



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	
	2018	2017	2018	2017	2018	2017
Guildford	▲ 9.9 %	▼ -13.2 %	▲ 9.9 %	▼ -13.2 %	▼ -22.9 %	▼ -26.9 %
South East	▼ -4.0 %	▼ -1.8 %	▼ -4.0 %	▼ -1.8 %	▼ -17.6 %	▼ -19.1 %
UK	▼ -3.1 %	▼ -0.4 %	▼ -3.1 %	▼ -0.4 %	▼ -20.2 %	▼ -20.0 %

Headlines

Footfall for the year to date is 9.9% up on the previous year.

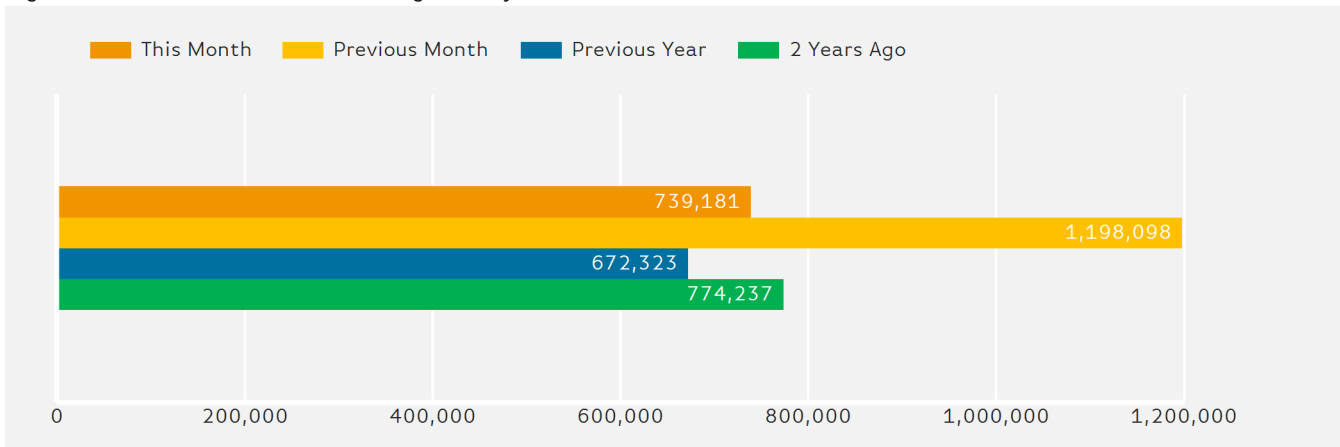
The number of visitors counted for month commencing 1 January 2018 was 739,181.

The busiest day in month commencing 1 January 2018 was Saturday 27 January with 44,494 visitors.

The peak hour of the month was 15:00 on Saturday with footfall of 5,921

Footfall by Month

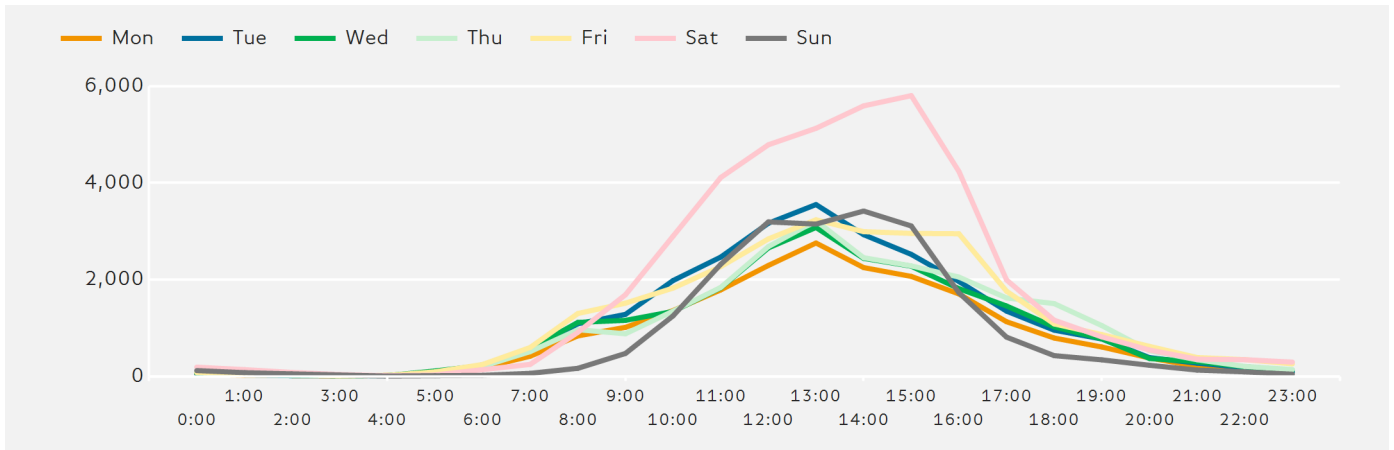
Figures shown below are calculated using monthly totals.



