

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
Guildford	▼ -5.5 %	▲ 10.9 %	▼ -11.7 %	▲ 10.3 %	▼ -5.6 %	▲ 8.3 %
South East	▼ -3.5 %	▲ 2.3 %	▼ -4.0 %	▲ 4.0 %	▲ 4.6 %	▲ 5.3 %
UK	▼ -1.2 %	▼ -1.1 %	▼ -2.8 %	▼ -0.2 %	▲ 6.3 %	▲ 8.5 %

Headlines

Footfall for the year to date is 5.5% down on the previous year.

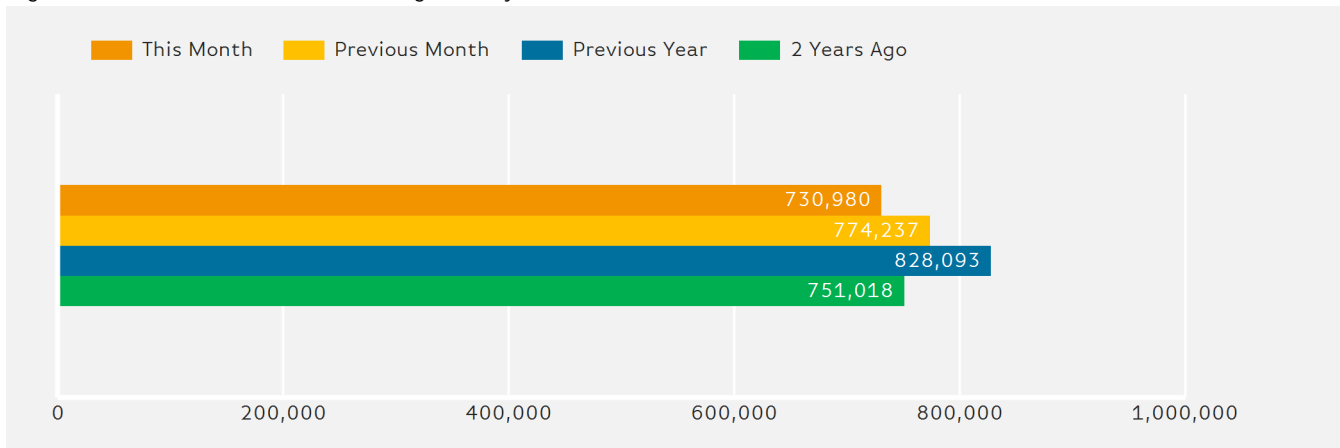
Footfall month commencing 1 February 2016 was 730,980.

The busiest day in month commencing 1 February 2016 was Saturday 27 February with 42,056 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 5,583

Footfall Totals by Month

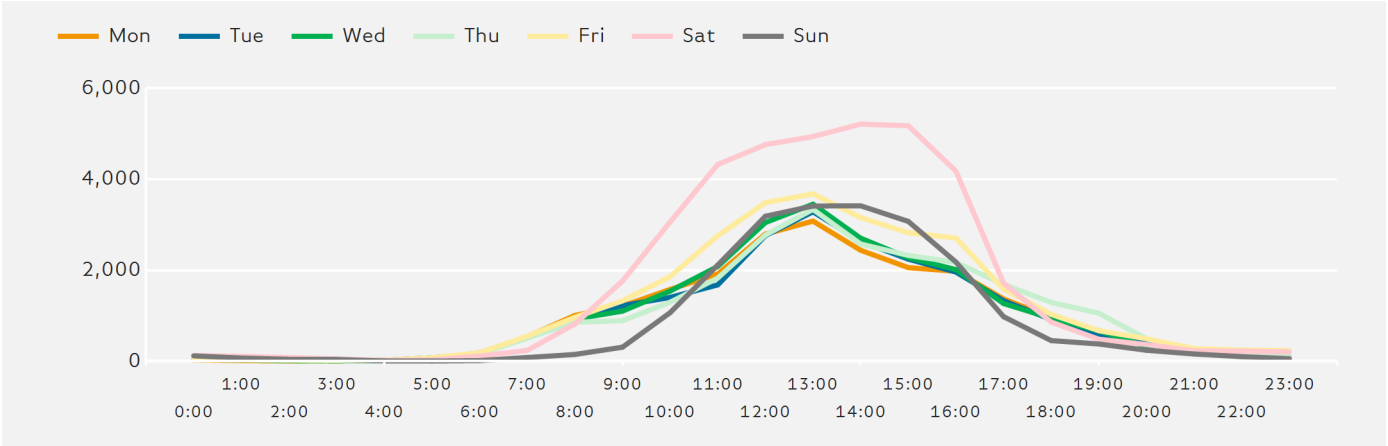
Figures shown below are calculated using monthly totals.



