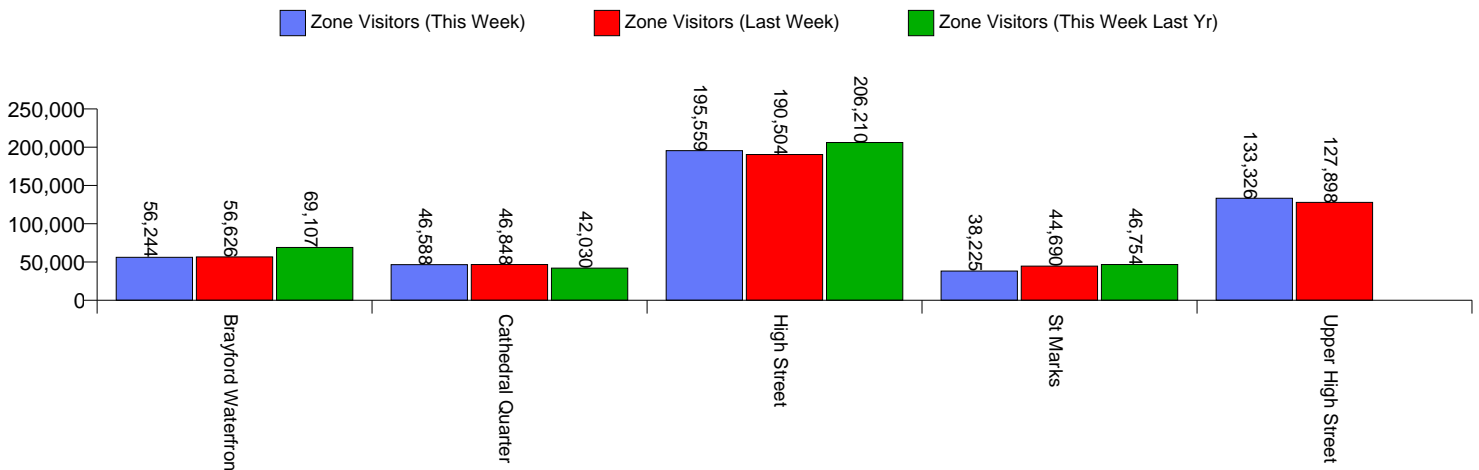


Daily Distribution



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week '09	44,508	45,124	43,380	42,846	52,430	82,607	25,721
This Week '08	47,595	50,073	51,424	42,892	52,697	86,982	32,438
Last Week '09	39,763	45,852	46,963	41,339	53,210	80,890	30,651
% Visitors This Wk	13.2 %	13.4 %	12.9 %	12.7 %	15.6 %	24.5 %	7.6 %

