

Monthly Footfall

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Guildford	▲ 2.3 %	▲ 1.3 %	▲ 0.1 %	▲ 5.4 %	▼ -3.0 %	▼ -1.4 %
South East	▼ -1.2 %	▼ -1.0 %	▼ -3.7 %	▲ 0.1 %	▼ -1.5 %	▲ 1.3 %
UK	▼ -1.2 %	▲ 0.0 %	▼ -1.8 %	▼ -0.9 %	▼ -2.3 %	▼ -1.7 %

Headlines

Footfall for the year to date is 2.3% up on the previous year.

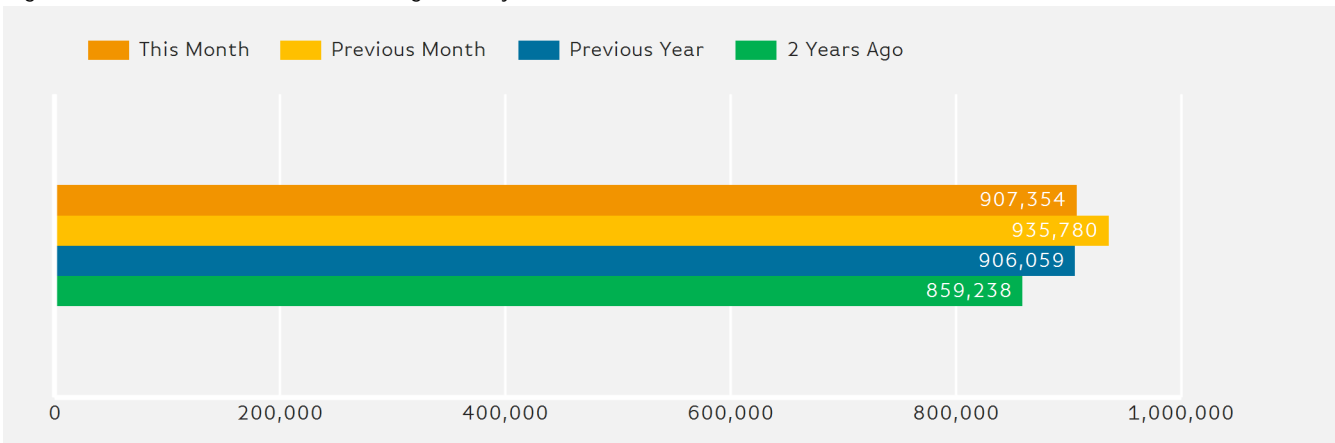
Footfall month commencing 4 May 2015 was 907,354.

The busiest day in month commencing 4 May 2015 was Saturday 30 May with 52,178 visitors.

The peak hour of the month was 12:00 on Saturday with footfall of 6,339

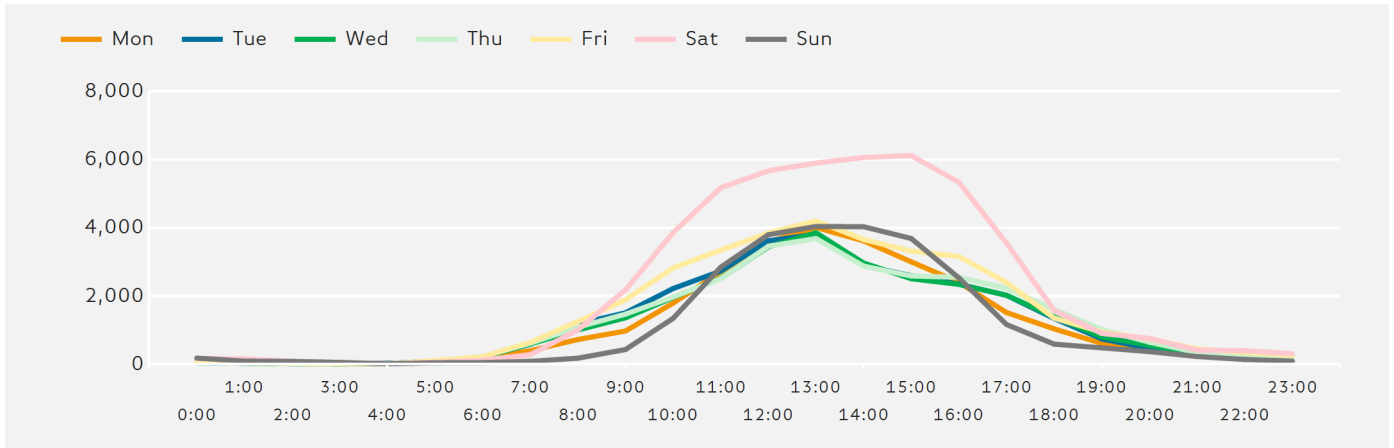
Footfall Totals by Month

Figures shown below are calculated using monthly totals.



