



**Aberdeen Annual Trend**

November 2016

31/10/2016 to 27/11/2016

Monday to Sunday



REGION - Scotland

COUNT TYPE: Footfall Counts

**Monthly Footfall**

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	
	2016	2015	2016	2015	2016	2015
Aberdeen Annual Trend	▼ -2.0 %	▼ -9.7 %	▼ -4.6 %	▼ -7.8 %	▲ 1.8 %	▲ 5.4 %
Scotland	▼ -0.7 %	▼ -2.9 %	▲ 2.5 %	▼ -7.6 %	▼ -2.0 %	▼ -3.7 %
UK	▼ -1.4 %	▼ -1.8 %	▼ -0.7 %	▼ -4.2 %	▼ -3.8 %	▼ -3.6 %

**Headlines**

Footfall for the year to date is 2% down on the previous year.

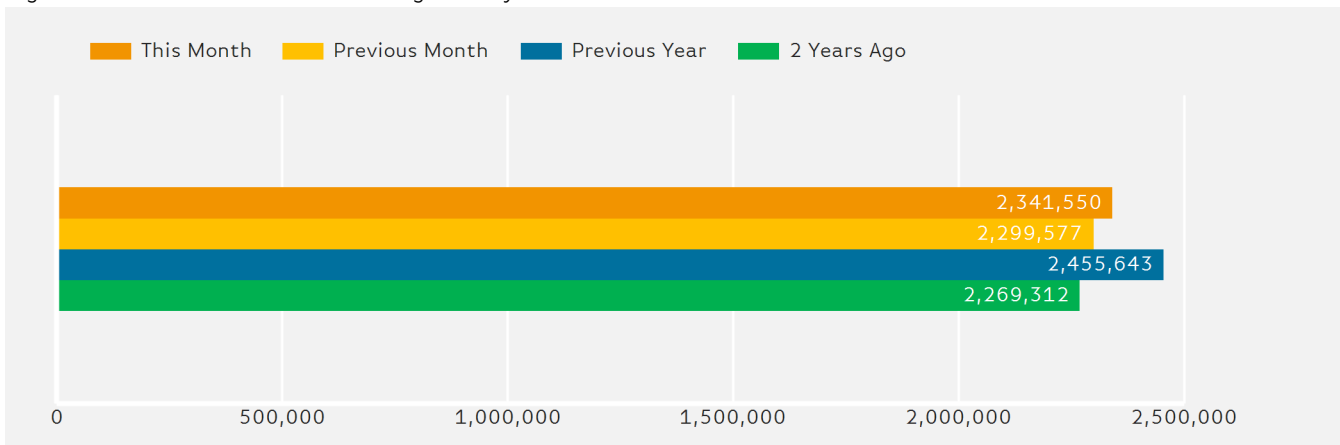
The number of visitors counted for month commencing 31 October 2016 was 2,341,550.

The busiest day in month commencing 31 October 2016 was Saturday 26 November with 121,911 visitors.

The peak hour of the month was 13:00 on Saturday with footfall of 11,028

**Footfall Totals by Month**

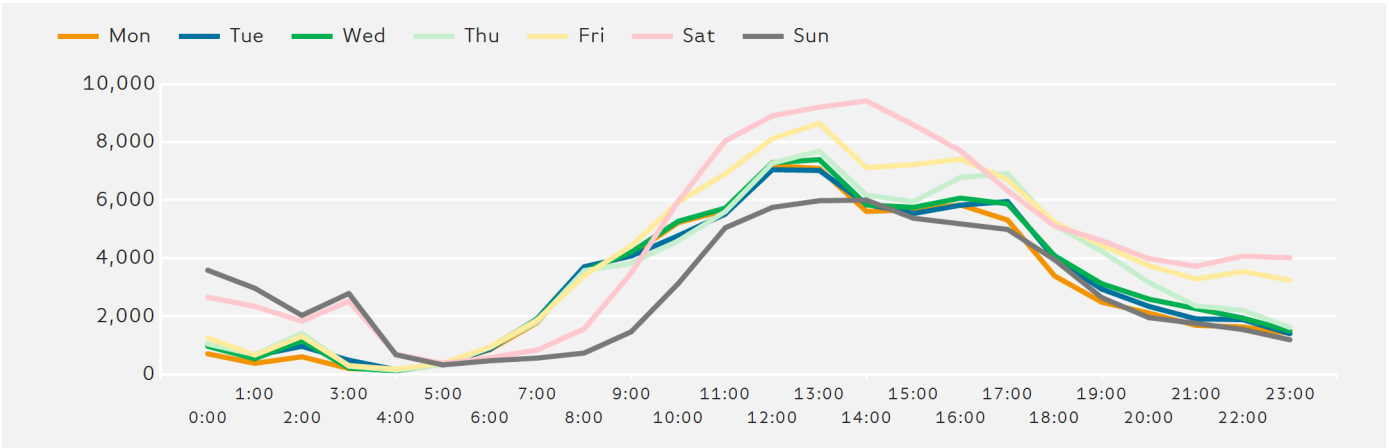
Figures shown below are calculated using monthly totals.