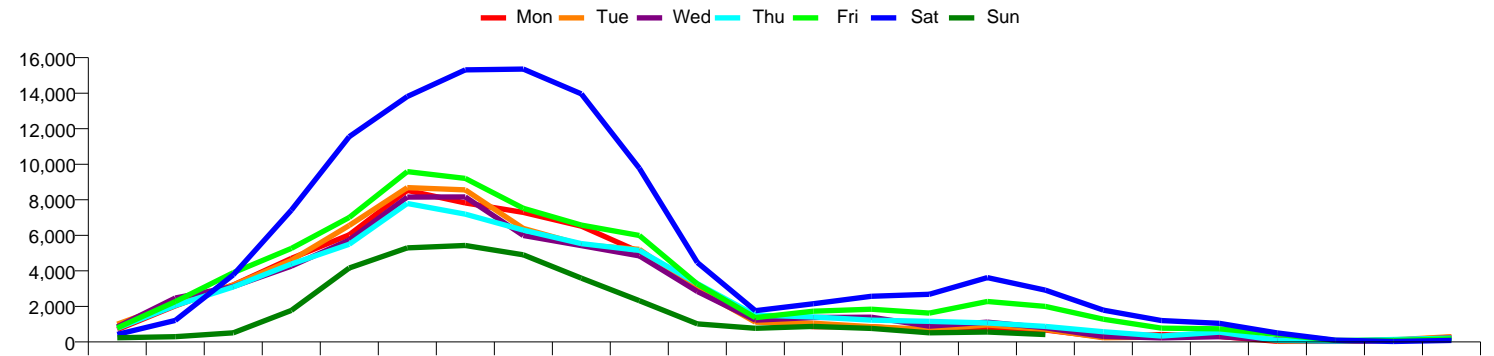
Location Comparison



Week Commencing **26-Jan-2009**

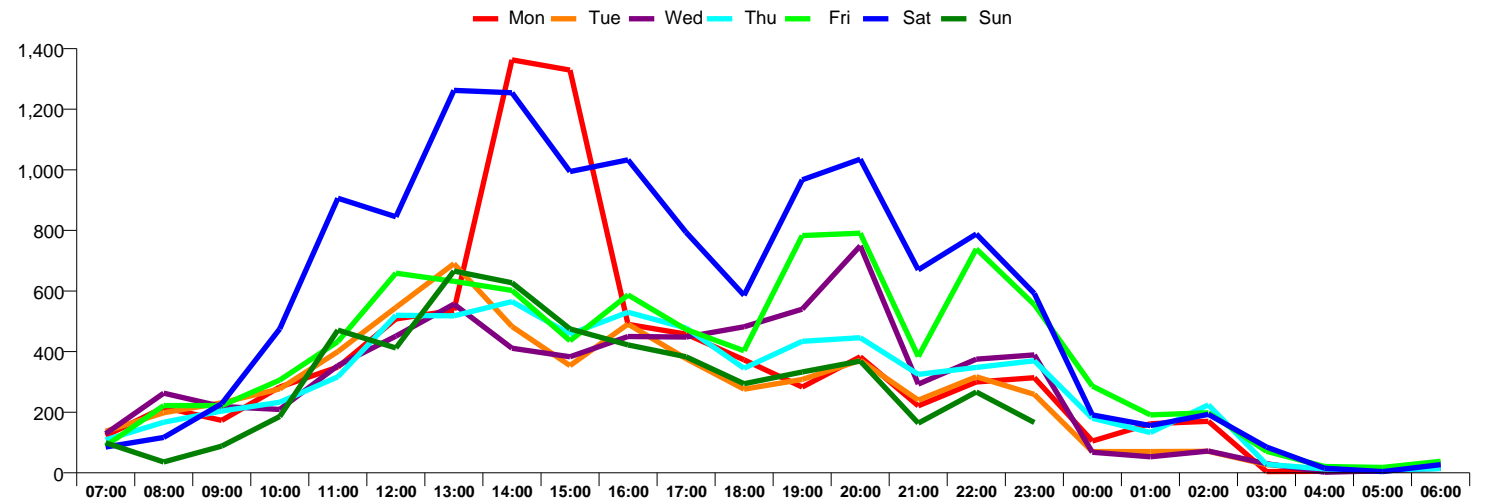
Calendar Week **05**

Hourly Distribution



	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	691	2028	3207	4698	6031	8528	7820	7292	6517	5073	2994	1173	859	857	627	731	675	277	414	315	34	34	83	267
Tue	1002	2179	3204	4599	6552	8684	8556	6393	5478	5212	2959	1114	1055	861	704	958	698	240	277	445	67	47	120	293
Wed	855	2476	3120	4263	5737	8153	8159	5989	5421	4846	2844	1227	1378	1391	892	1117	797	313	231	299	114	36	105	231
Thu	768	2050	3095	4389	5494	7796	7195	6292	5538	5154	3285	1510	1409	1226	1158	1068	874	574	336	549	89	59	139	214
Fri	789	2272	3899	5264	7003	9588	9203	7524	6577	5989	3264	1371	1731	1840	1626	2275	2000	1279	774	740	424	87	90	180
Sat	425	1213	3782	7415	11556	13811	15310	15361	13964	9772	4469	1757	2147	2568	2682	3623	2912	1789	1203	1048	503	105	29	90
Sun	235	297	515	1776	4160	5292	5433	4907	3592	2319	1019	768	874	763	517	562	413							

Hourly Distribution - Brayford Waterfront



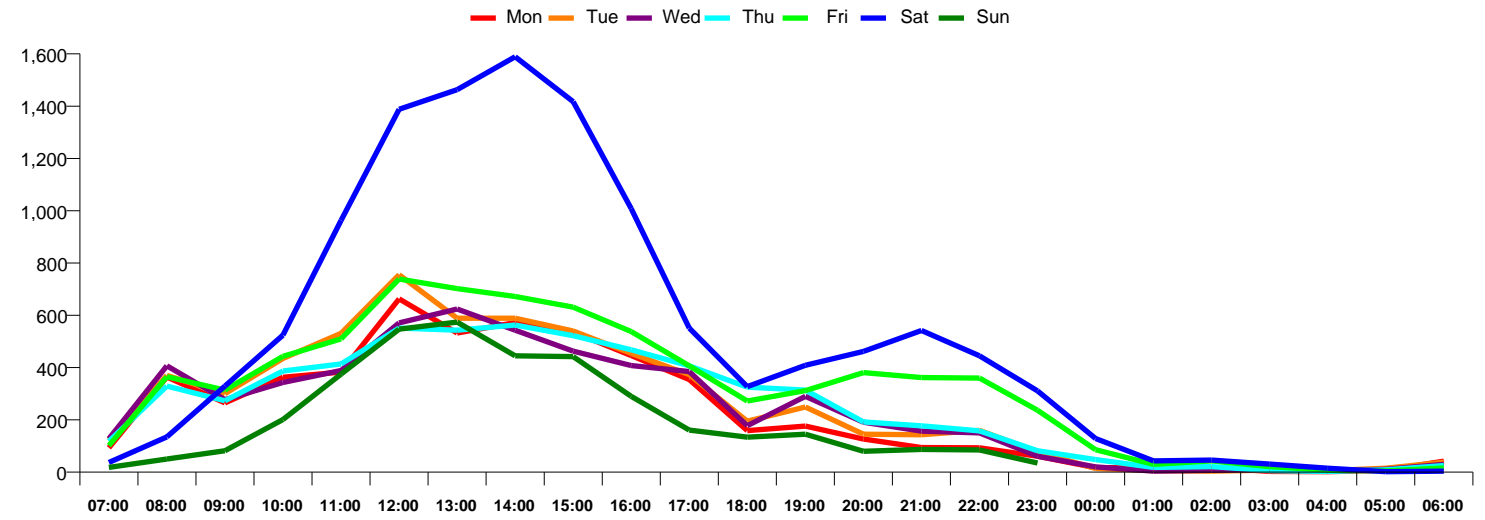
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Mon	122	216	173	283	349	508	536	1363	1329	490	458	373	283	383	221	300	314	105	162	170	4	5	7	33
Tue	137	198	231	277	400	546	690	483	354	491	377	276	308	371	240	317	259	70	70	71	27	11	7	29
Wed	129	263	219	209	354	451	557	411	383	450	448	482	540	749	293	375	389	68	53	72	30	2	7	15
Thu	109	167	204	233	317	520	518	565	458	530	478	345	434	446	325	348	370	180	133	224	28	13	10	14
Fri	89	222	222	306	433	659	632	602	436	587	473	403	783	791	384	739	555	286	191	198	71	21	18	38
Sat	85	117	228	475	906	845	1262	1254	994	1033	794	586	967	1035	670	788	592	191	156	193	85	15	4	27
Sun	99	36	88	186	471	412	666	627	475	422	383	294	333	369	164	267	166							