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



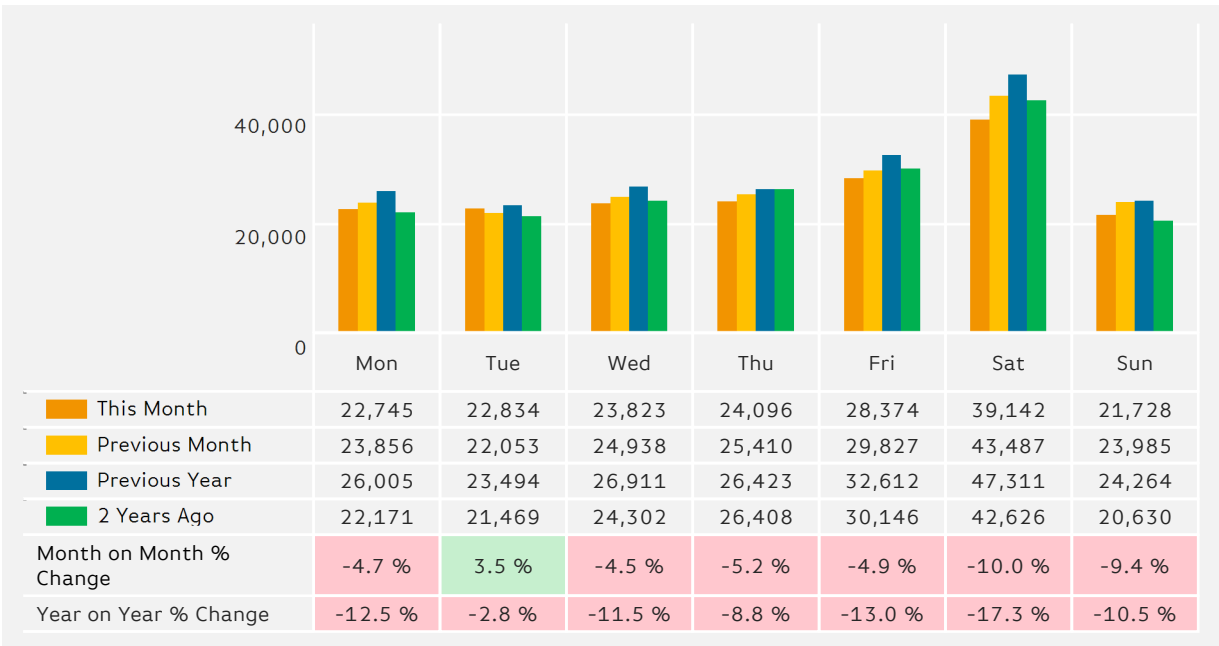
Number of days this month	17	9	2
Number of days same month last year	14	14	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	8.9	2.0
2015	7.2	0.3