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.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



**FOG**

Number of days this month

20

4

4

Number of days same month last year

19

3

4

1

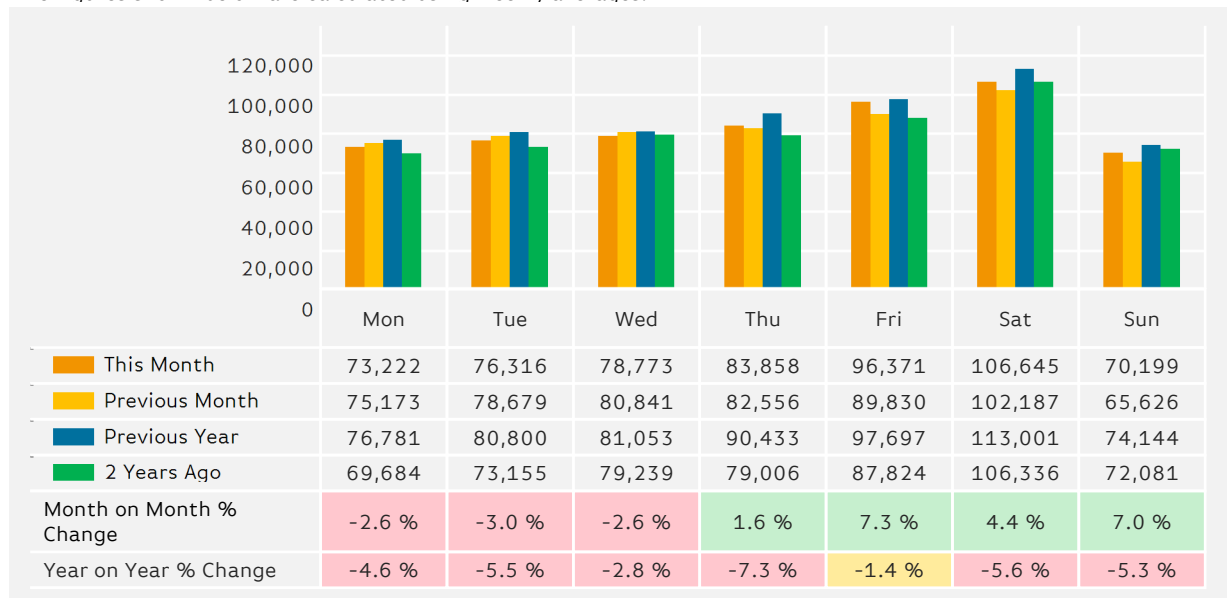
1

