

**Monthly Footfall**

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2015	2014	2015	2014	2015	2014
Guildford	▲ 2.9 %	▲ 0.3 %	▲ 1.9 %	▲ 10.8 %	▲ 5.1 %	▼ -3.1 %
South East	▼ -0.6 %	▼ -1.2 %	▼ -2.2 %	▲ 0.0 %	▲ 3.8 %	▲ 2.6 %
UK	▼ -1.0 %	▲ 0.0 %	▼ -0.2 %	▼ -1.4 %	▲ 3.9 %	▲ 5.0 %

**Headlines**

Footfall for the year to date is 2.9% up on the previous year.

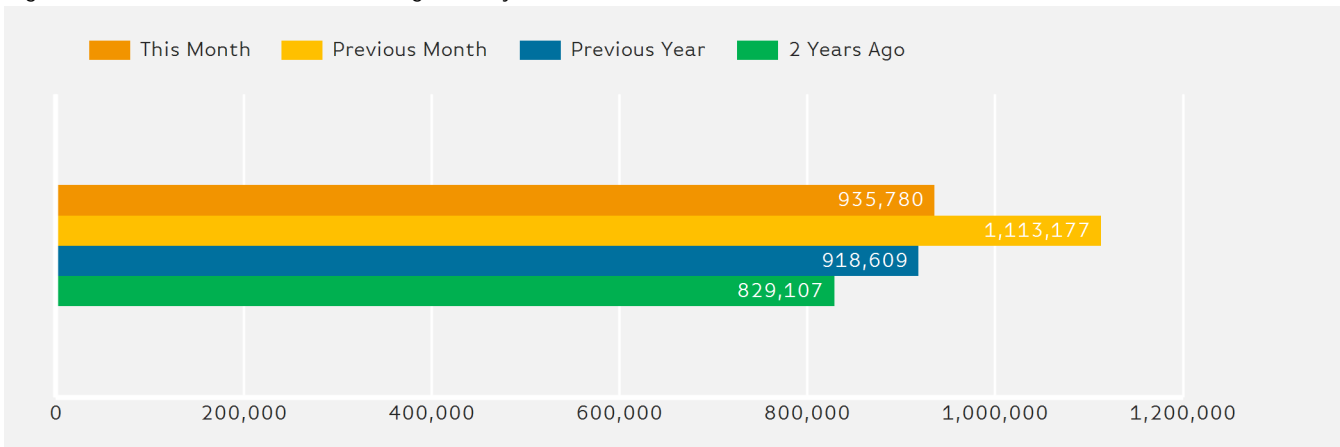
Footfall month commencing 6 April 2015 was 935,780.

The busiest day in month commencing 6 April 2015 was Saturday 2 May with 53,945 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 6,708

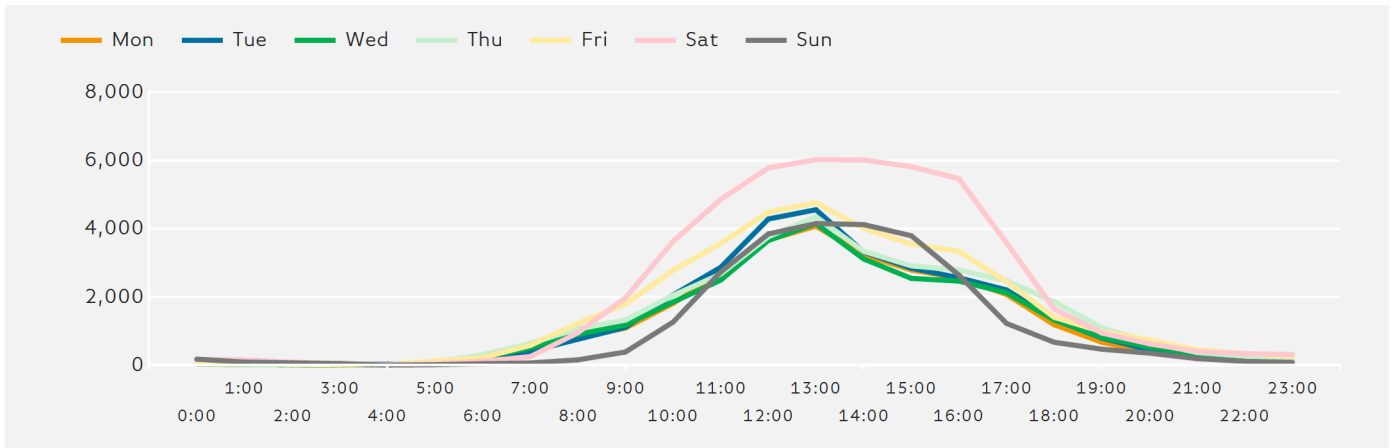
**Footfall Totals by Month**

Figures shown below are calculated using monthly totals.



### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



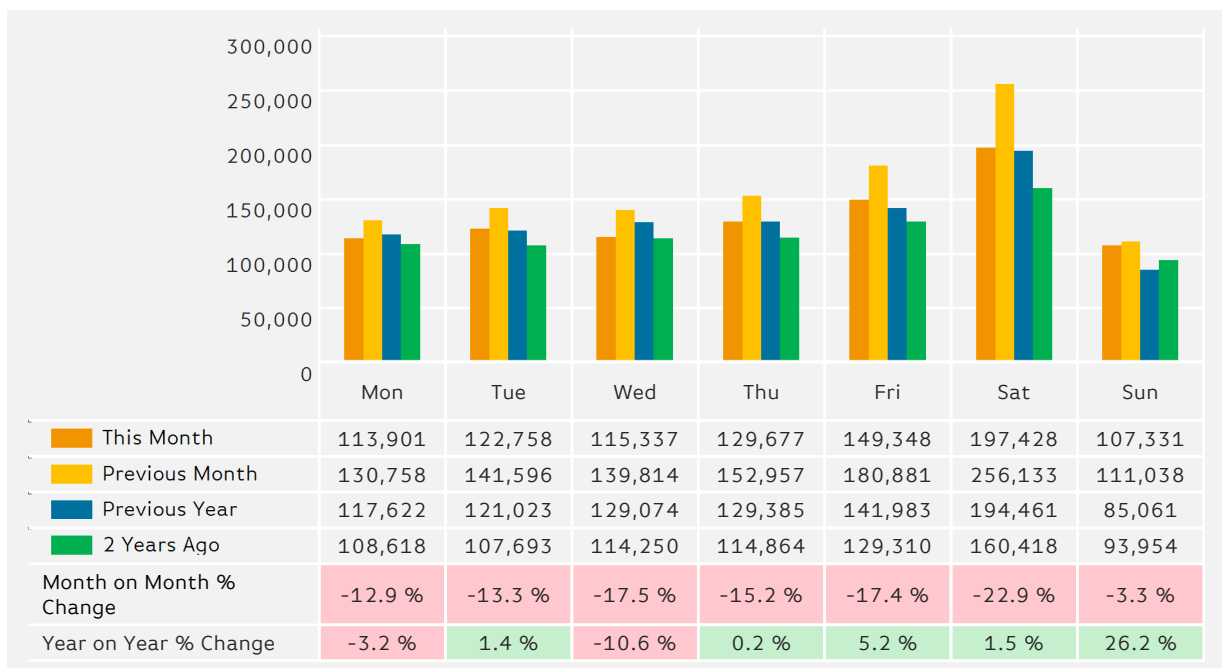
Number of days this month	26	2	
Number of days same month last year	22	5	1

### Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2015	15.8	3.5
2014	14.6	5.5

### Footfall by Day

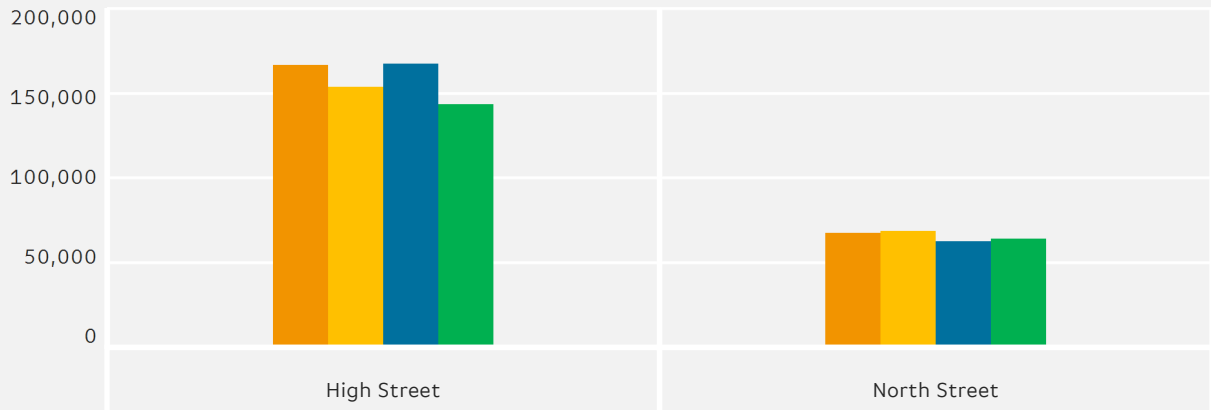
The figures shown below are calculated using monthly totals.



### Footfall Totals

The figures shown below is calculated using weekly averages.

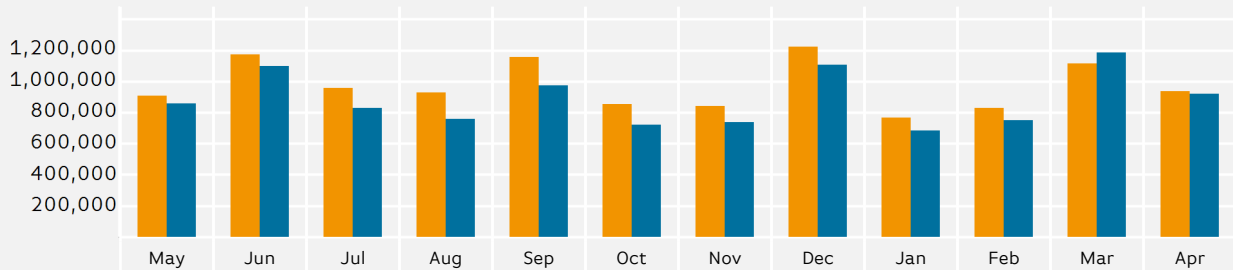
■ This Month   
 ■ Previous Month   
 ■ Previous Year   
 ■ 2 Years Ago



This Month	166,429	67,516
Previous Month	153,800	68,836
Previous Year	167,231	62,422
2 Years Ago	143,280	63,997
Year on Year % Change	-0.5 %	8.2 %

### Footfall by Month

The data below is based on monthly totals



This Year	906,059	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
Previous Year	859,238	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
Annual % Change	5.4%	6.6%	15.5%	22.6%	18.6%	18.3%	13.8%	10.7%	11.7%	10.3%	-6.1%	1.9%

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.