experience**guildford**

Guildford

November 2016

31/10/2016 to 27/11/2016

REGION - South East   Monday to Sunday   COUNT TYPE: Footfall Counts

springboard

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	
	2016	2015	2016	2015	2016	2015
Guildford	▼ -7.9 %	▲ 0.3 %	▼ -1.4 %	▼ -3.2 %	▼ -8.6 %	▼ -8.3 %
South East	▼ -3.0 %	▼ -2.2 %	▼ -1.2 %	▼ -3.1 %	▼ -5.7 %	▼ -6.9 %
UK	▼ -1.4 %	▼ -1.8 %	▼ -0.7 %	▼ -4.2 %	▼ -3.8 %	▼ -3.6 %

Headlines

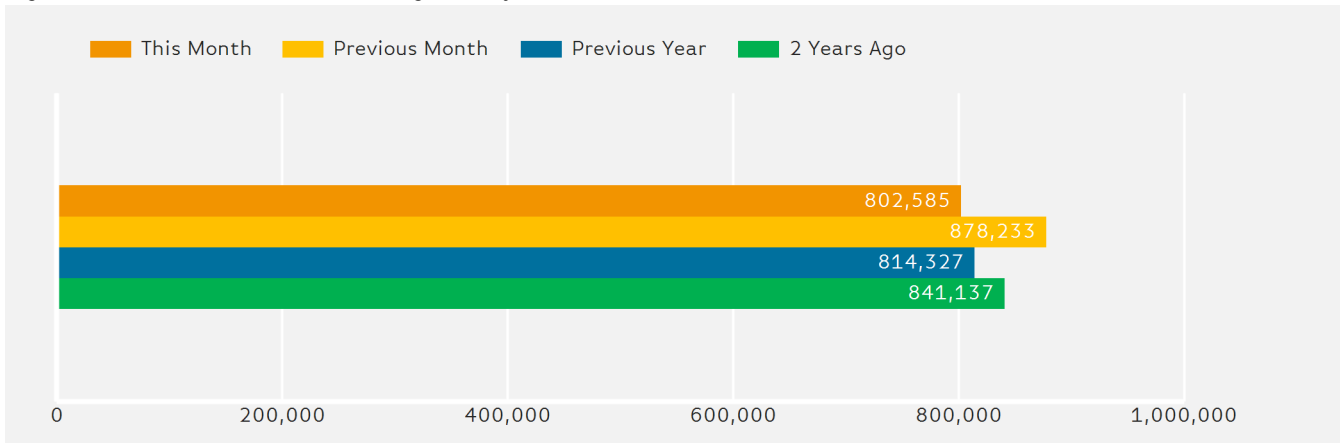Footfall for the year to date is 7.9% down on the previous year.

The number of visitors counted for month commencing 31 October 2016 was 802,585.

The busiest day in month commencing 31 October 2016 was Saturday 26 November with 52,347 visitors.

The peak hour of the month was 14:00 on Saturday with footfall of 7,480

Footfall Totals by Month

Figures shown below are calculated using monthly totals.

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

- This Month: 802,585
- Previous Month: 878,233
- Previous Year: 814,327
- 2 Years Ago: 841,137

(x-axis: 0, 200,000, 400,000, 600,000, 800,000, 1,000,000)