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	8.3	0.9
2015	10.3	3.6

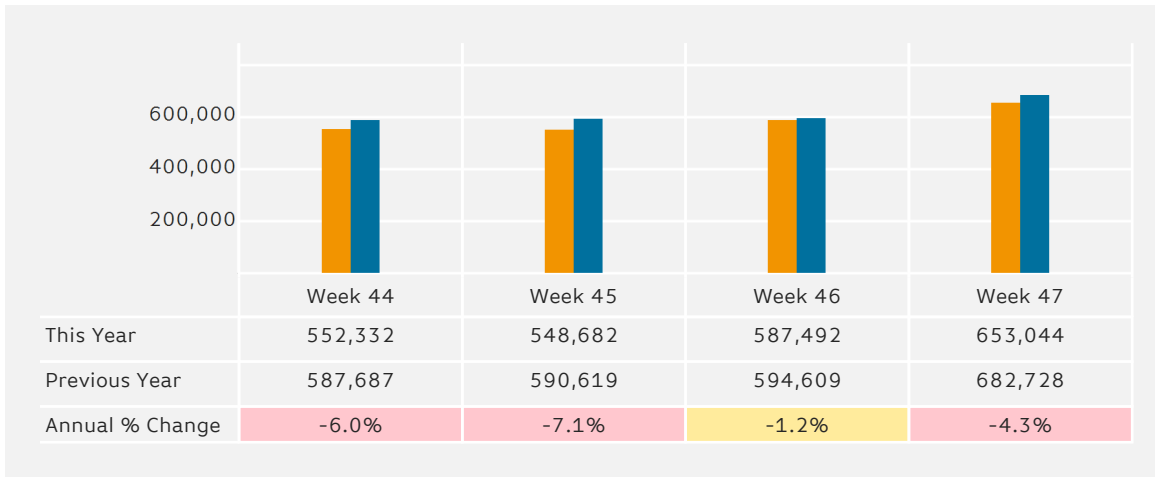
### Footfall by Day

The figures shown below are calculated using weekly averages.



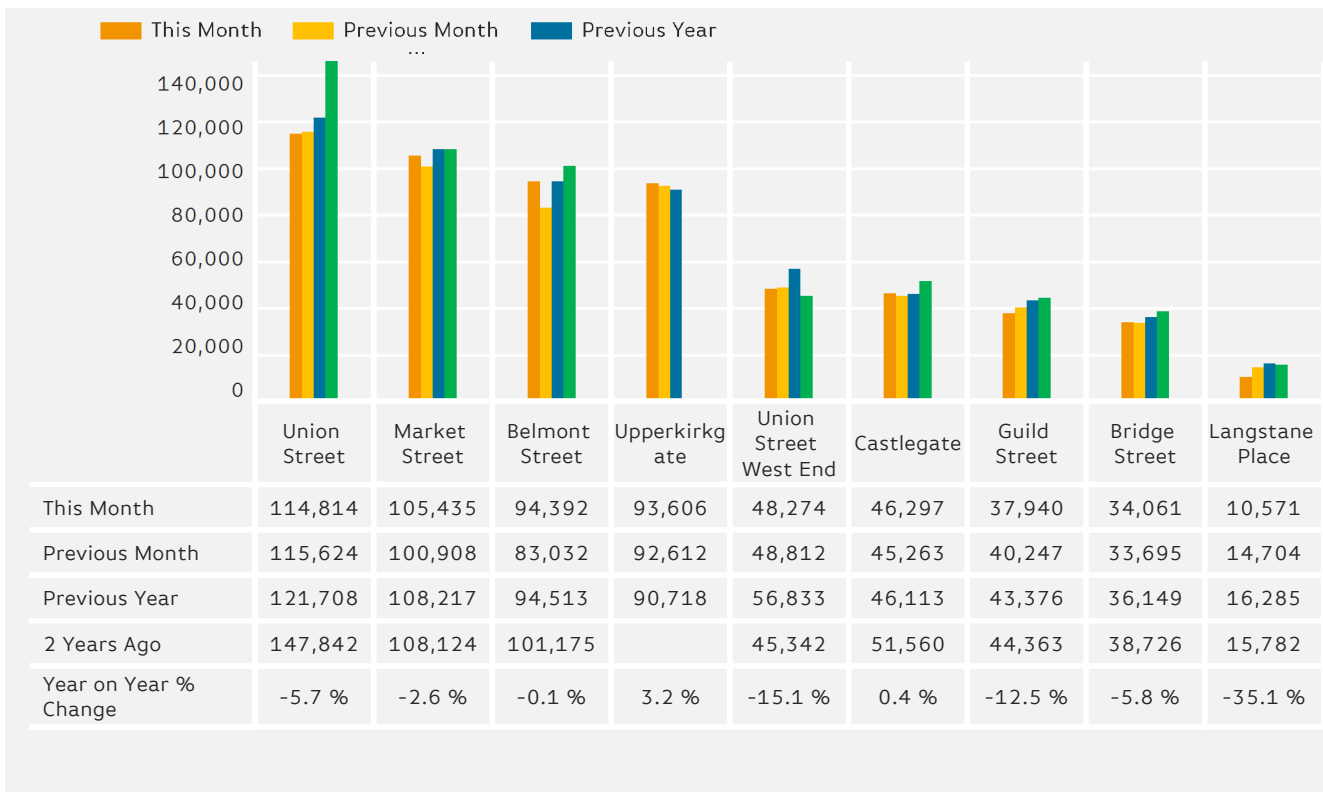
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



