

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	
	2017	2016	2017	2016	2017	2016
Guildford	▲ 2.6 %	▼ -11.0 %	▲ 7.4 %	▼ -15.3 %	▲ 3.3 %	▲ 4.8 %
South East	▲ 0.7 %	▼ -4.4 %	▲ 1.8 %	▼ -6.6 %	▼ -0.2 %	▲ 1.2 %
UK	▲ 0.3 %	▼ -2.8 %	▲ 1.8 %	▼ -4.9 %	▲ 4.0 %	▲ 5.3 %

Headlines

Footfall for the year to date is 2.6% up on the previous year.

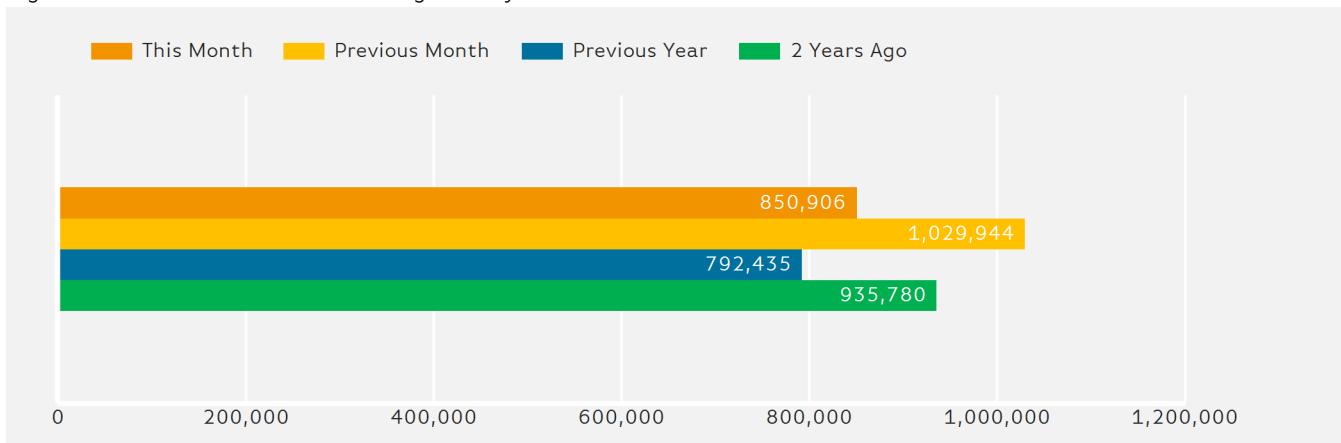
The number of visitors counted for month commencing 3 April 2017 was 850,906.

The busiest day in month commencing 3 April 2017 was Saturday 29 April with 50,630 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 6,396

Footfall Totals by Month

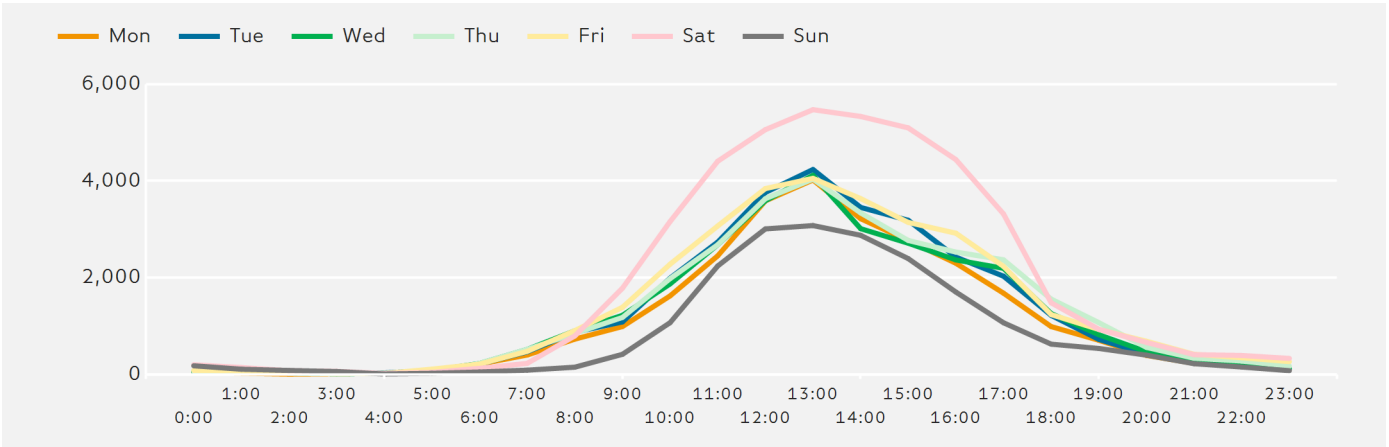
Figures shown below are calculated using monthly totals.



