



Guildford

December 2014

01/12/2014 to 04/01/2015



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	▲ 8.9 %	▼ -5.5 %	▲ 10.7 %	▼ -9.9 %	▲ 16.4 %	▲ 26.6 %
South East	▼ -0.6 %	▼ -1.2 %	▲ 2.9 %	▼ -1.6 %	▲ 6.7 %	▲ 6.1 %
UK	▼ -1.1 %	▼ -1.2 %	▼ -1.7 %	▼ -3.6 %	▲ 4.6 %	▲ 9.4 %

Headlines

Footfall for the year to date is 8.9% up on the previous year.

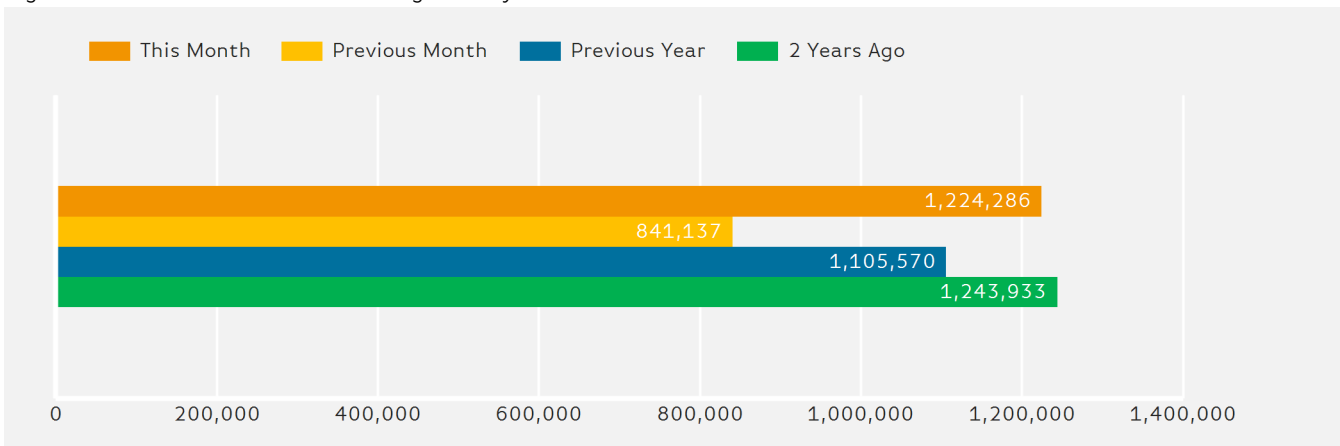
Footfall month commencing 1 December 2014 was 1,224,286.

The busiest day in month commencing 1 December 2014 was Monday 22 December with 59,166 visitors.

The peak hour of the month was 13:00 on Monday with footfall of 9,139

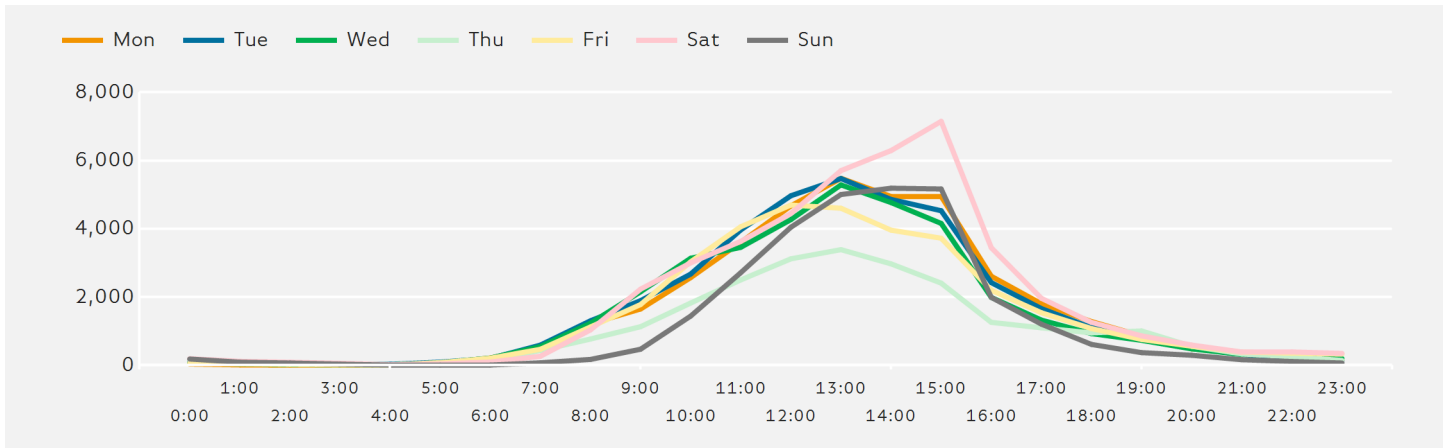
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



