



**Guildford**

November 2014

03/11/2014 to 30/11/2014



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	▲ 8.7 %	▼ -5.0 %	▲ 13.8 %	▼ -6.8 %	▼ -1.4 %	▲ 2.5 %
South East	▼ -1.0 %	▼ -1.1 %	▼ -2.5 %	▼ -3.0 %	▲ 0.7 %	▲ 2.7 %
UK	▼ -1.0 %	▼ -0.9 %	▼ -3.9 %	▼ -4.2 %	▲ 0.4 %	▲ 1.5 %

**Headlines**

Footfall for the year to date is 8.7% up on the previous year.

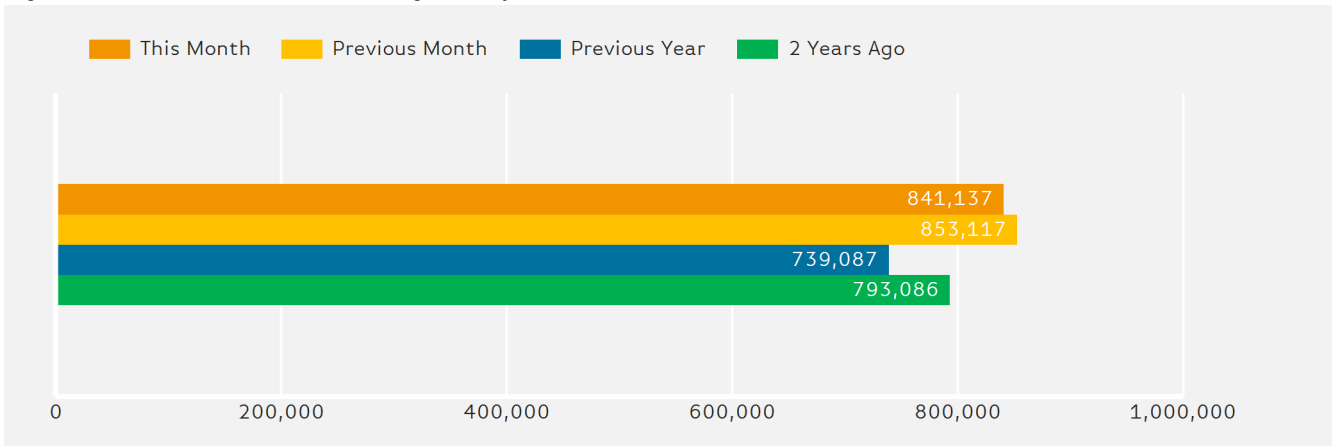
Footfall month commencing 3 November 2014 was 841,137.

The busiest day in month commencing 3 November 2014 was Friday 28 November with 46,144 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 7,635

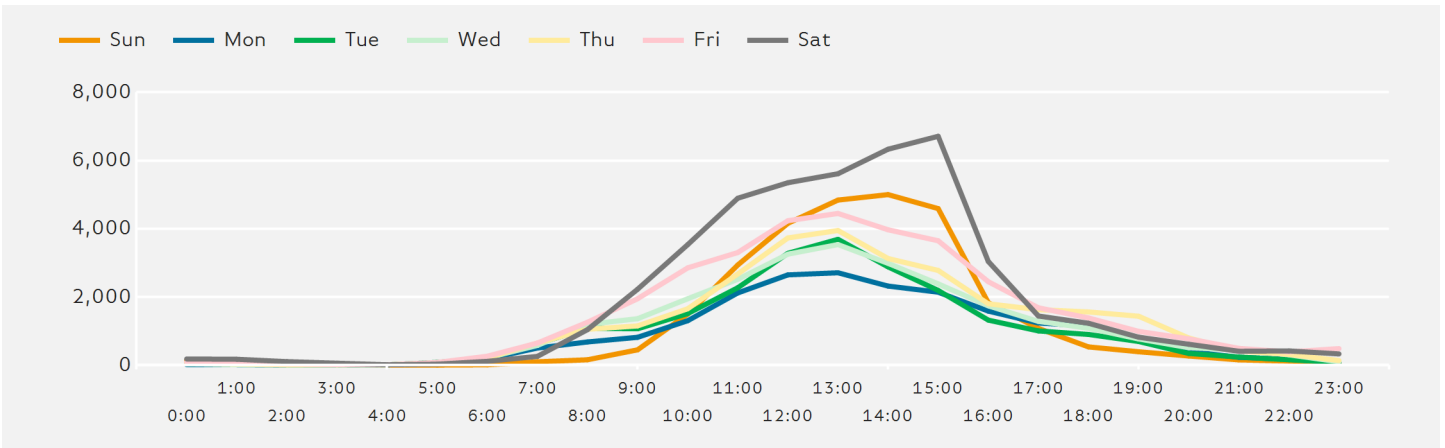
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



