



**Guildford**

October 2014

06/10/2014 to 02/11/2014



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

**Monthly Footfall**

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2014	2013	2014	2013	2014	2013
Guildford	▲ 8.3 %	▼ -4.5 %	▲ 18.3 %	▼ -6.6 %	▼ -7.8 %	▼ -7.5 %
South East	▼ -0.9 %	▼ -1.2 %	▲ 0.7 %	▼ -5.9 %	▼ -1.4 %	▼ -5.4 %
UK	▼ -0.8 %	▼ -0.9 %	▼ -1.6 %	▼ -3.6 %	▼ -1.8 %	▼ -3.8 %

**Headlines**

Footfall for the year to date is 8.3% up on the previous year.

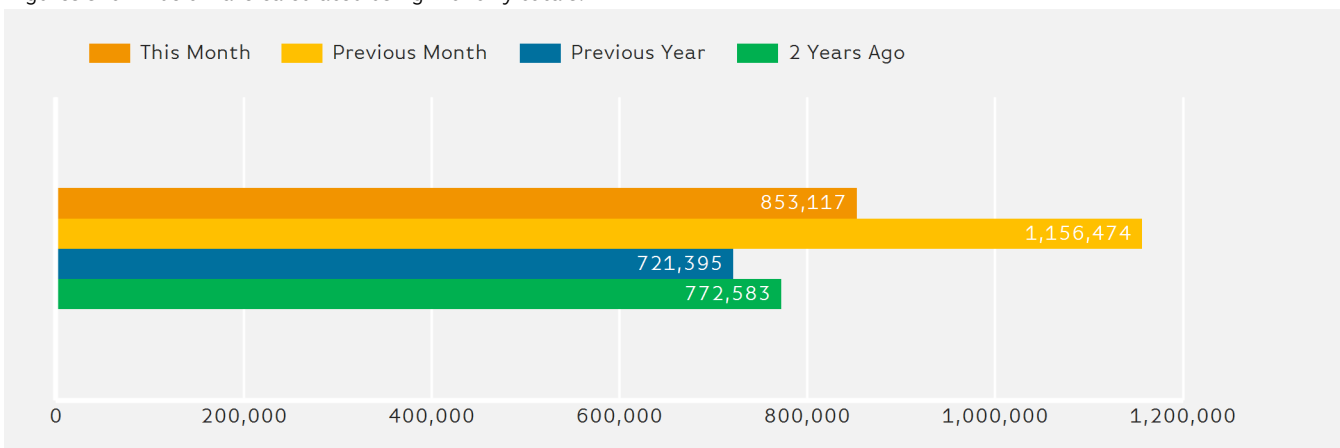
Footfall month commencing 6 October 2014 was 853,117.

The busiest day in month commencing 6 October 2014 was Saturday 18 October with 47,894 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 6,429

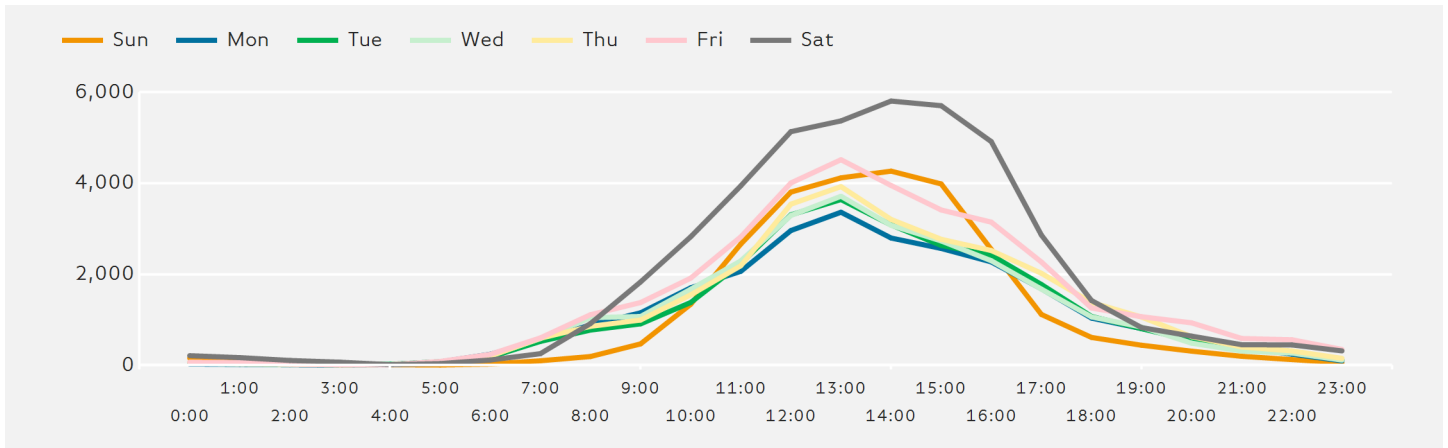
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