* Data is in relation to Hour Commencing

Week Commencing **26-Jan-2009**

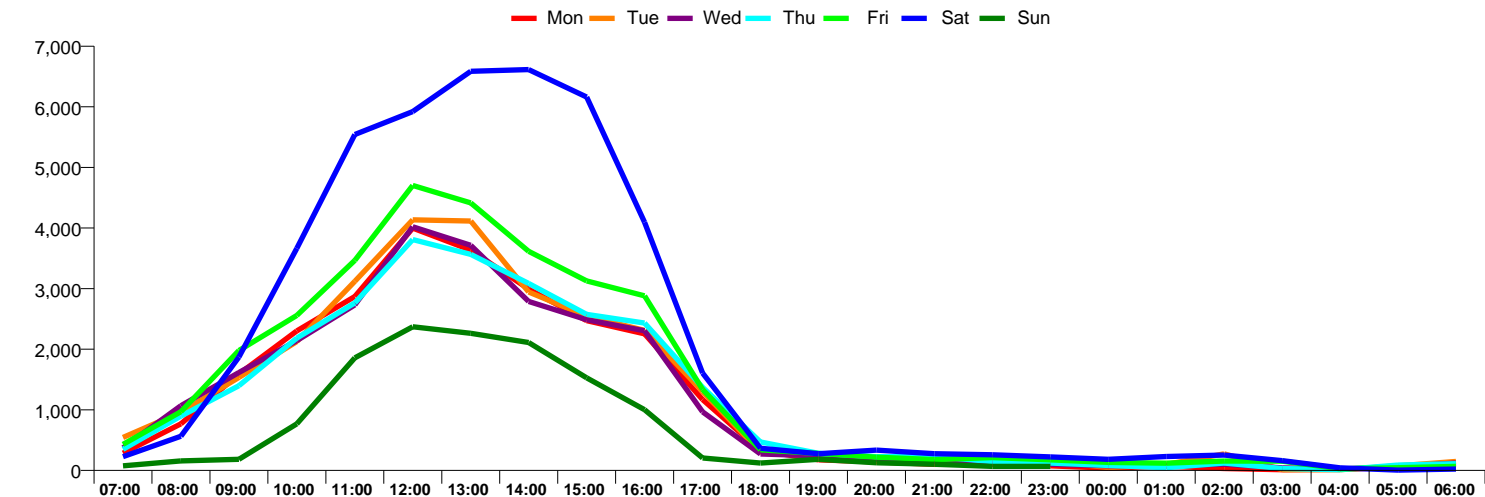
Calendar Week **05**

Hourly Distribution - Cathedral Quarter



	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	93	364	265	363	383	663	532	572	536	446	354	159	176	127	94	93	61	17	17	17	3	2	7	42
Tue	124	370	300	435	531	755	589	589	540	454	373	195	249	145	143	160	78	14	6	4	8	6	15	38
Wed	128	407	277	343	389	571	624	543	463	408	385	178	290	191	157	150	61	20	4	7	10	4	11	30
Thu	118	329	273	387	414	551	543	563	522	468	407	325	314	192	177	158	82	48	18	21	6	3	9	25
Fri	102	365	314	443	510	739	702	672	631	538	407	272	312	381	362	360	237	86	30	43	21	8	5	16
Sat	37	135	329	524	963	1388	1463	1589	1417	1008	551	327	409	462	542	445	311	129	43	46	31	15	2	4