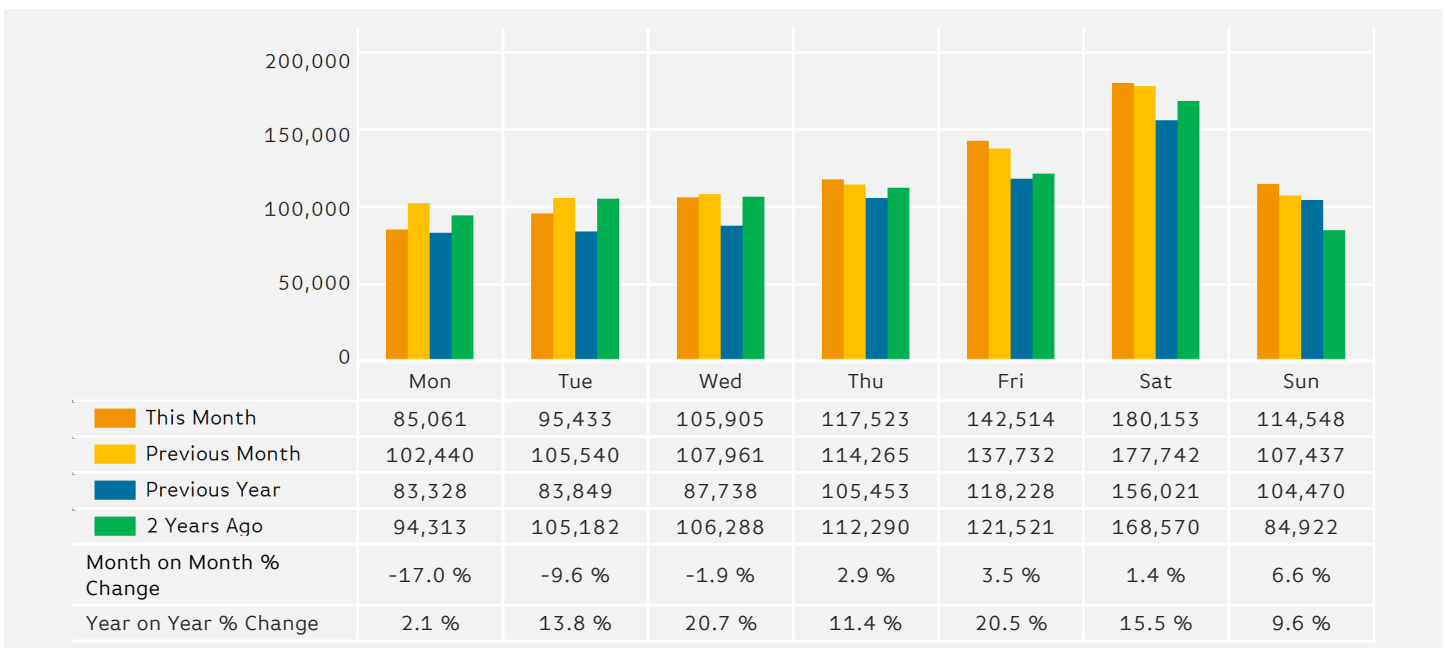
Number of days this month	7	3	18
Number of days same month last year	10	9	9