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



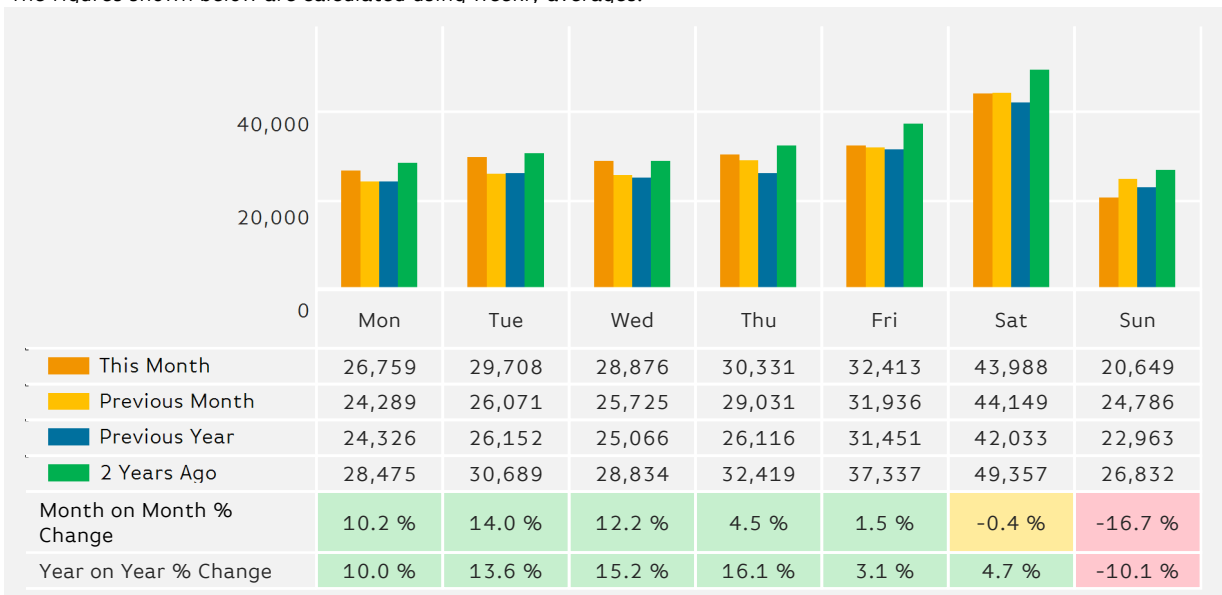
Number of days this month	25	3
Number of days same month last year	24	4

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	14.5	3.8
2016	12.5	3.2

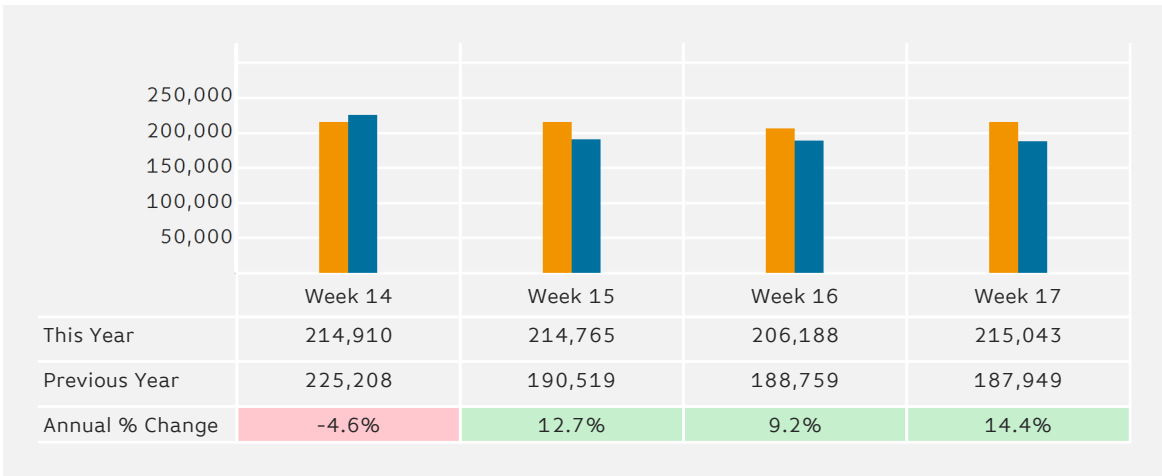
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