### Footfall Totals

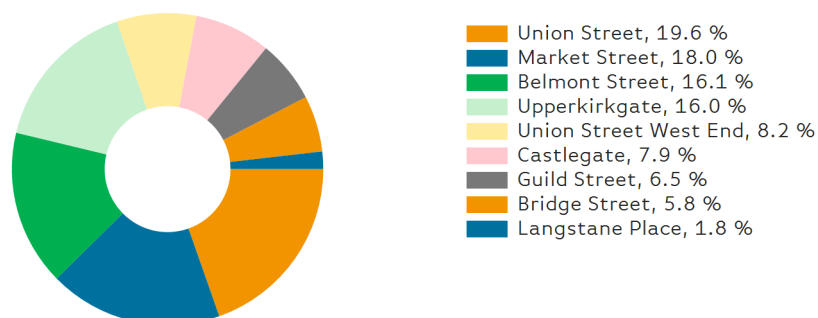
The figures shown below are calculated using weekly averages.



### Footfall Totals

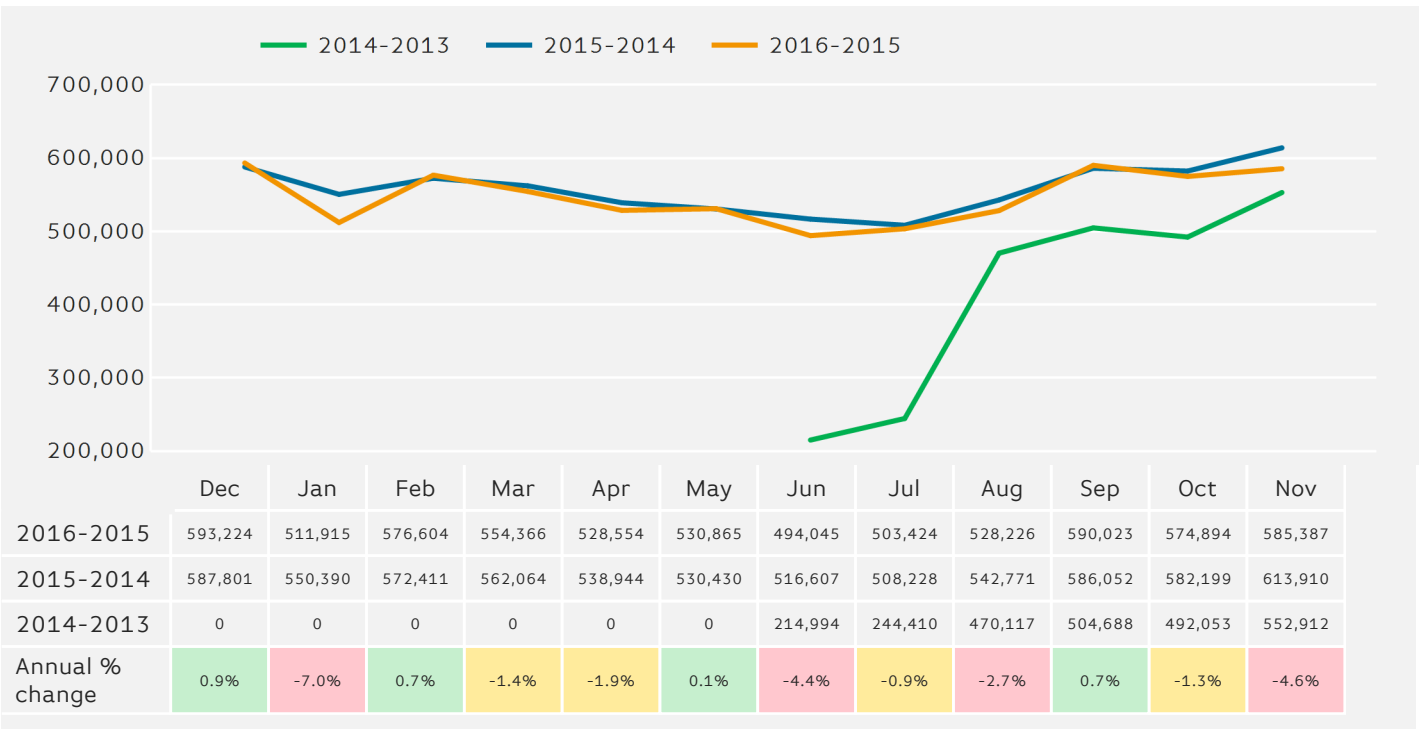
Counting By Location - Main Locations Only

The figures shown below are based on weekly averages



**Footfall - Rolling 12 Months**

The figures shown below are calculated using weekly averages.



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
 Week on Week % Change is the % change in footfall for this week from the previous week.