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

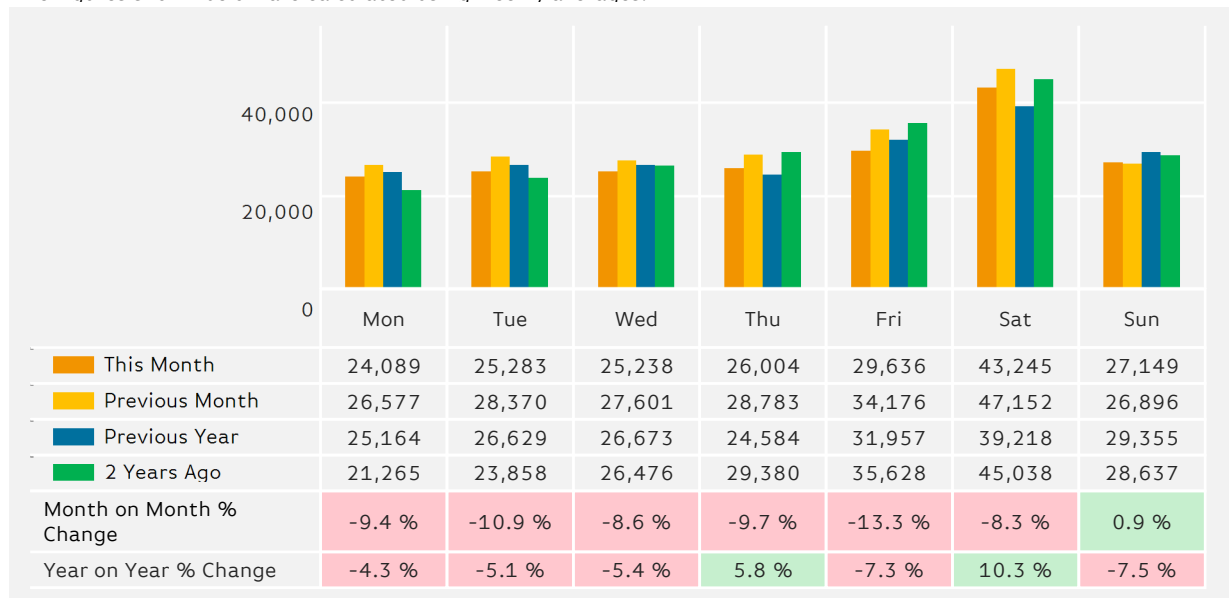The figures shown below are calculated using a weekly average
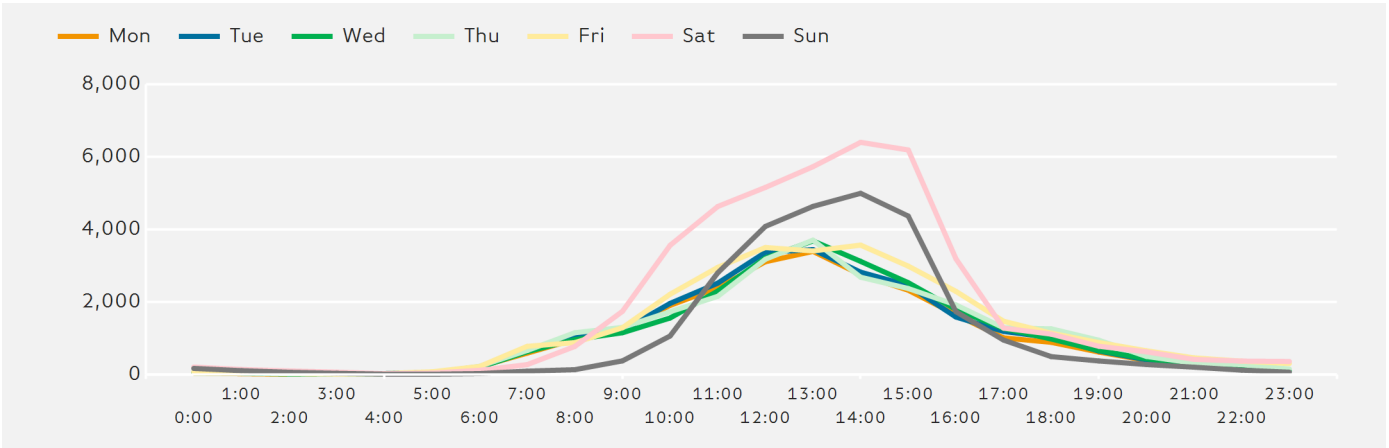
Weather

	☀	☁	🌧	FOG
Number of days this month	16	10	2	
Number of days same month last year	10	15	1	2

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	10.2	3.4
2015	12.5	7.4

Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	24,089	25,283	25,238	26,004	29,636	43,245	27,149
Previous Month	26,577	28,370	27,601	28,783	34,176	47,152	26,896
Previous Year	25,164	26,629	26,673	24,584	31,957	39,218	29,355
2 Years Ago	21,265	23,858	26,476	29,380	35,628	45,038	28,637
Month on Month % Change	-9.4 %	-10.9 %	-8.6 %	-9.7 %	-13.3 %	-8.3 %	0.9 %
Year on Year % Change	-4.3 %	-5.1 %	-5.4 %	5.8 %	-7.3 %	10.3 %	-7.5 %

