experience**guildford**

Guildford

August 2015

03/08/2015 to 30/08/2015

REGION - South East   Monday to Sunday   COUNT TYPE: Footfall Counts

springboard

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Guildford	▲ 0.3 %	▲ 5.9 %	▼ -3.5 %	▲ 22.6 %	▼ -3.1 %	▼ -2.7 %
South East	▼ -2.6 %	▼ -1.0 %	▼ -3.1 %	▼ -0.1 %	▼ -4.1 %	▼ -6.3 %
UK	▼ -1.6 %	▼ -0.6 %	▼ -2.3 %	▼ -2.9 %	▼ -0.7 %	▼ -1.2 %

Headlines

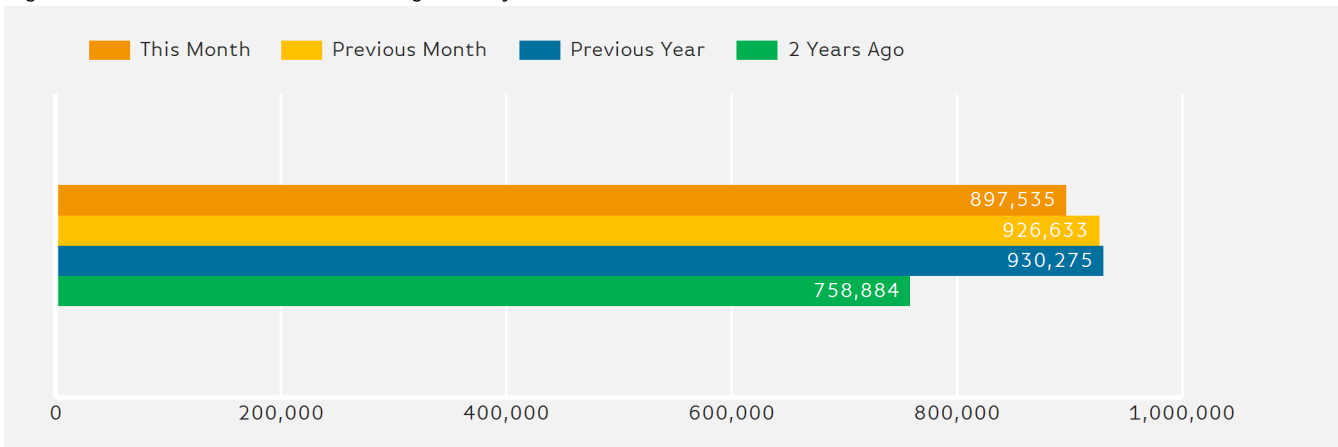Footfall for the year to date is 0.3% up on the previous year.

Footfall month commencing 3 August 2015 was 897,535.

The busiest day in month commencing 3 August 2015 was Saturday 15 August with 44,873 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 6,011

Footfall Totals by Month

Figures shown below are calculated using monthly totals.

■ This Month   ■ Previous Month   ■ Previous Year   ■ 2 Years Ago

	Value
This Month	897,535
Previous Month	926,633
Previous Year	930,275
2 Years Ago	758,884