FOG

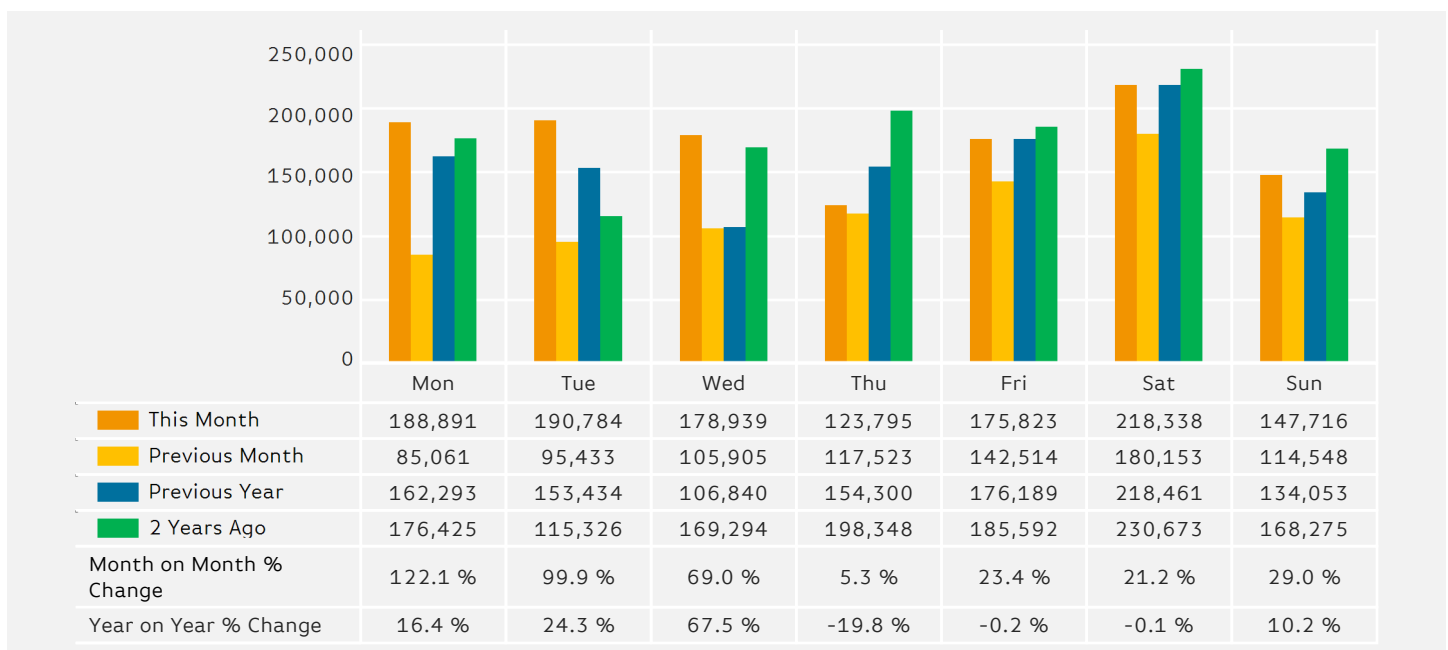
Number of days this month	21	9	4	1
Number of days same month last year	12	12	11	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2014	8.1	3.2
2013	9.6	3.9

Footfall by Day

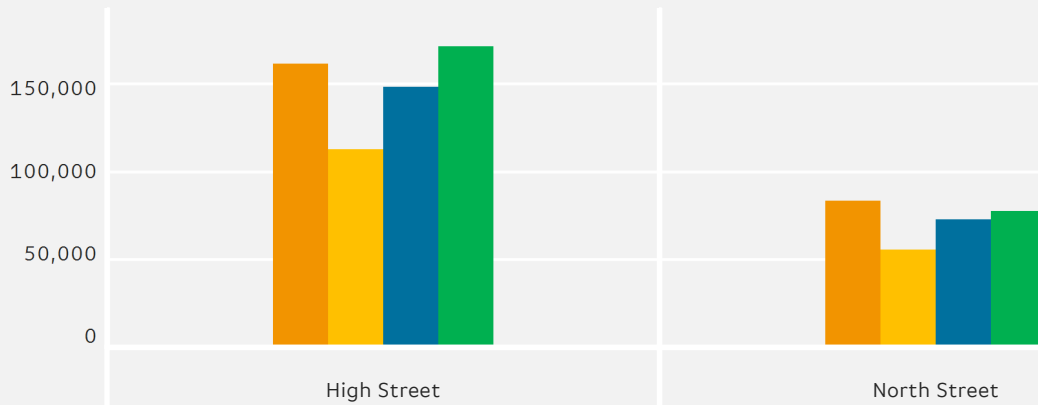
The figures shown below are calculated using monthly totals.



Footfall Totals

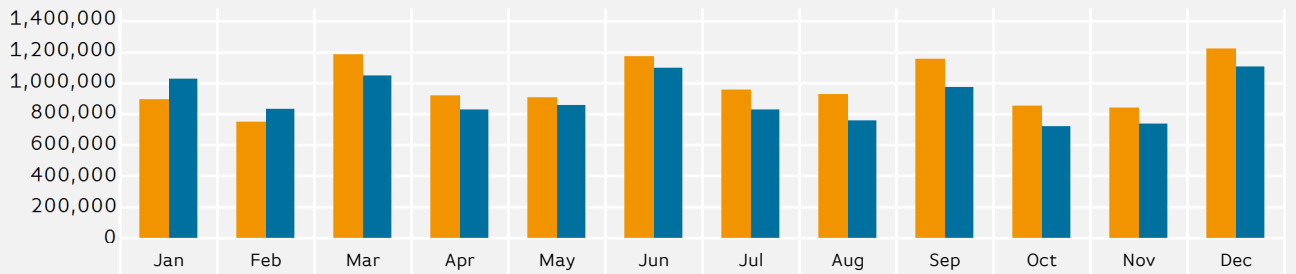
The figures shown below is calculated using weekly averages.

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



	High Street	North Street
This Month	161,331	83,526
Previous Month	112,535	55,692
Previous Year	148,133	72,981
2 Years Ago	171,268	77,519
Year on Year % Change	8.9 %	14.4 %

Footfall by Month



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	1,224,286
Previous Year	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	1,105,570
Annual % Change	-12.8%	-9.8%	12.9%	10.8%	5.4%	6.6%	15.5%	22.6%	18.6%	18.3%	13.8%	10.7%

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.