



Guildford

February 2015

02/02/2015 to 01/03/2015



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Guildford	▲ 10.9 %	▼ -11.4 %	▲ 10.3 %	▼ -9.8 %	▲ 8.3 %	▲ 4.8 %
South East	▲ 2.3 %	▼ -6.5 %	▲ 4.0 %	▼ -9.7 %	▲ 5.5 %	▼ -3.3 %
UK	▼ -1.1 %	▼ -1.3 %	▼ -0.2 %	▼ -5.3 %	▲ 8.2 %	▲ 3.9 %

Headlines

Footfall for the year to date is 10.9% up on the previous year.

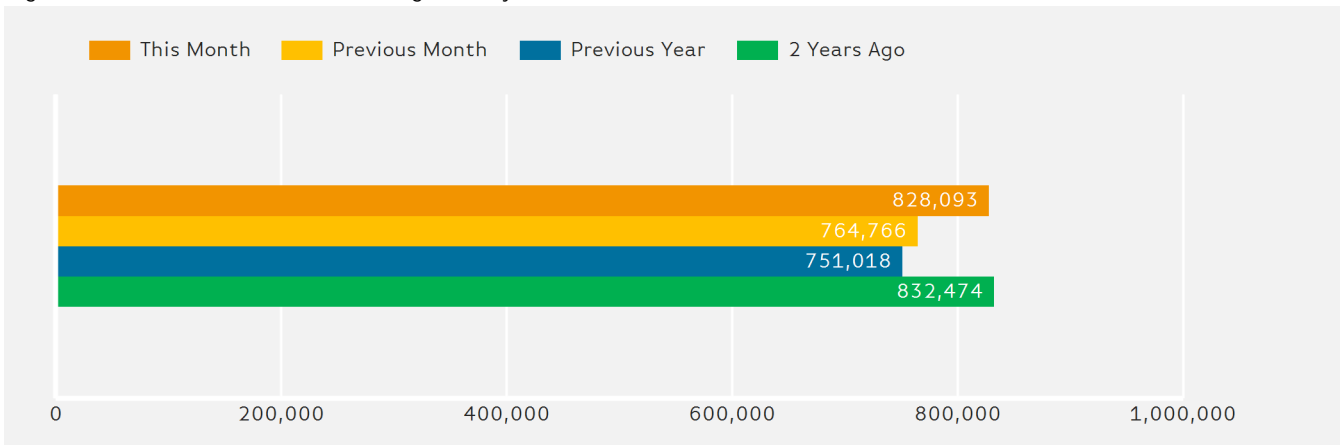
Footfall month commencing 2 February 2015 was 828,093.

The busiest day in month commencing 2 February 2015 was Saturday 28 February with 49,132 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 7,021