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



FOG

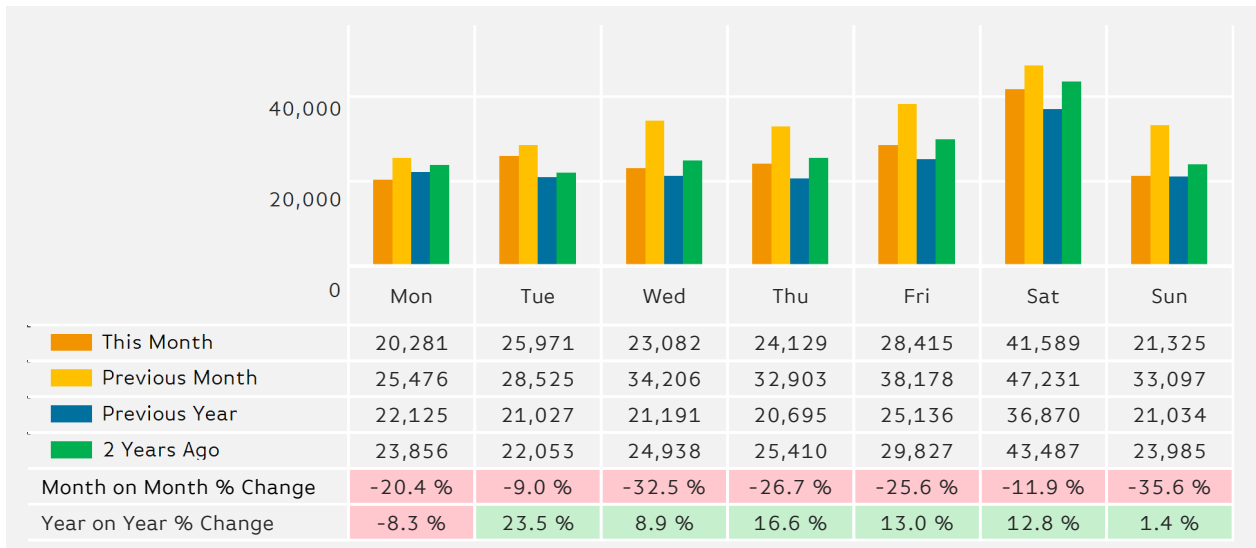
Number of days this month	10	5	11	1	1
Number of days same month last year	17	8	3		