Hourly Distribution - High Street



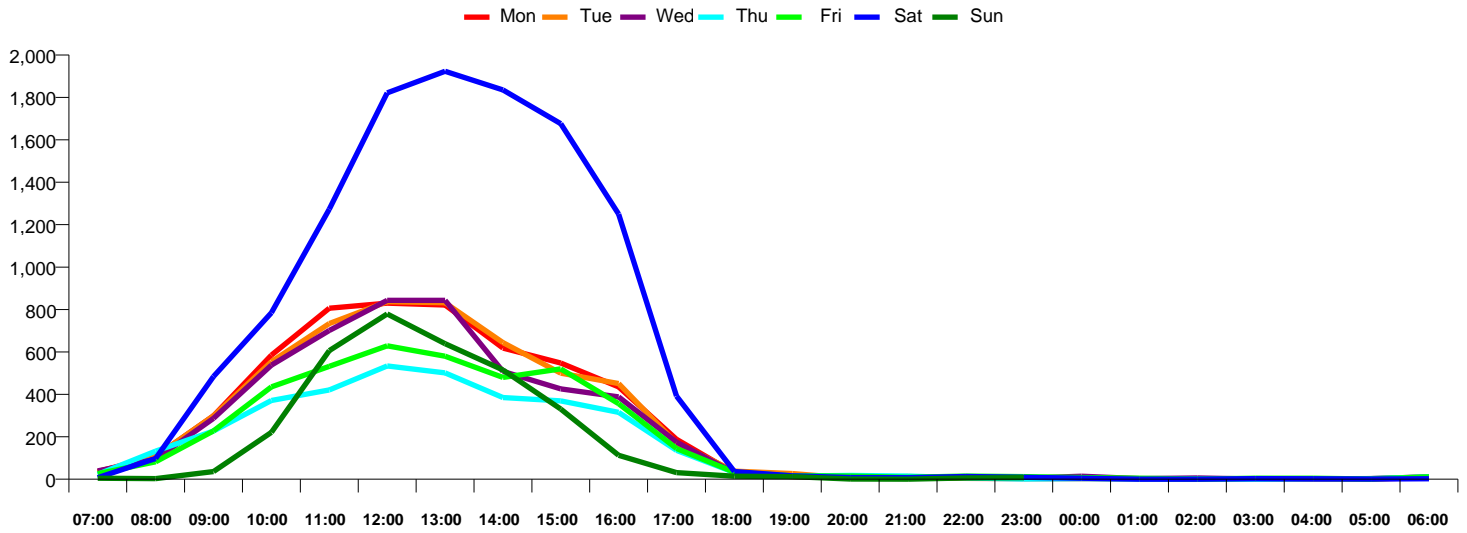
	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	284	768	1592	2302	2870	3999	3636	2993	2471	2253	1169	328	175	142	100	102	75	38	70	31	13	18	50	103
Tue	545	961	1534	2127	3120	4135	4114	2944	2547	2310	1303	303	231	149	114	221	159	47	101	273	12	13	76	148
Wed	372	1068	1616	2141	2731	4021	3714	2789	2488	2305	966	272	241	185	151	151	102	75	79	103	42	23	63	122
Thu	348	897	1398	2184	2765	3809	3565	3085	2576	2433	1372	469	282	228	229	146	122	82	46	122	31	13	89	111
Fri	431	968	1978	2557	3466	4703	4415	3615	3128	2881	1336	339	281	219	180	213	174	134	119	156	152	28	45	68
Sat	228	565	1871	3664	5542	5920	6586	6613	6161	4095	1608	367	276	336	276	259	223	184	230	253	162	42	6	22
Sun	75	157	183	769	1858	2370	2263	2111	1528	1003	206	123	184	127	102	66	68							