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 44	Week 45	Week 46	Week 47
This Year	197,632	186,879	191,236	226,838
Previous Year	198,061	195,560	195,731	224,975
Annual % Change	-0.2%	-4.4%	-2.3%	0.8%
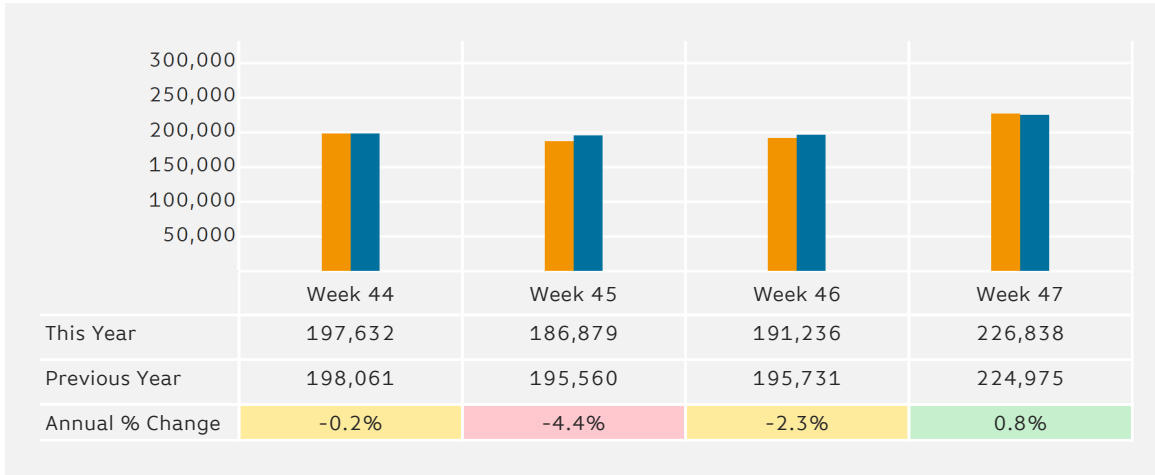
Footfall Totals

The figures shown below are calculated using weekly averages.