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	8.5	3.3
2017	6.8	-1.9

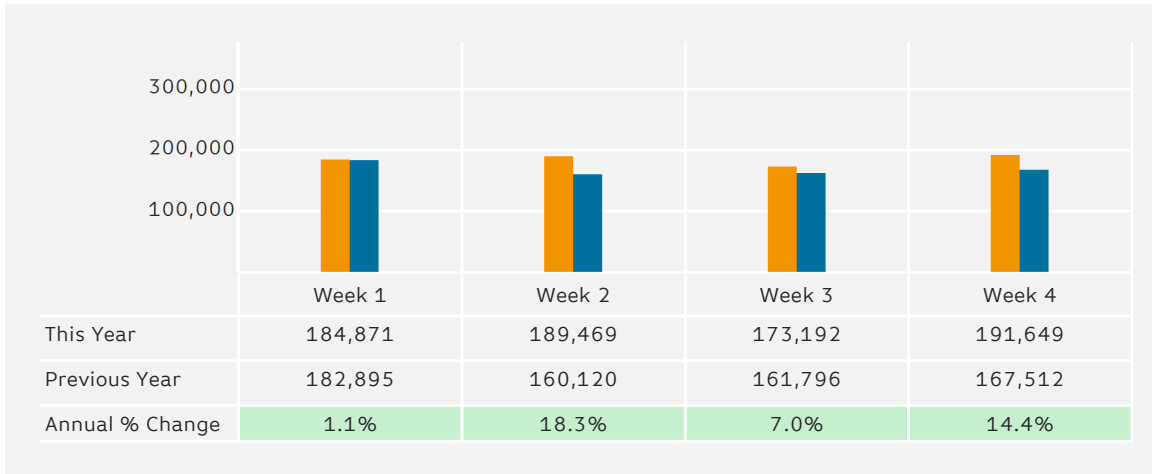
Footfall by Day

The figures shown below are calculated using weekly averages.



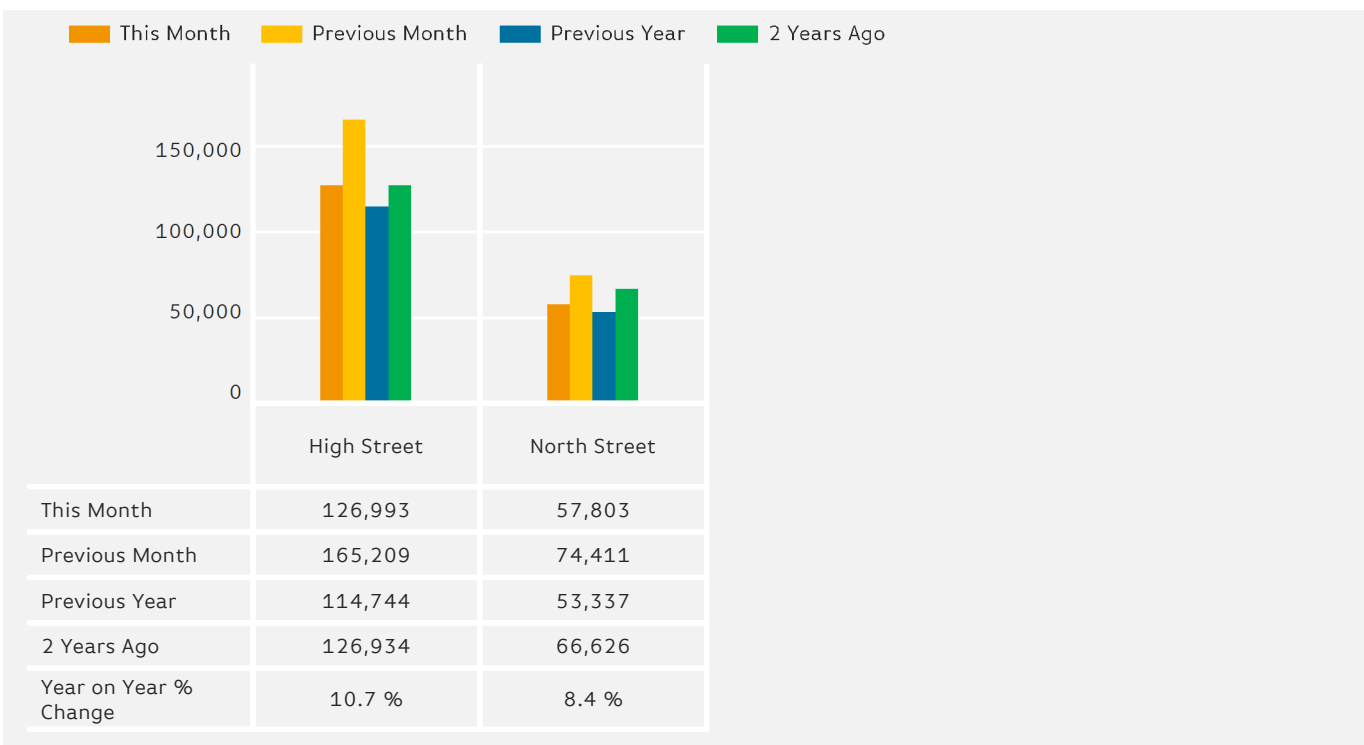
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