* Data is in relation to Hour Commencing

Week Commencing 26-Jan-2009

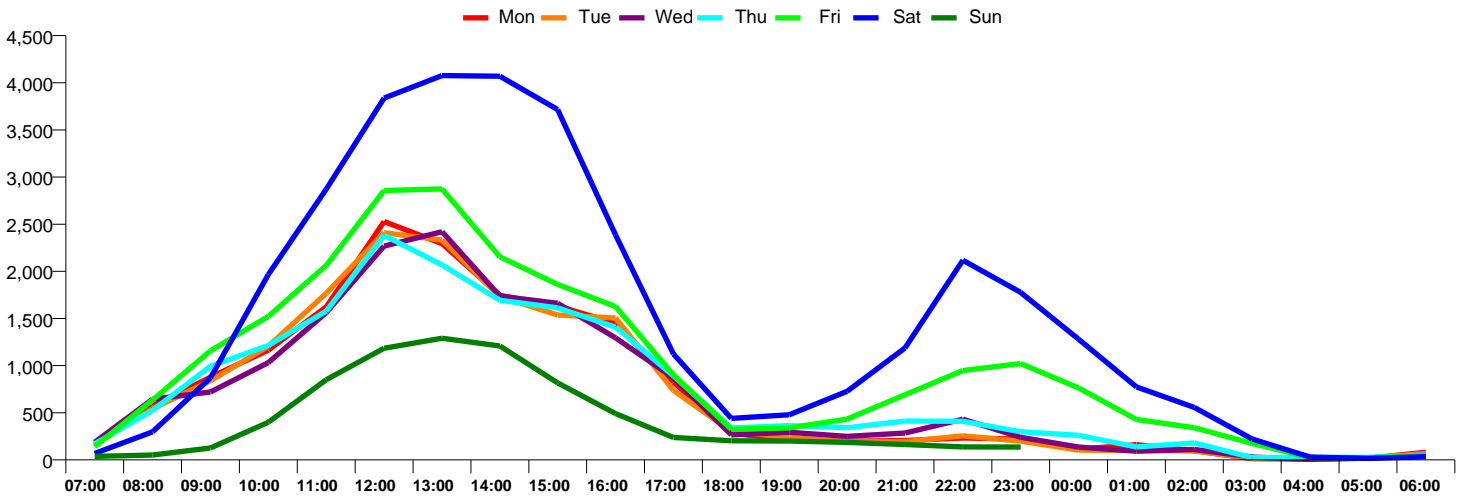
Calendar Week 05

Hourly Distribution - St Marks



	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	36	108	299	585	806	830	821	618	548	435	188	30	12	8	6	4	3	3	3	0	0	1	1	8
Tue	32	108	299	554	734	837	832	644	500	451	169	38	27	5	13	5	4	5	0	1	2	2	3	11
Wed	39	94	287	538	701	843	843	508	426	388	175	30	14	16	6	9	5	14	3	6	1	0	3	11
Thu	23	132	227	371	421	534	501	385	369	315	136	32	15	18	15	6	1	3	1	1	0	2	3	11
Fri	26	82	228	435	532	629	580	480	520	356	145	33	16	15	9	15	12	8	5	1	5	5	1	11
Sat	7	98	484	785	1273	1821	1923	1835	1676	1250	392	36	16	8	7	13	9	5	0	0	3	2	1	2
Sun	5	3	36	221	606	779	639	515	331	113	31	14	12	1	0	6	7							

Hourly Distribution - Upper High Street



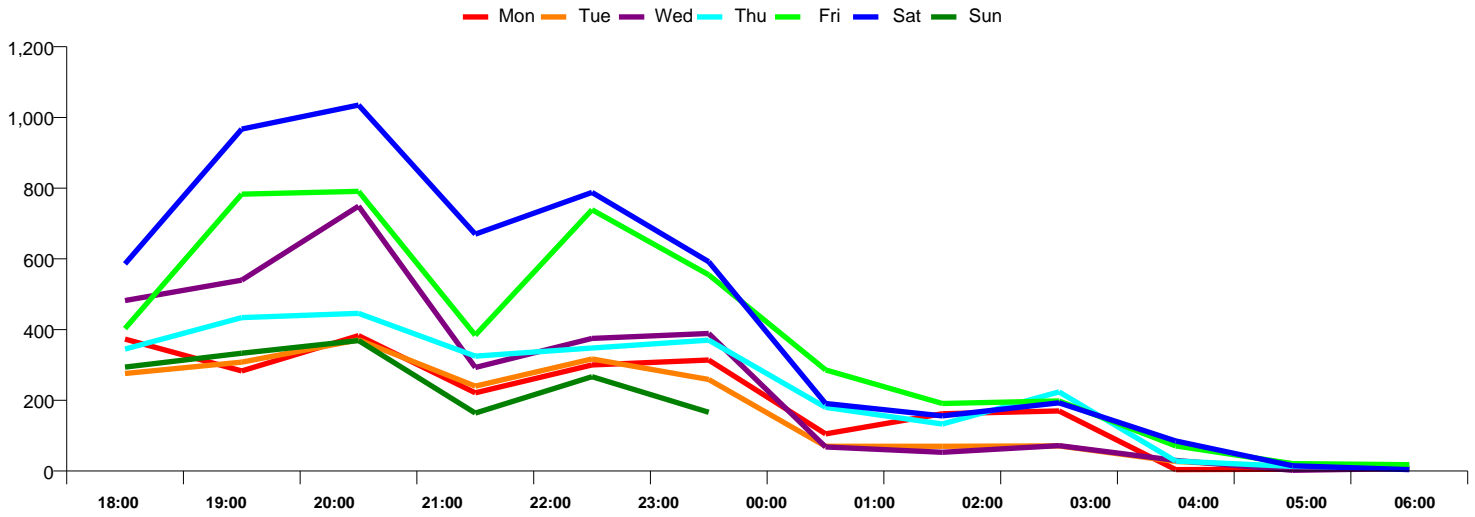
	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	156	572	878	1165	1623	2528	2295	1746	1633	1449	825	283	213	197	206	232	222	114	162	97	14	8	18	81
Tue	164	542	840	1206	1767	2411	2331	1733	1537	1506	737	302	240	191	194	255	198	104	100	96	18	15	19	67
Wed	187	644	721	1032	1562	2267	2421	1738	1661	1295	870	265	293	250	285	432	240	136	92	111	31	7	21	53
Thu	170	525	993	1214	1577	2382	2068	1694	1613	1408	892	339	364	342	412	410	299	261	138	181	24	28	28	53
Fri	141	635	1157	1523	2062	2858	2874	2155	1862	1627	903	324	339	434	691	948	1022	765	429	342	175	25	21	47
Sat	68	298	870	1967	2872	3837	4076	4070	3716	2386	1124	441	479	727	1187	2118	1777	1280	774	556	222	31	16	35
Sun	38	51	126	399	850	1184	1291	1209	816	491	238	203	200	186	164	138	137							

