



**Guildford**

January 2015

05/01/2015 to 01/02/2015



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	▲ 11.7 %	▼ -12.8 %	▲ 11.7 %	▼ -12.8 %	▼ -21.9 %	▼ -20.0 %
South East	▲ 0.4 %	▼ -5.5 %	▲ 0.4 %	▼ -6.0 %	▼ -19.5 %	▼ -20.9 %
UK	▼ -2.0 %	▼ -0.1 %	▼ -2.0 %	▼ -0.6 %	▼ -20.6 %	▼ -23.7 %

**Headlines**

Footfall for the year to date is 11.7% up on the previous year.

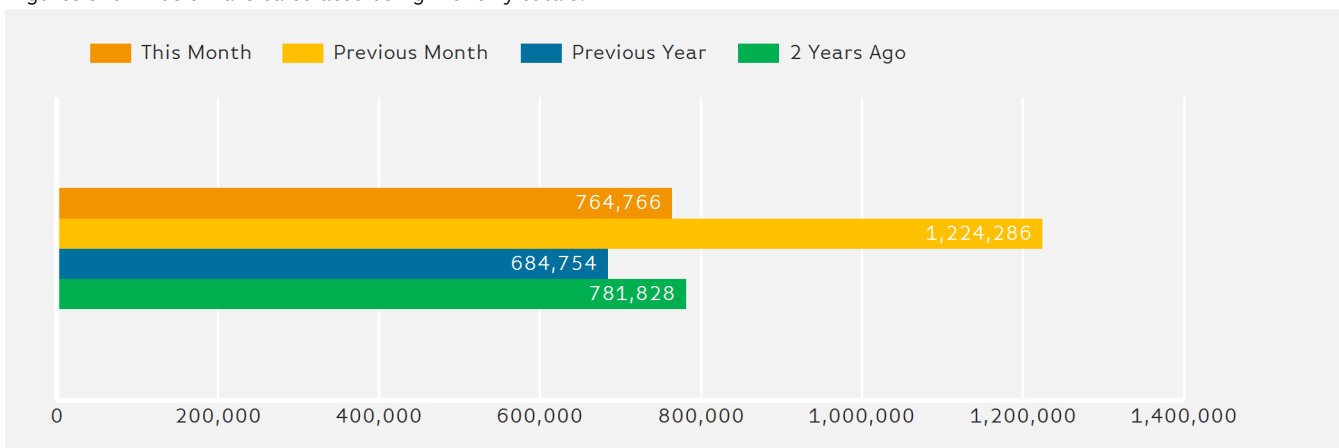
Footfall month commencing 5 January 2015 was 764,766.

The busiest day in month commencing 5 January 2015 was Saturday 31 January with 46,399 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 6,799

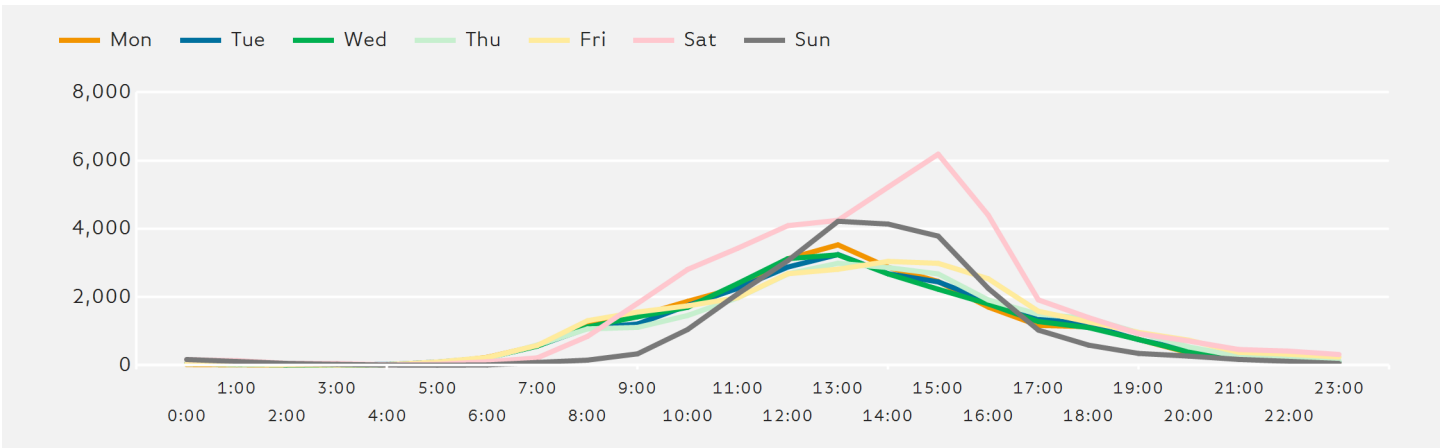
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