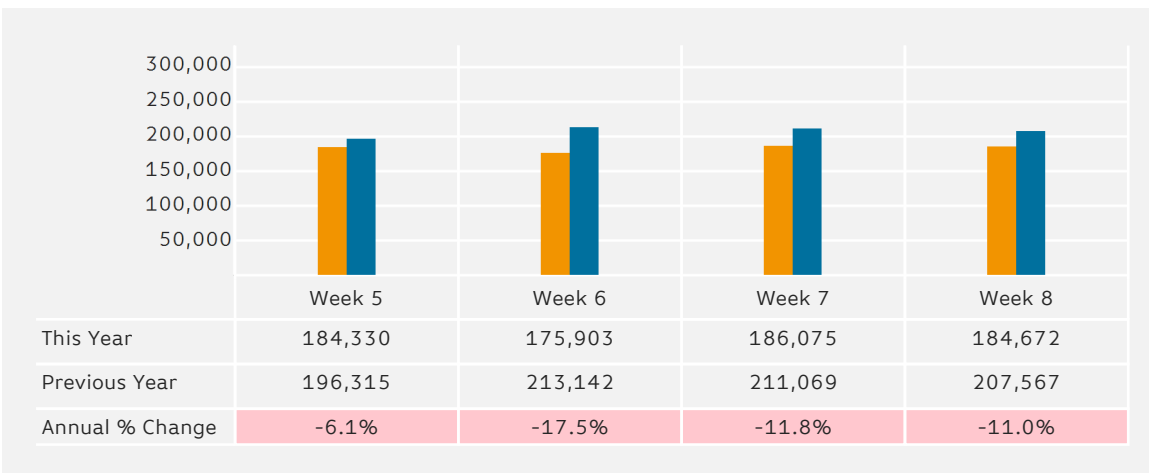
Footfall by Day

The figures shown below are calculated using weekly averages.



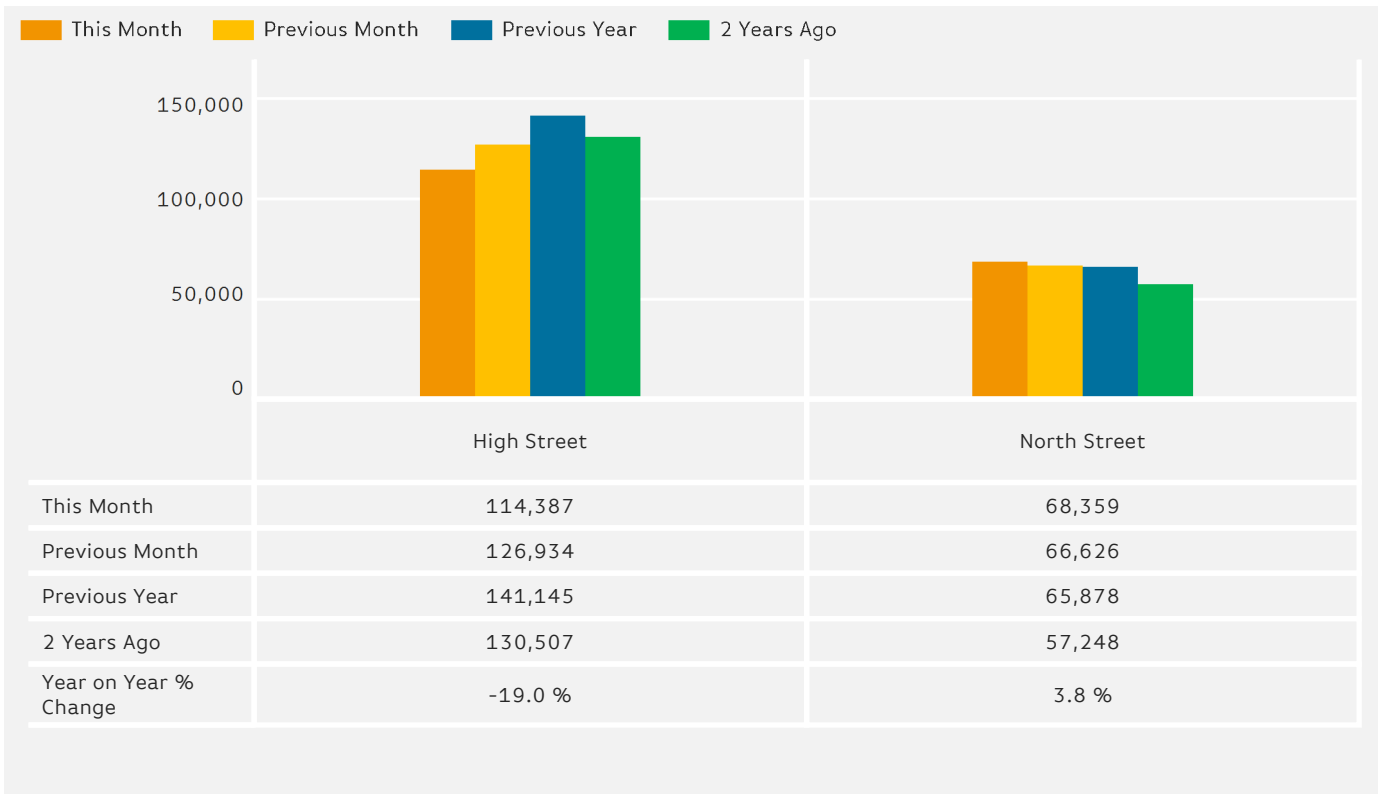
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