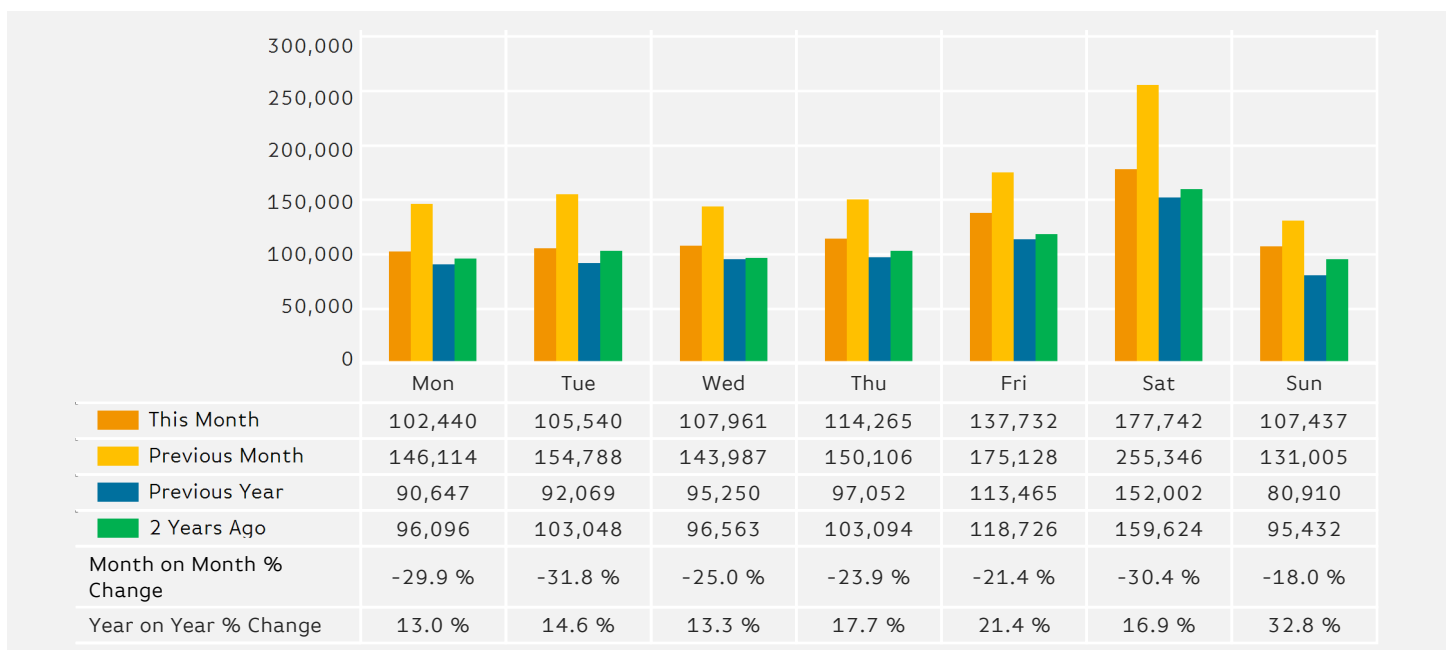
Number of days this month	13	3	12
Number of days same month last year	4	6	18