Footfall by Hour

The figures shown below are calculated using a weekly average



Weather



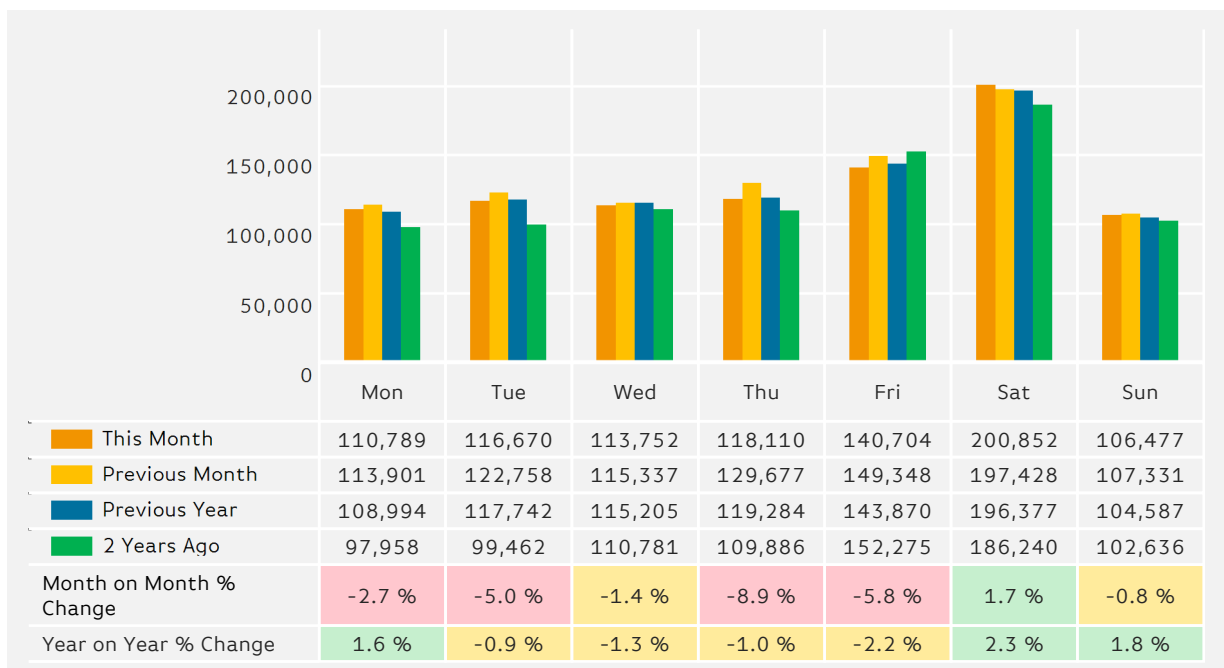
Number of days this month	16	5	7
Number of days same month last year	19	3	6

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	17.4	8.2
2014	17.7	8.6

Footfall by Day

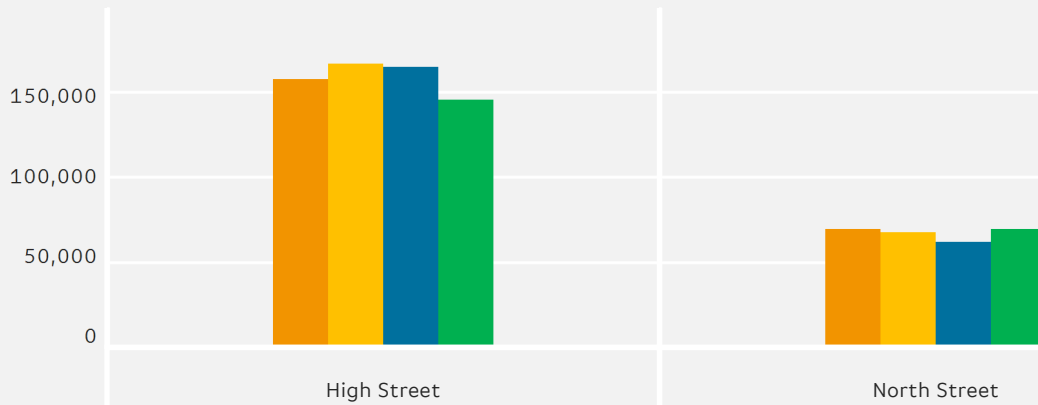
The figures shown below are calculated using monthly totals.



Footfall Totals

The figures shown below is calculated using weekly averages.

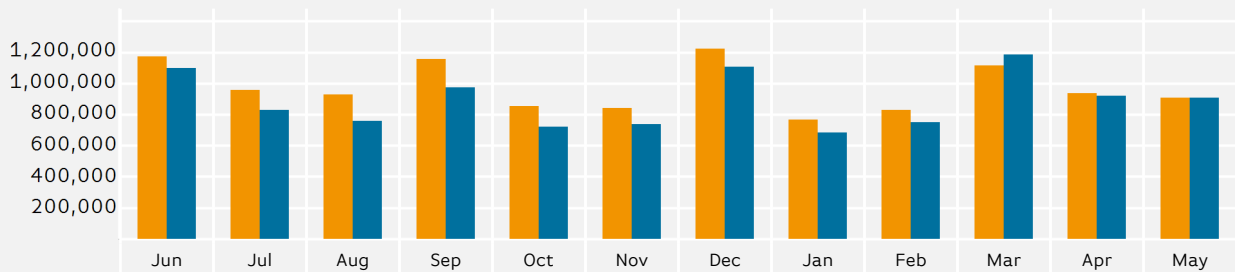
■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



This Month	157,248	69,591
Previous Month	166,429	67,516
Previous Year	164,515	62,000
2 Years Ago	145,307	69,503
Year on Year % Change	-4.4 %	12.2 %

Footfall by Month

The data below is based on monthly totals



This Year	1,171,680	955,795	930,275	1,156,474	853,117	841,137	1,224,286	764,766	828,093	1,113,177	935,780	907,354
Previous Year	1,098,982	827,495	758,884	975,035	721,395	739,087	1,105,570	684,754	751,018	1,184,884	918,609	906,059
Annual % Change	6.6%	15.5%	22.6%	18.6%	18.3%	13.8%	10.7%	11.7%	10.3%	-6.1%	1.9%	0.1%

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.