	High Street	North Street
This Month	137,604	63,042
Previous Month	155,799	63,760
Previous Year	142,088	61,494
2 Years Ago	140,669	69,615
Year on Year % Change	-3.2 %	2.5 %
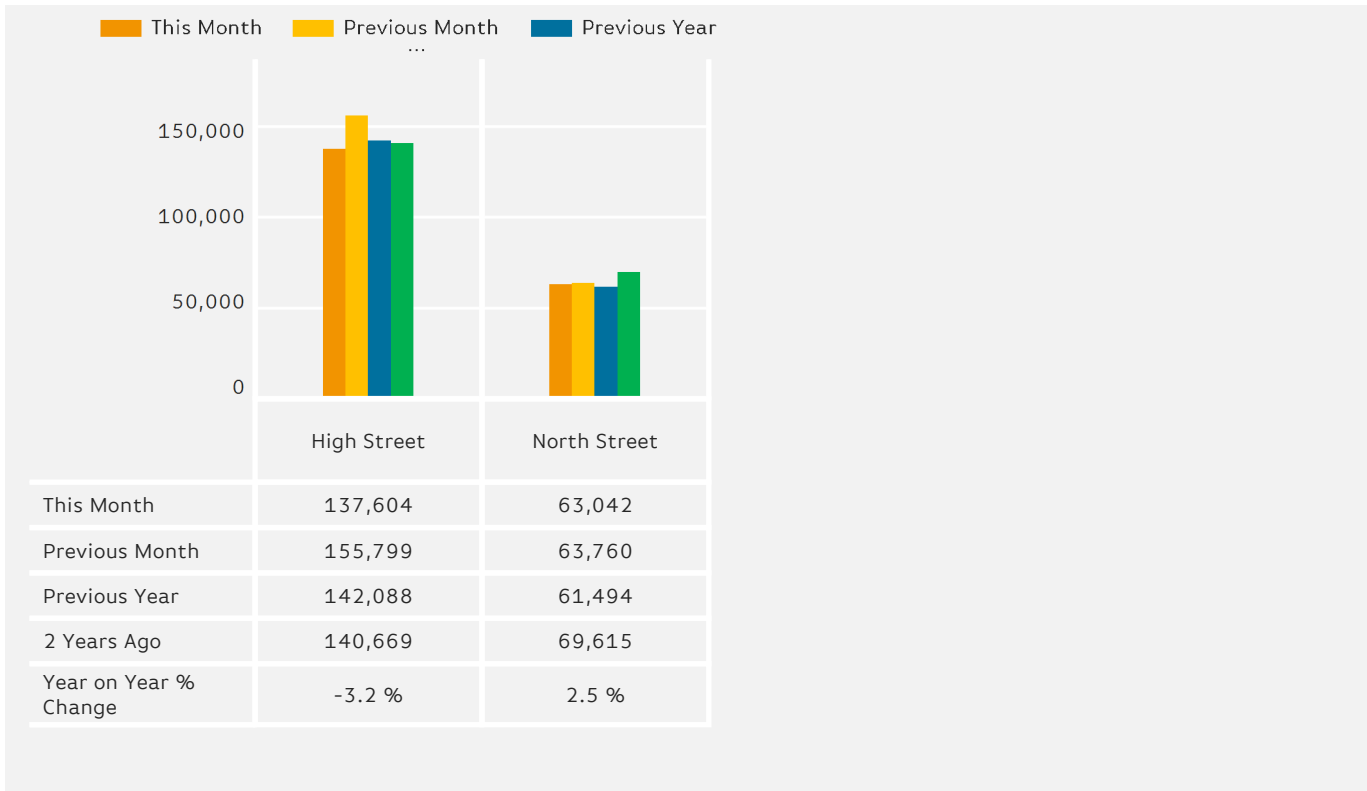
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2016-2015	245,163	193,559	182,745	189,044	198,108	203,559	216,016	212,754	202,203	217,397	219,558	200,646
2015-2014	244,857	191,191	207,023	222,635	233,945	226,838	230,025	231,658	224,383	231,109	221,984	203,581
2014-2013	221,114	171,188	187,754	236,976	229,652	226,514	234,336	238,948	232,568	231,294	213,279	210,284
Annual % change	0.1%	1.2%	-11.7%	-15.1%	-15.3%	-10.3%	-6.1%	-8.2%	-9.9%	-5.9%	-1.1%	-1.4%
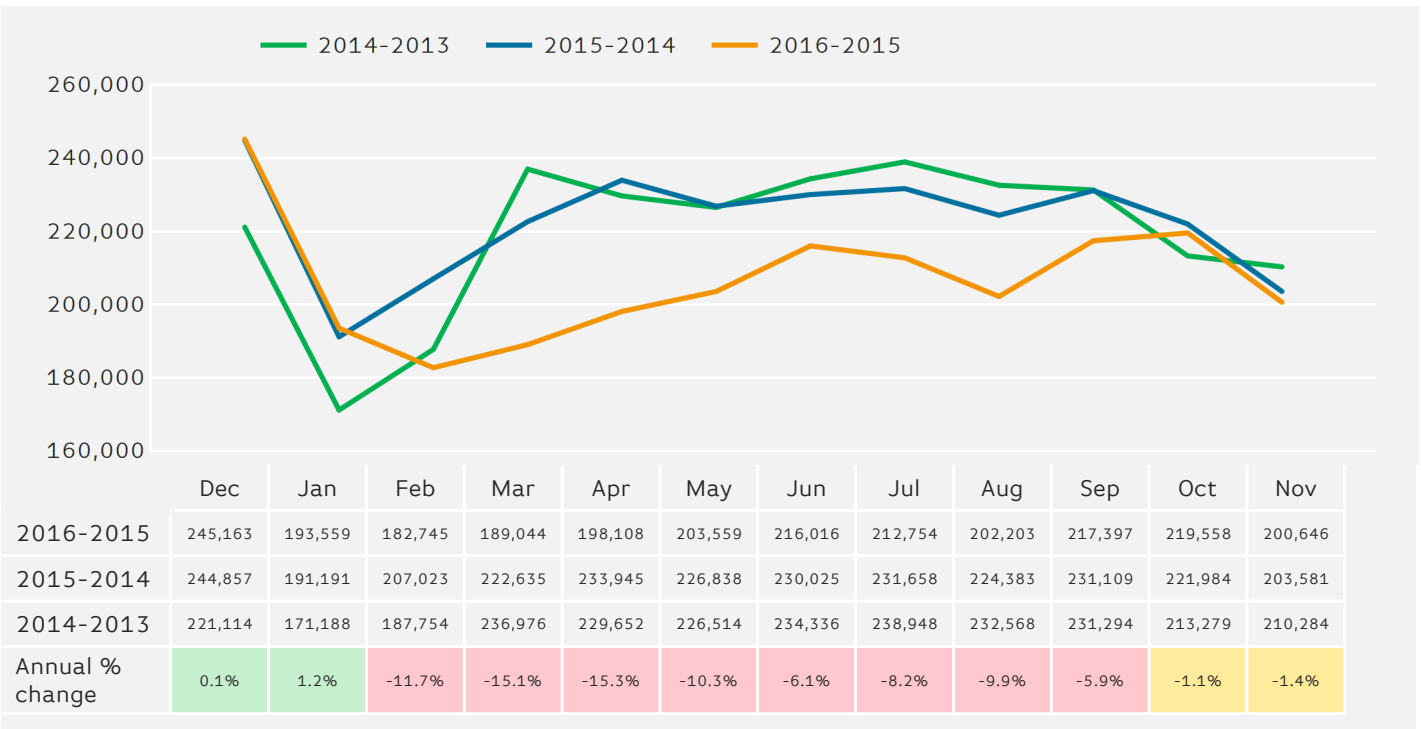
Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
Week on Week % Change is the % change in footfall for this week from the previous week.