0   200,000   400,000   600,000   800,000   1,000,000

Footfall by Hour

The figures shown below are calculated using a weekly average

Legend: Mon, Tue, Wed, Thu, Fri, Sat, Sun
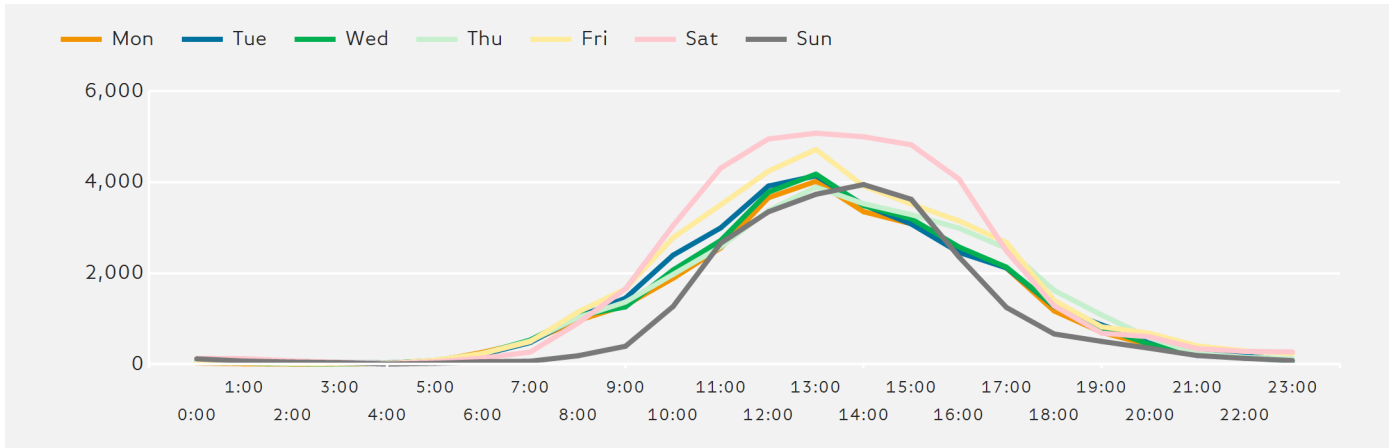
Weather

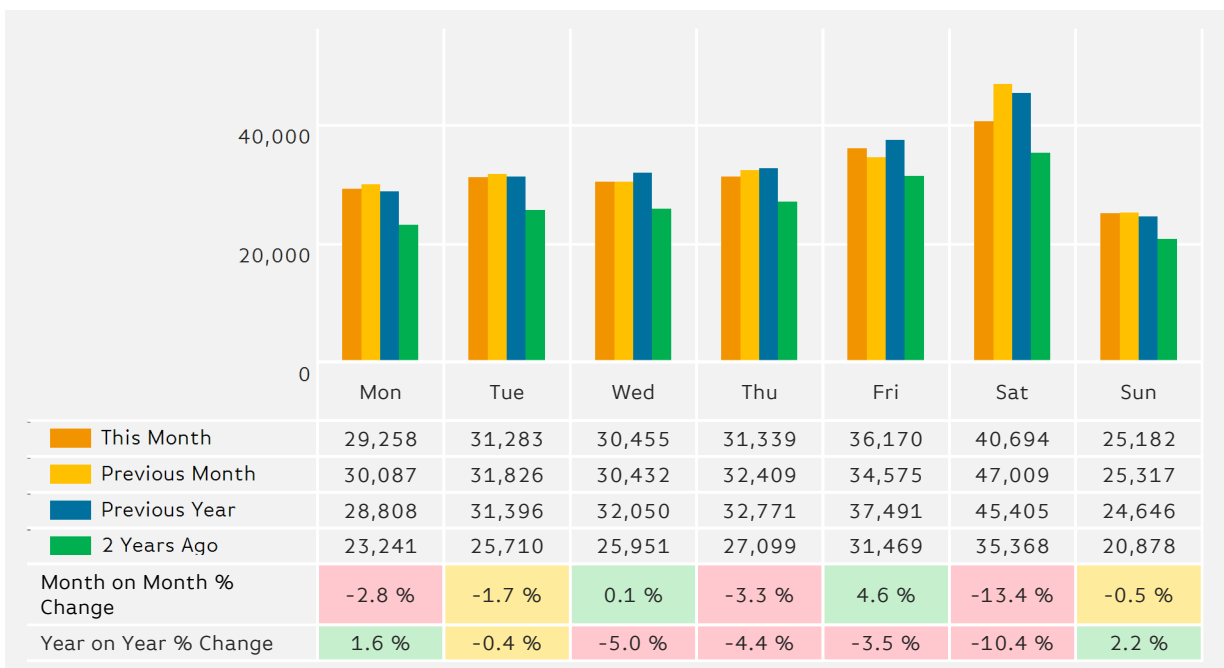

	Sunny	Cloudy	Rainy
Number of days this month	20	8	
Number of days same month last year	16	2	10