* Data is in relation to Hour Commencing

Week Commencing 26-Jan-2009

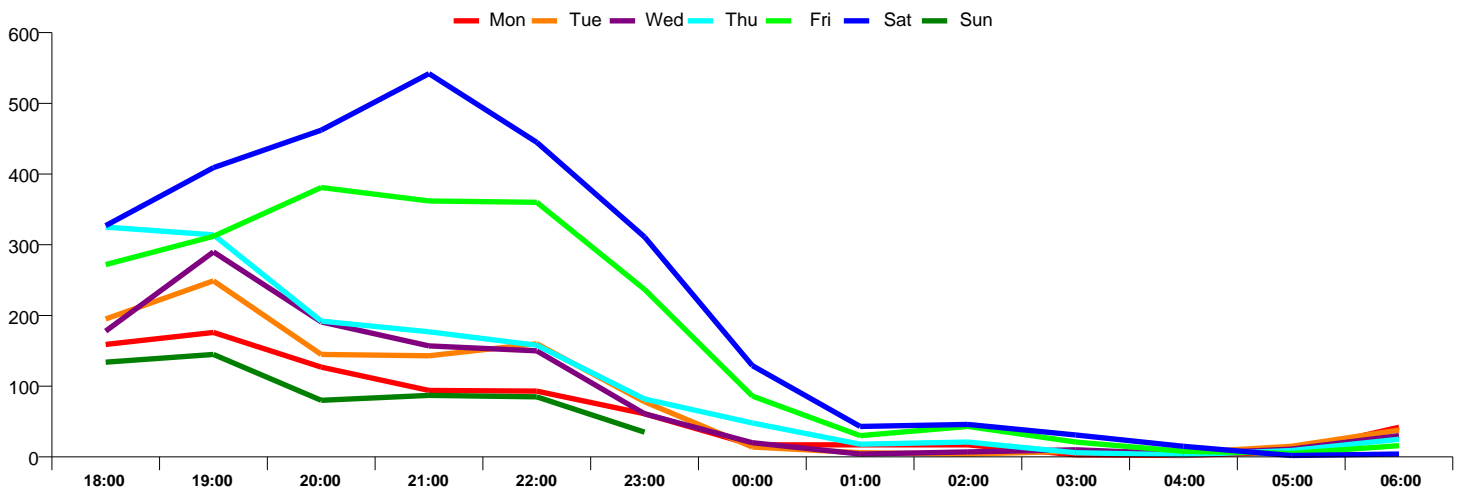
Calendar Week 05

Hourly Distribution - Brayford Waterfront (6pm to 6am)



	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	373	283	383	221	300	314	105	162	170	4	5	7	33
Tue	276	308	371	240	317	259	70	70	71	27	11	7	29
Wed	482	540	749	293	375	389	68	53	72	30	2	7	15
Thu	345	434	446	325	348	370	180	133	224	28	13	10	14
Fri	403	783	791	384	739	555	286	191	198	71	21	18	38
Sat	586	967	1035	670	788	592	191	156	193	85	15	4	27
Sun	294	333	369	164	267	166							

Hourly Distribution - Cathedral Quarter (6pm to 6am)



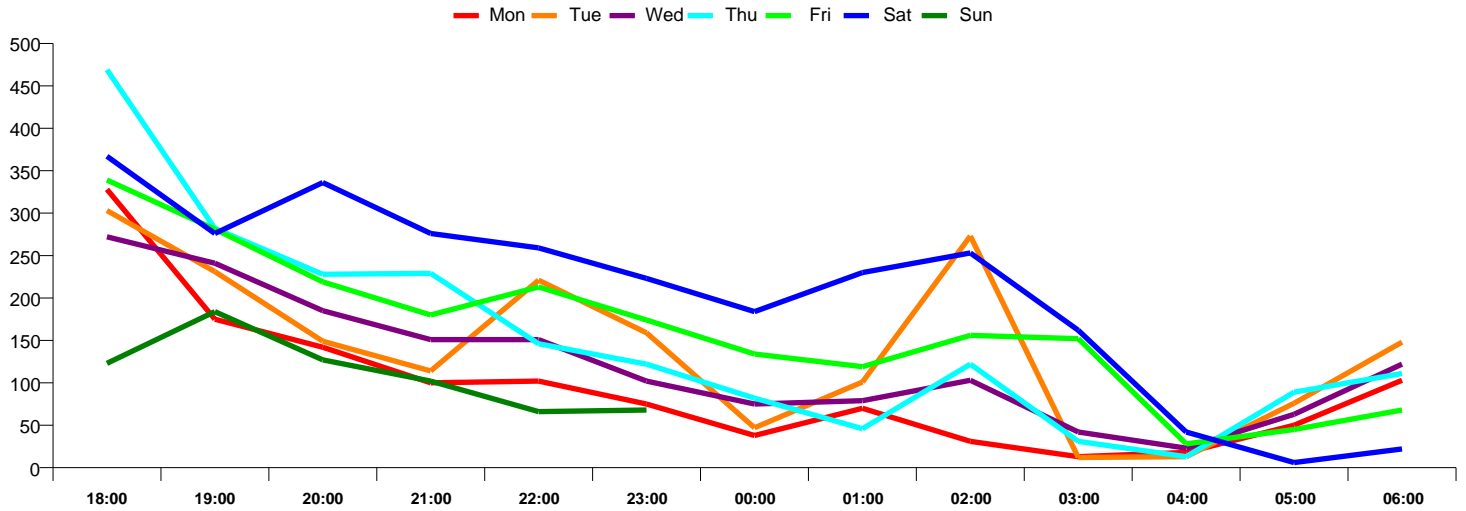
	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	159	176	127	94	93	61	17	17	17	3	2	7	42
Tue	195	249	145	143	160	78	14	6	4	8	6	15	38
Wed	178	290	191	157	150	61	20	4	7	10	4	11	30
Thu	325	314	192	177	158	82	48	18	21	6	3	9	25
Fri	272	312	381	362	360	237	86	30	43	21	8	5	16
Sat	327	409	462	542	445	311	129	43	46	31	15	2	4
Sun	134	145	80	87	85	35							