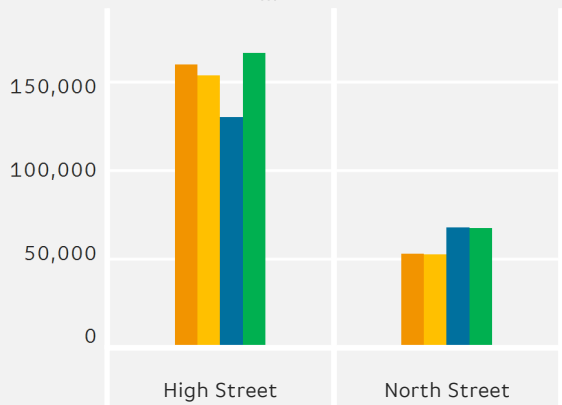
The figures shown below are calculated using weekly totals.



Footfall Totals

The figures shown below are calculated using weekly averages.

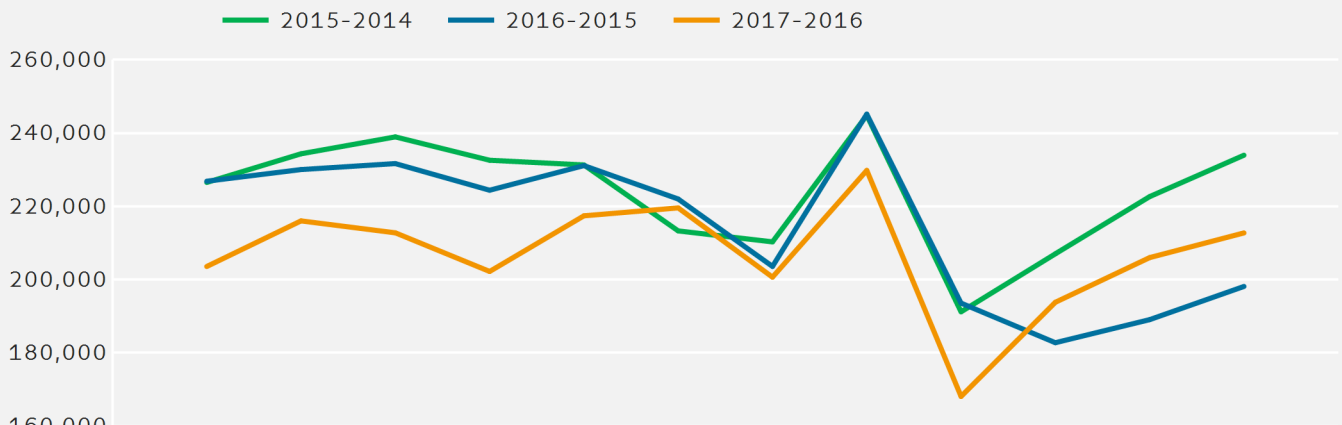
■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ ...



	High Street	North Street
This Month	159,732	52,995
Previous Month	153,559	52,430
Previous Year	130,257	67,852
2 Years Ago	166,429	67,516
Year on Year % Change	22.6 %	-21.9 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2017-2016	203,559	216,016	212,754	202,203	217,397	219,558	200,646	229,795	168,080	193,785	205,988	212,726
2016-2015	226,838	230,025	231,658	224,383	231,109	221,984	203,581	245,163	193,559	182,745	189,044	198,108
2015-2014	226,514	234,336	238,948	232,568	231,294	213,279	210,284	244,857	191,191	207,023	222,635	233,945
Annual % change	-10.3%	-6.1%	-8.2%	-9.9%	-5.9%	-1.1%	-1.4%	-6.3%	-13.2%	6.0%	9.0%	7.4%

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.