

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	
	2015	2014	2015	2014	2015	2014
Guildford	▲ 0.3 %	▲ 8.9 %	▲ 0.1 %	▲ 10.7 %	▲ 20.4 %	▲ 16.4 %
South East	▼ -2.2 %	▼ -0.6 %	▼ -1.5 %	▲ 2.9 %	▲ 10.4 %	▲ 6.7 %
UK	▼ -2.0 %	▼ -1.1 %	▼ -3.9 %	▼ -1.7 %	▲ 5.5 %	▲ 4.6 %

Headlines

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

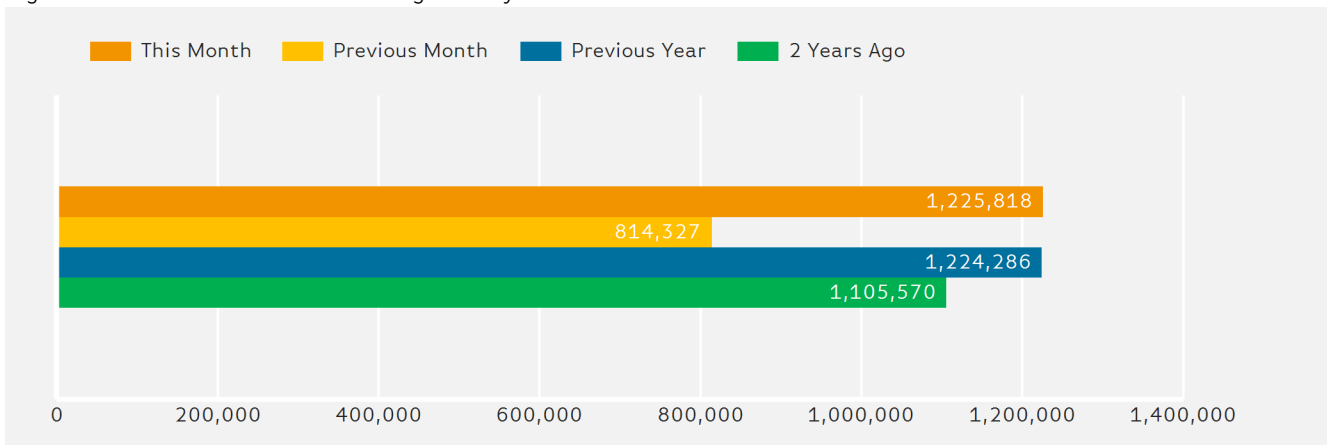
Footfall month commencing 30 November 2015 was 1,225,818.

The busiest day in month commencing 30 November 2015 was Saturday 12 December with 56,645 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 8,619

Footfall Totals by Month

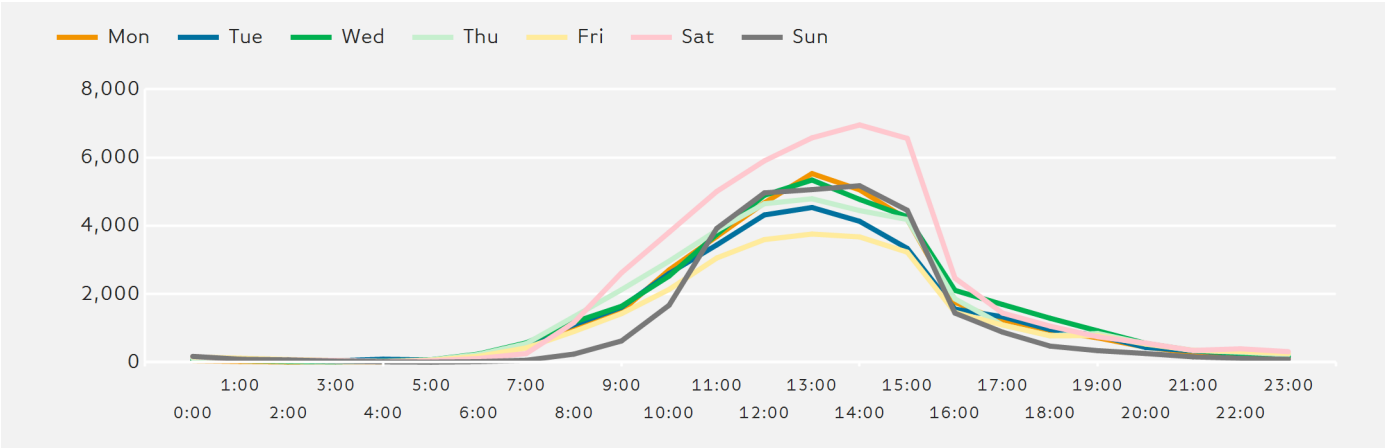
Figures shown below are calculated using monthly totals.