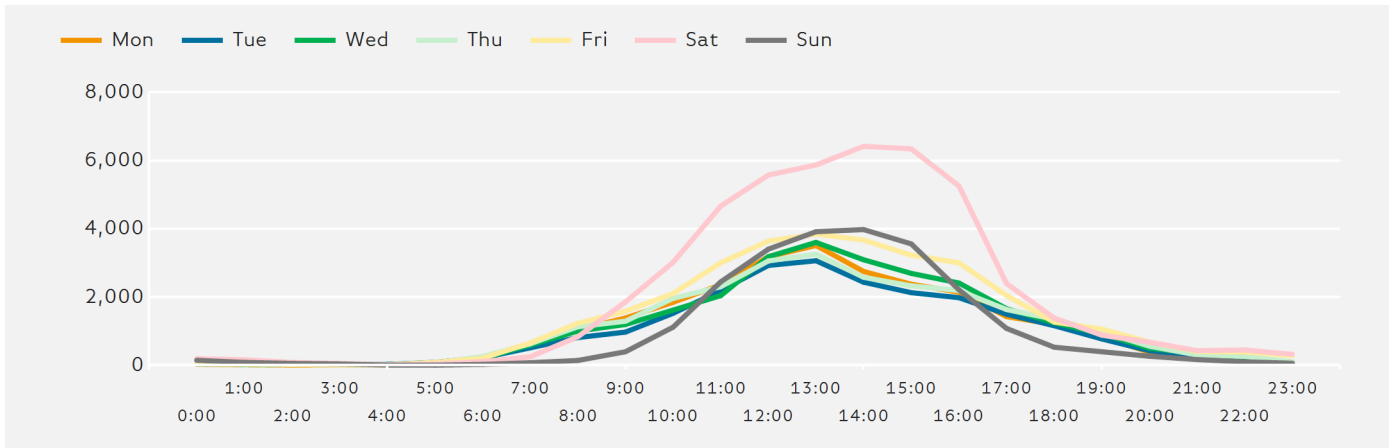
Footfall Totals by Month

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

16

10

2

Number of days same month last year

18

9

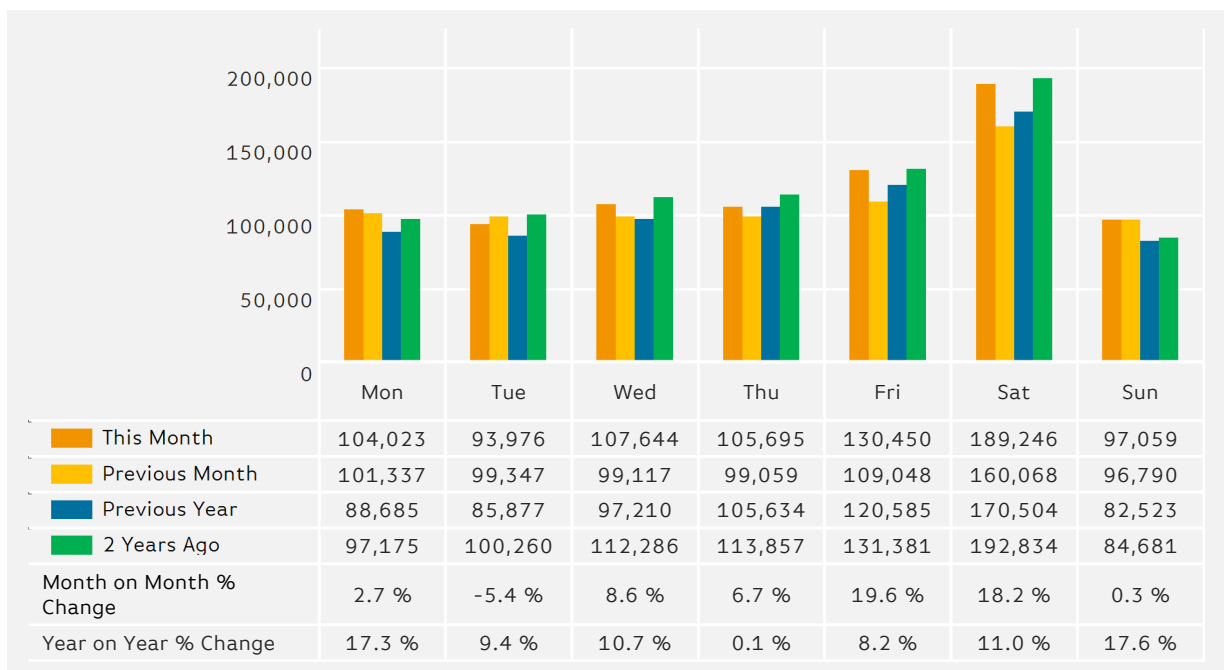
1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	7.4	0.6
2014	9.5	3.6

Footfall by Day

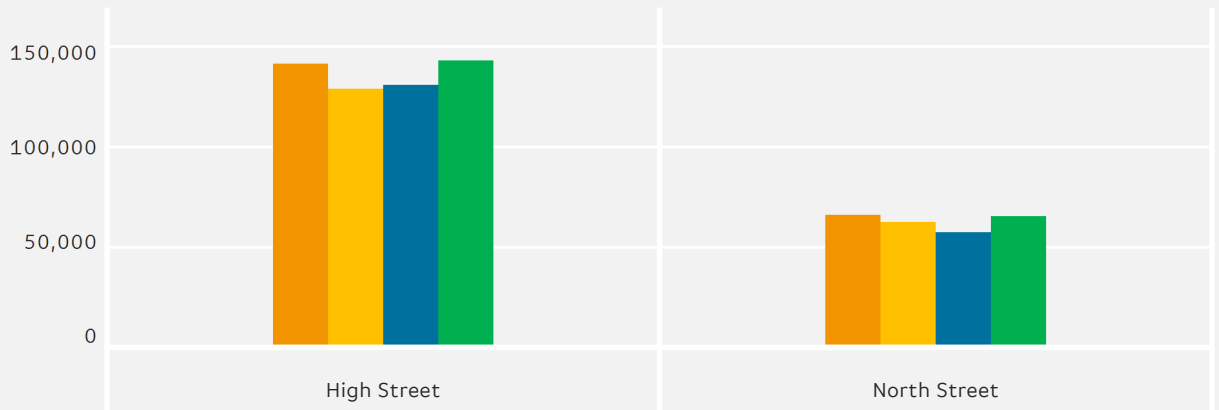
The figures shown below are calculated using monthly totals.



Footfall Totals

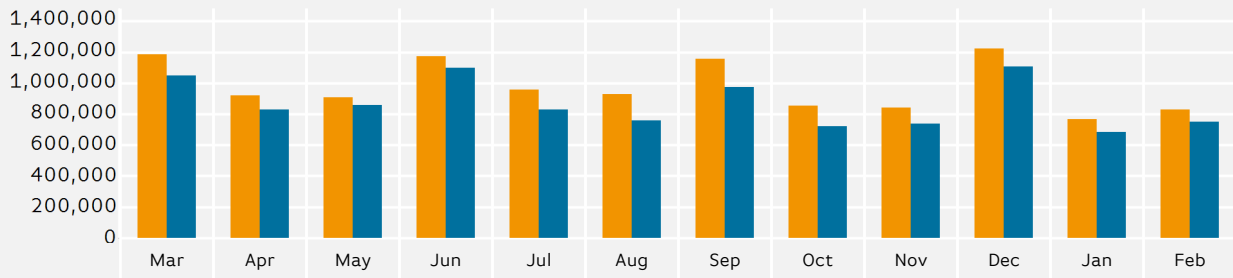
The figures shown below is calculated using weekly averages.

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



This Month	141,145	65,878
Previous Month	128,659	62,533
Previous Year	130,507	57,248
2 Years Ago	142,874	65,245
Year on Year % Change	8.2 %	15.1 %

Footfall by Month



This Year	1,184,884	918,609	906,059	1,171,680	955,795	930,275	1,156,474	853,117	841,137	1,224,286	764,766	828,093
Previous Year	1,049,100	829,107	859,238	1,098,982	827,495	758,884	975,035	721,395	739,087	1,105,570	684,754	751,018
Annual % Change	12.9%	10.8%	5.4%	6.6%	15.5%	22.6%	18.6%	18.3%	13.8%	10.7%	11.7%	10.3%

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.