**FOG**

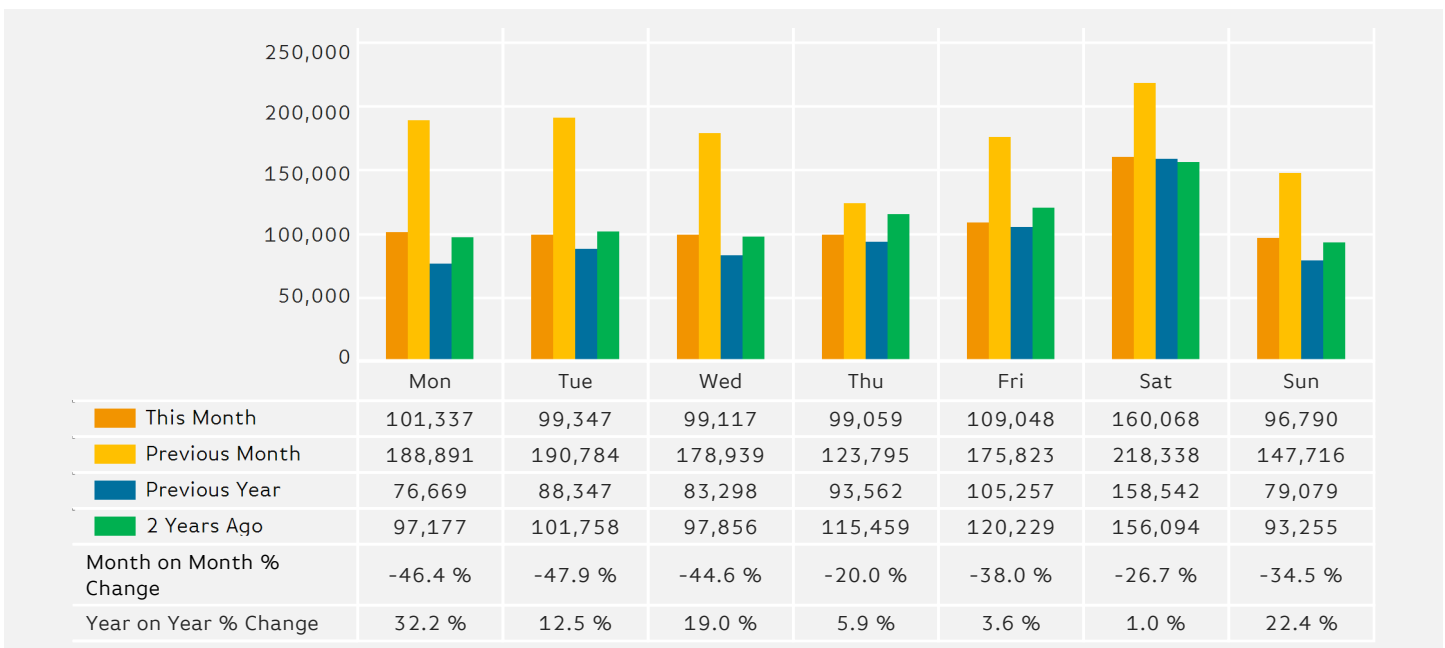
Number of days this month	12	3	9	3	1
Number of days same month last year	13	4	18		

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	7.6	2.3
2014	9.2	2.8

### Footfall by Day

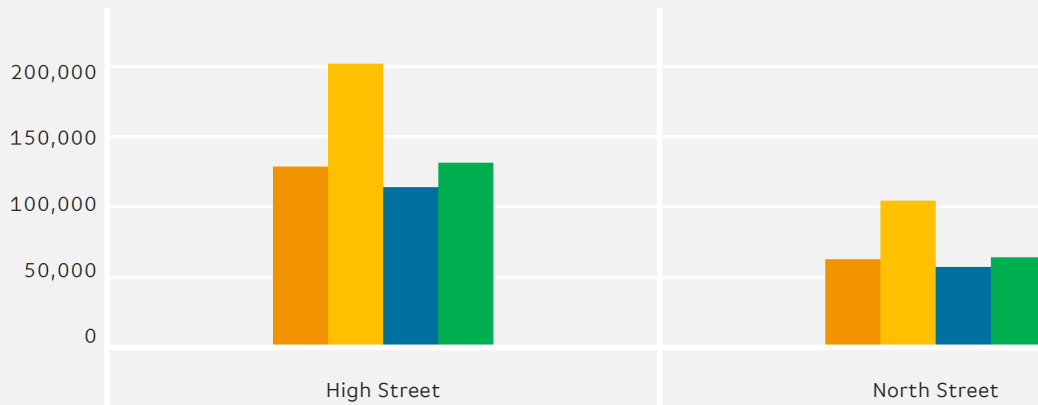
The figures shown below are calculated using monthly totals.



### Footfall Totals

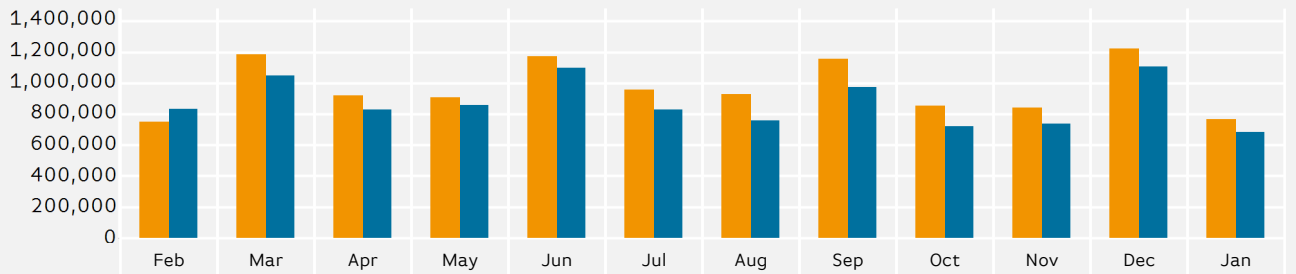
The figures shown below is calculated using weekly averages.

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



	High Street	North Street
This Month	128,659	62,533
Previous Month	201,664	104,408
Previous Year	113,847	57,341
2 Years Ago	131,201	64,257
Year on Year % Change	13.0 %	9.1 %

### Footfall by Month



	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	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	764,766
Previous Year	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	684,754
Annual % Change	-9.8%	12.9%	10.8%	5.4%	6.6%	15.5%	22.6%	18.6%	18.3%	13.8%	10.7%	11.7%

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.