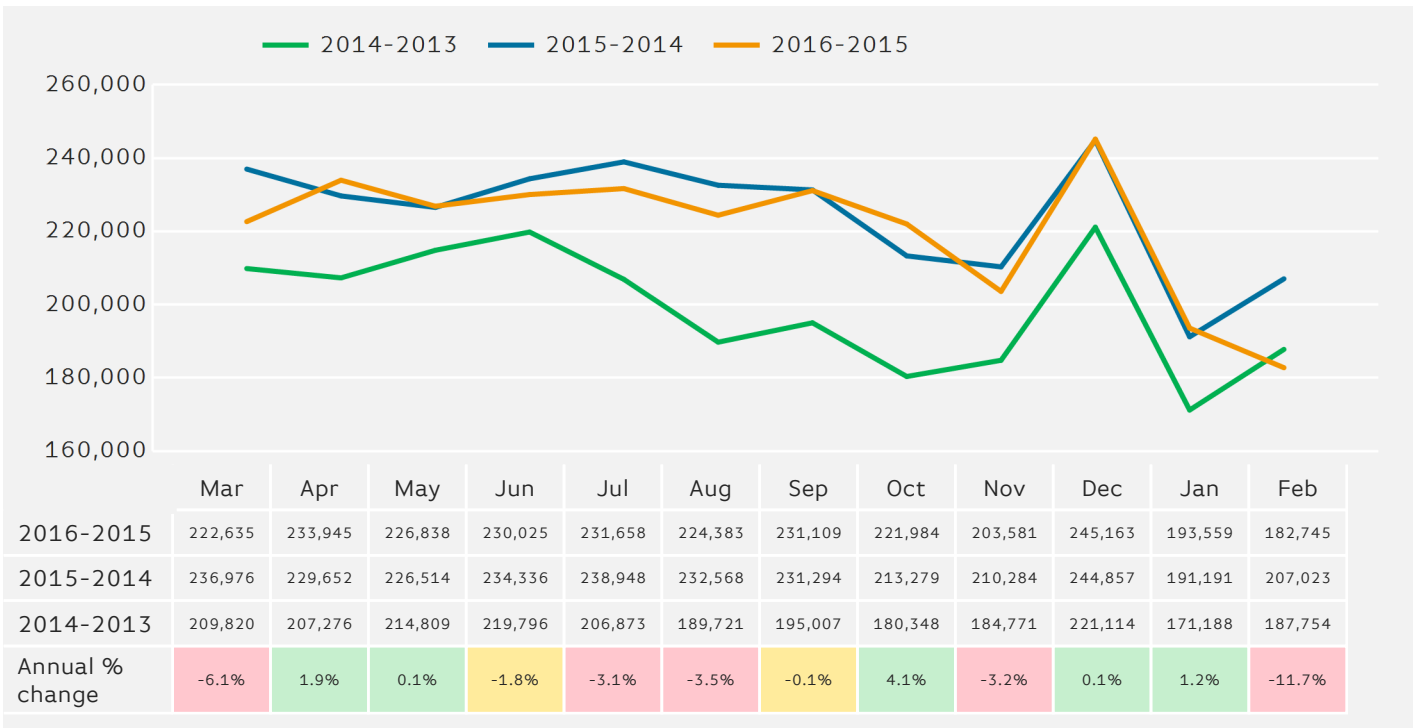
Footfall Totals

The figures shown below are calculated using weekly averages.



Footfall - 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.