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014	11.3	6.6
2013	8.6	3.3

### Footfall by Day

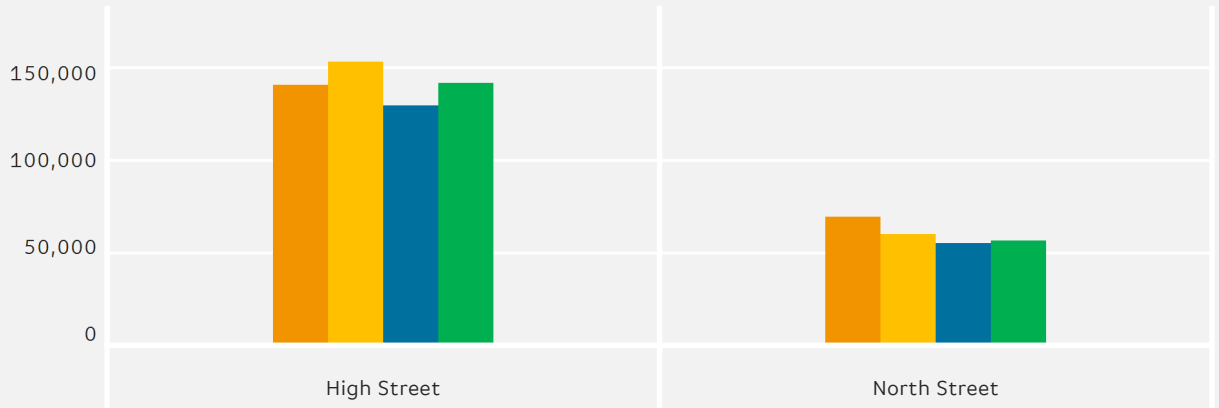
The figures shown below are calculated using monthly totals.



### Footfall Totals

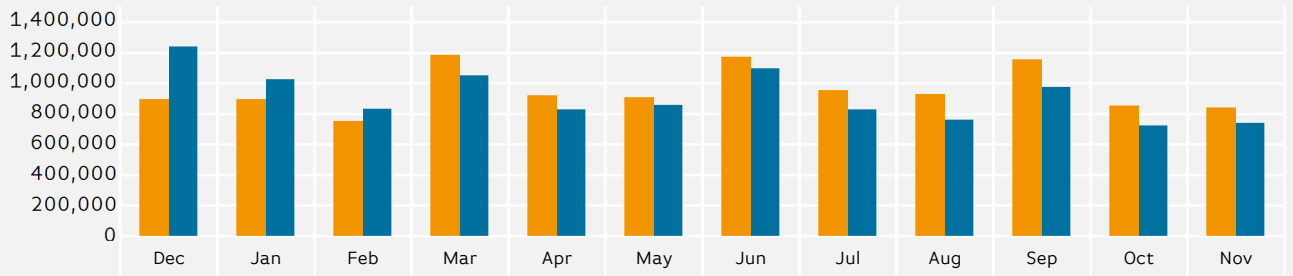
The figures shown below is calculated using weekly averages.

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



	High Street	North Street
This Month	140,669	69,615
Previous Month	153,124	60,155
Previous Year	129,430	55,342
2 Years Ago	141,741	56,530
Year on Year % Change	8.7 %	25.8 %

### Footfall by Month



	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	894,423	895,901	751,018	1,184,884	918,609	906,059	1,171,680	955,795	930,275	1,156,474	853,117	841,137
Previous Year	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	739,087
Annual % Change	-28.0%	-12.8%	-9.8%	12.9%	10.8%	5.4%	6.6%	15.5%	22.6%	18.6%	18.3%	13.8%

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.