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	21.0	12.3
2014	20.9	11.1

Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	29,258	31,283	30,455	31,339	36,170	40,694	25,182
Previous Month	30,087	31,826	30,432	32,409	34,575	47,009	25,317
Previous Year	28,808	31,396	32,050	32,771	37,491	45,405	24,646
2 Years Ago	23,241	25,710	25,951	27,099	31,469	35,368	20,878
Month on Month % Change	-2.8 %	-1.7 %	0.1 %	-3.3 %	4.6 %	-13.4 %	-0.5 %
Year on Year % Change	1.6 %	-0.4 %	-5.0 %	-4.4 %	-3.5 %	-10.4 %	2.2 %

Footfall by Week of Month

	Week 31	Week 32	Week 33	Week 34
This Year	228,300	217,774	218,336	233,125
Previous Year	234,227	228,889	227,356	239,803
Annual % Change	-2.5%	-4.9%	-4.0%	-2.8%
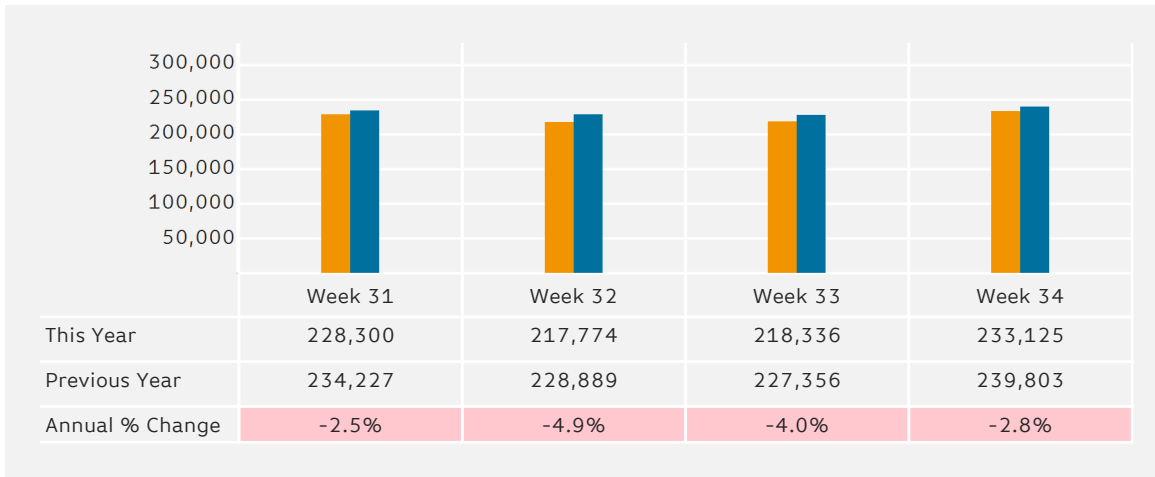
Footfall Totals

The figures shown below is calculated using weekly averages.

Legend: This Month | Previous Month | Previous Year | 2 Years Ago

	High Street	North Street
This Month	158,181	66,203
Previous Month	160,209	71,450
Previous Year	165,501	67,068
2 Years Ago	128,998	60,723
Year on Year % Change	-4.4 %	-1.3 %

Footfall by Month

The figures shown below are calculated using weekly averages.