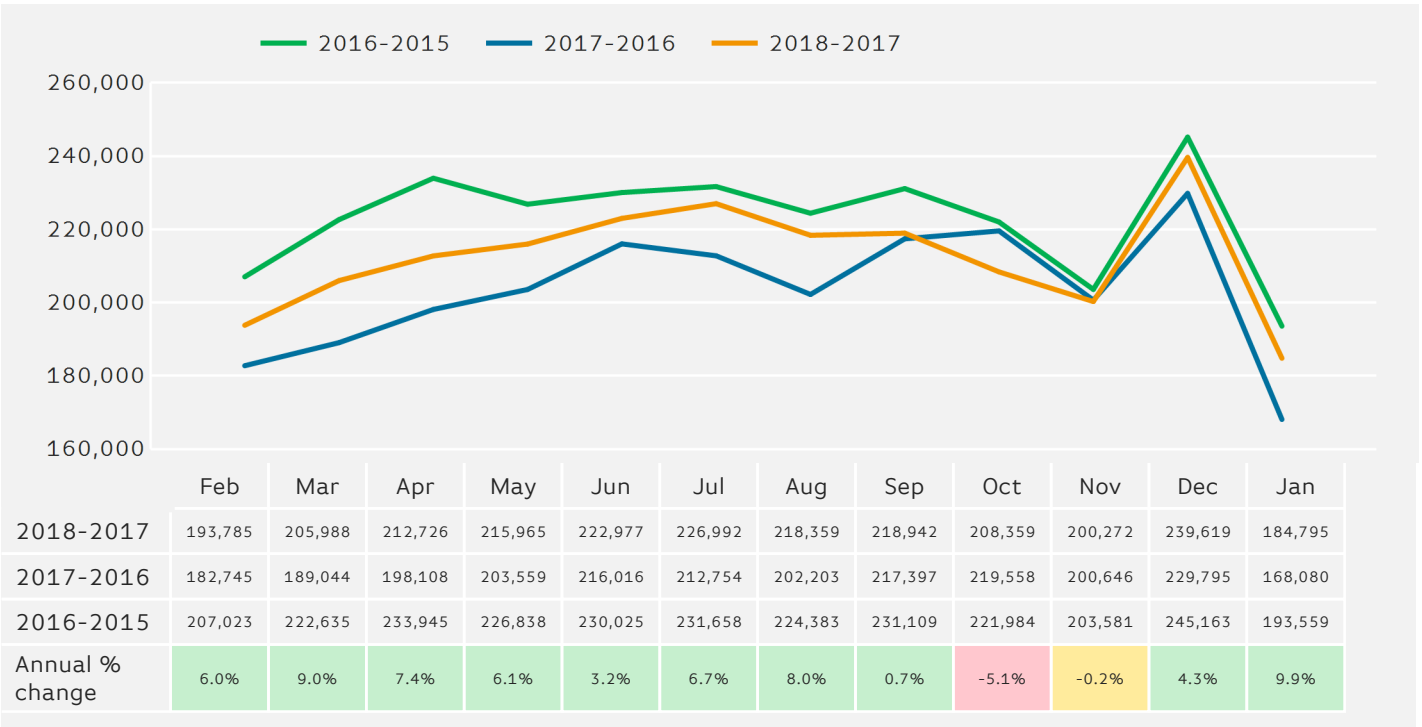
Footfall by Location

The figures shown below are calculated using weekly averages.



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to January, 2018 Vs January, 2017 to January, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2018 Vs January, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2018 Vs December 2017