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



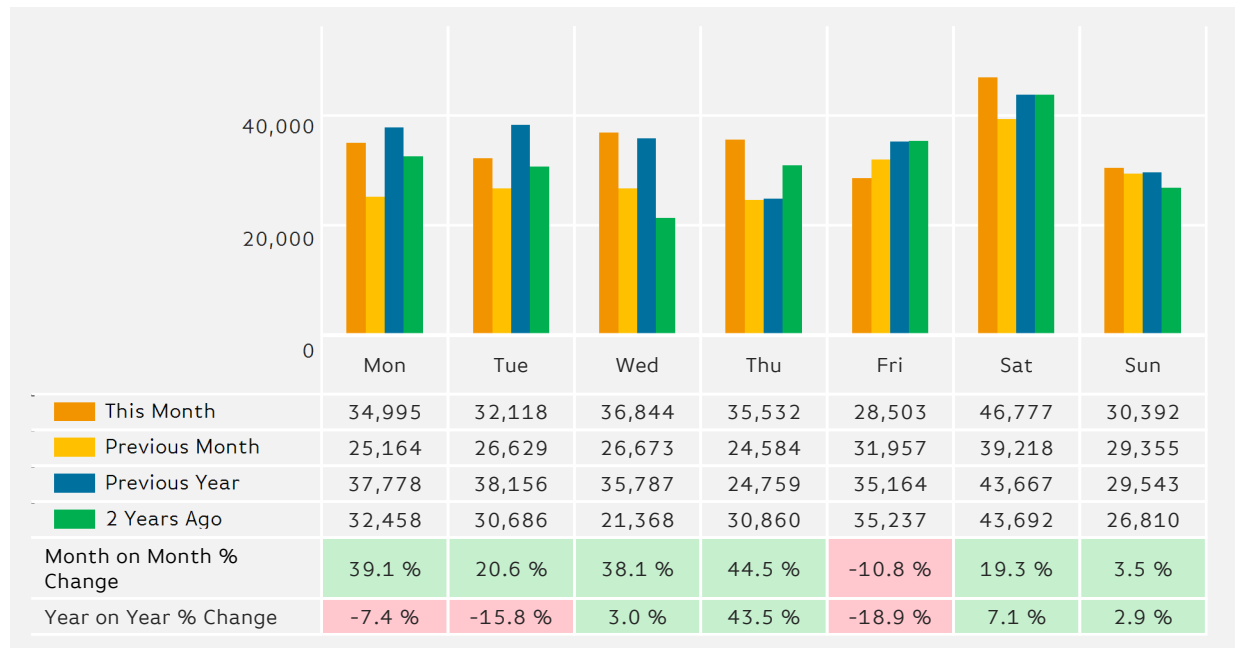
Number of days this month	16	18	1
Number of days same month last year	21	14	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	12.7	8.1
2014	9.2	1.5

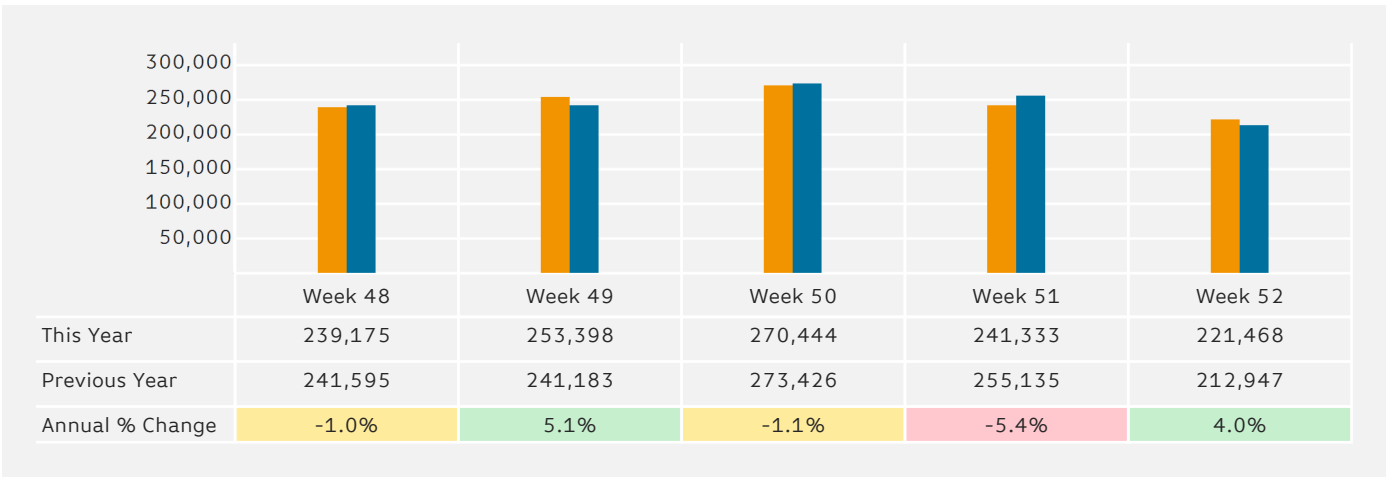
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.