* Data is in relation to Hour Commencing

Week Commencing 26-Jan-2009

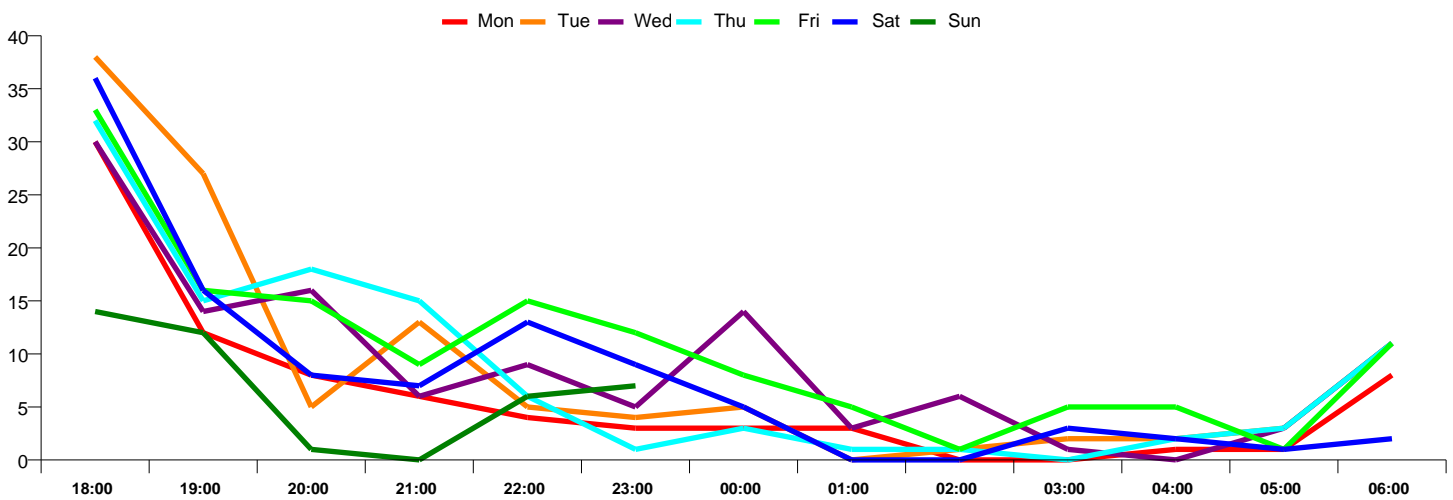
Calendar Week 05

Hourly Distribution - High Street (6pm to 6am)



	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	328	175	142	100	102	75	38	70	31	13	18	50	103
Tue	303	231	149	114	221	159	47	101	273	12	13	76	148
Wed	272	241	185	151	151	102	75	79	103	42	23	63	122
Thu	469	282	228	229	146	122	82	46	122	31	13	89	111
Fri	339	281	219	180	213	174	134	119	156	152	28	45	68
Sat	367	276	336	276	259	223	184	230	253	162	42	6	22
Sun	123	184	127	102	66	68							

Hourly Distribution - St Marks (6pm to 6am)



	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	30	12	8	6	4	3	3	3	0	0	1	1	8
Tue	38	27	5	13	5	4	5	0	1	2	2	3	11
Wed	30	14	16	6	9	5	14	3	6	1	0	3	11
Thu	32	15	18	15	6	1	3	1	1	0	2	3	11
Fri	33	16	15	9	15	12	8	5	1	5	5	1	11
Sat	36	16	8	7	13	9	5	0	0	3	2	1	2
Sun	14	12	1	0	6	7							

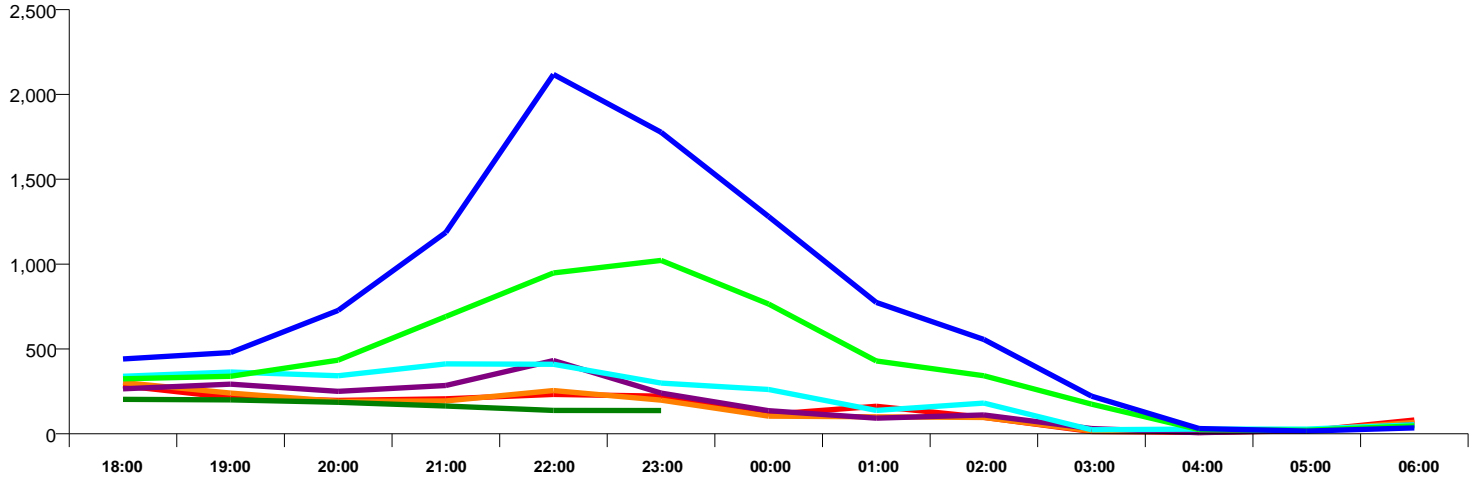
* Data is in relation to Hour Commencing