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014	16.4	10.6
2013	15.1	9.8

### Footfall by Day

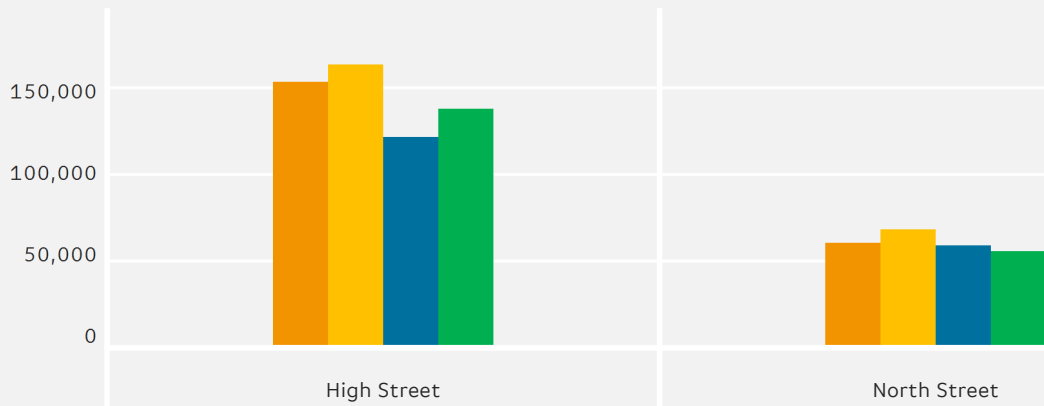
The figures shown below are calculated using monthly totals.



### Footfall Totals

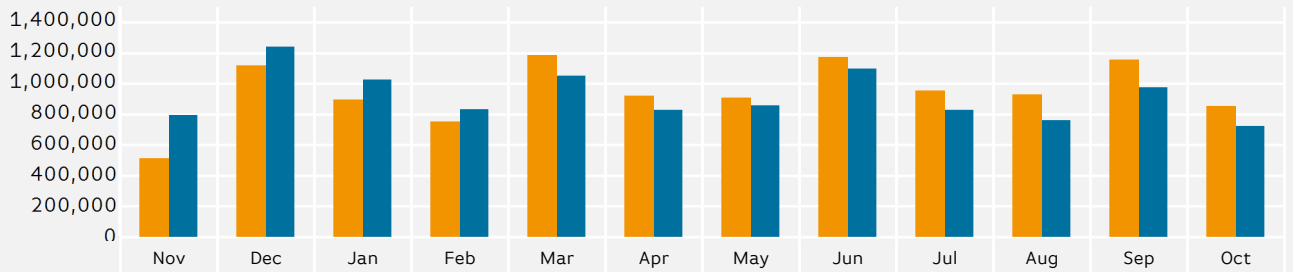
The figures shown below is calculated using weekly averages.

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



	High Street	North Street
This Month	153,124	60,155
Previous Month	163,138	68,157
Previous Year	121,553	58,796
2 Years Ago	137,573	55,573
Year on Year % Change	26.0 %	2.3 %

### Footfall by Month



	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	514,157	1,119,353	895,901	751,018	1,184,884	918,609	906,059	1,171,680	955,795	930,275	1,156,474	853,117
Previous Year	793,086	1,241,902	1,026,900	832,474	1,049,100	829,107	859,238	1,098,982	827,495	758,884	975,035	721,395
Annual % Change	-35.2%	-9.9%	-12.8%	-9.8%	12.9%	10.8%	5.4%	6.6%	15.5%	22.6%	18.6%	18.3%

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.