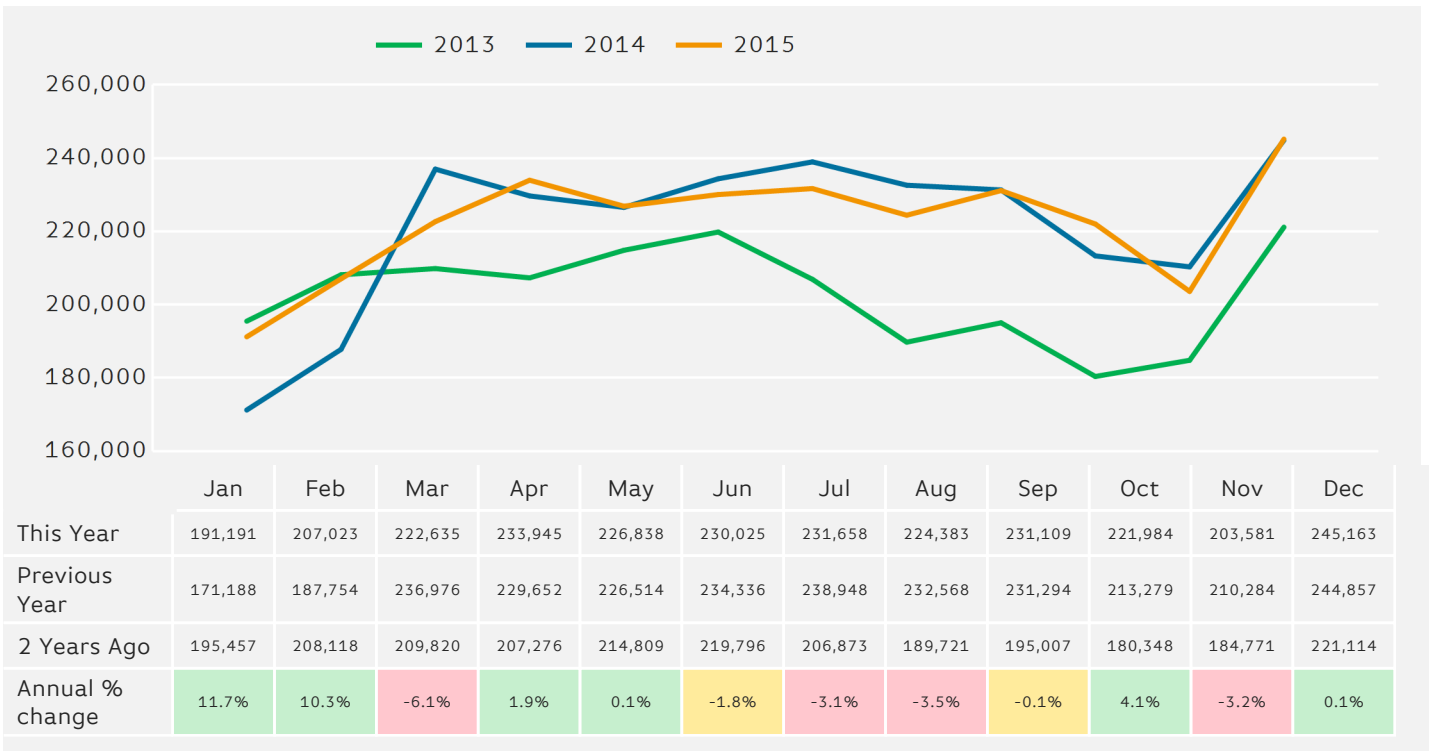
Footfall Totals

The figures shown below are calculated using weekly averages.



Footfall by Month

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.