Week Commencing 26-Jan-2009

Calendar Week 05

Hourly Distribution - Upper High Street (6pm to 6am)

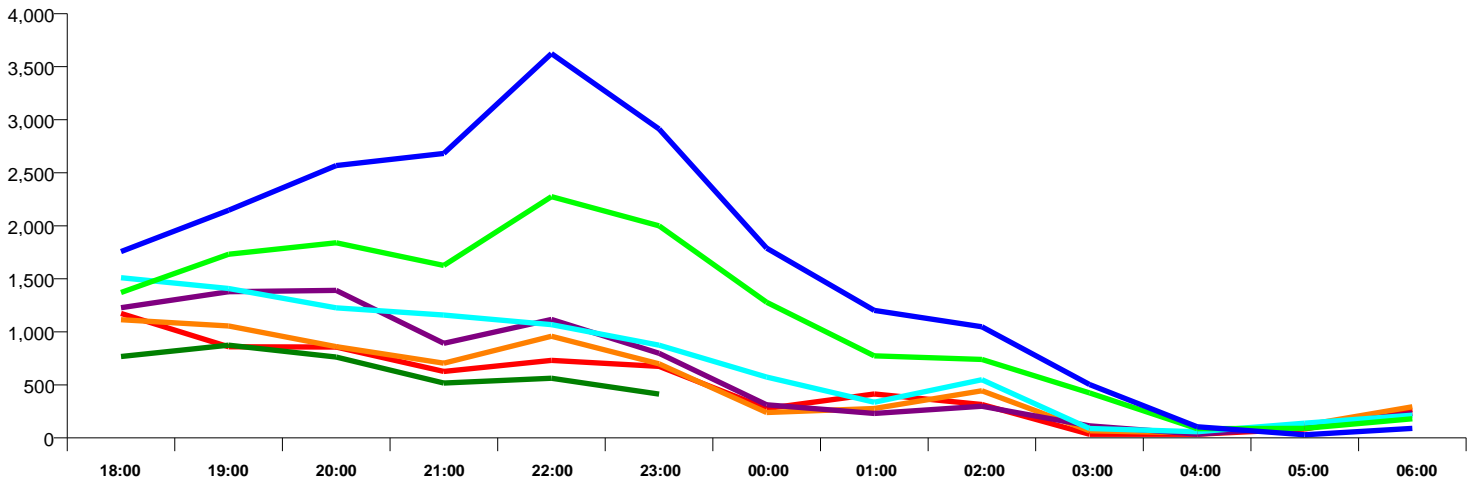
— Mon — Tue — Wed — Thu — Fri — Sat — Sun



	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	283	213	197	206	232	222	114	162	97	14	8	18	81
Tue	302	240	191	194	255	198	104	100	96	18	15	19	67
Wed	265	293	250	285	432	240	136	92	111	31	7	21	53
Thu	339	364	342	412	410	299	261	138	181	24	28	28	53
Fri	324	339	434	691	948	1022	765	429	342	175	25	21	47
Sat	441	479	727	1187	2118	1777	1280	774	556	222	31	16	35
Sun	203	200	186	164	138	137							

Hourly Distribution From 6pm to 6am

— Mon — Tue — Wed — Thu — Fri — Sat — Sun



	18:00	19:00	20:00	21:00	22:00	23:00	00:00	01:00	02:00	03:00	04:00	05:00	06:00
Mon	1173	859	857	627	731	675	277	414	315	34	34	83	267
Tue	1114	1055	861	704	958	698	240	277	445	67	47	120	293
Wed	1227	1378	1391	892	1117	797	313	231	299	114	36	105	231
Thu	1510	1409	1226	1158	1068	874	574	336	549	89	59	139	214
Fri	1371	1731	1840	1626	2275	2000	1279	774	740	424	87	90	180
Sat	1757	2147	2568	2682	3623	2912	1789	1203	1048	503	105	29	90
Sun	768	874	763	517	562	413							

* Data is in relation to Hour Commencing

Week Commencing	26-01-2009	Calendar Week	05
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Weather

No weather information available

Management Highlights

No Management Highlights Available