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	231,294	213,279	210,284	244,857	191,191	207,023	222,635	233,945	226,838	230,025	231,658	224,383
Previous Year	195,007	180,348	184,771	221,114	171,188	187,754	236,976	229,652	226,514	234,336	238,948	232,568
2 Years Ago	183,480	196,905	207,121	248,786	195,457	208,118	209,820	207,276	214,809	219,796	206,873	189,721
Annual % change	18.6%	18.3%	13.8%	10.7%	11.7%	10.3%	-6.1%	1.9%	0.1%	-1.8%	-3.1%	-3.5%
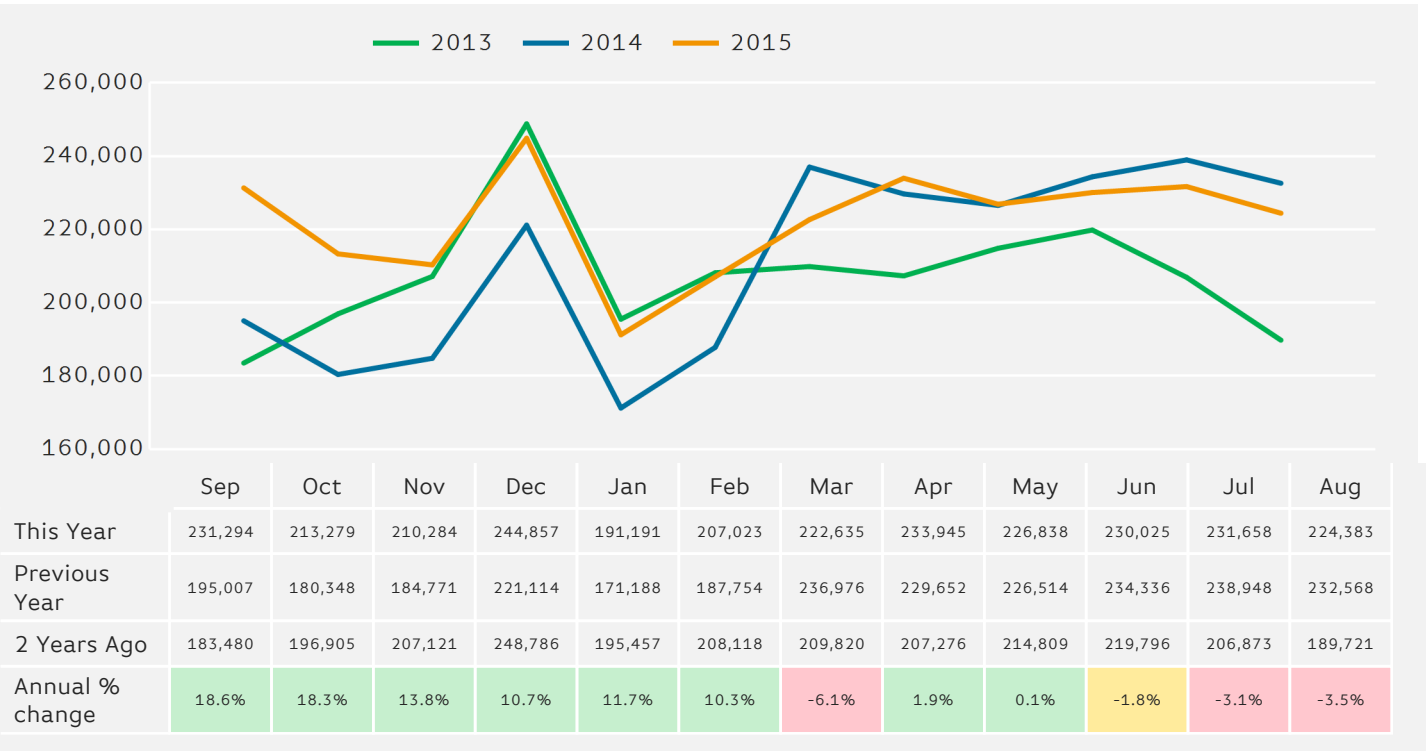
Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
Week on Week % Change is the % change in footfall for this week from the previous week.