

# Footfall Report for: Godalming Town Centre

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	2.8%	39.8%	2.5%	10.2%	0.8%	-0.5%
South East	3.8%	81.8%	2.0%	22.0%	7.0%	6.5%
UK	7.8%	103.6%	4.8%	37.1%	9.7%	4.3%

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

## Headlines

The total number of visitors for the year to date is 853,836 which is 2.8% up on the previous year.

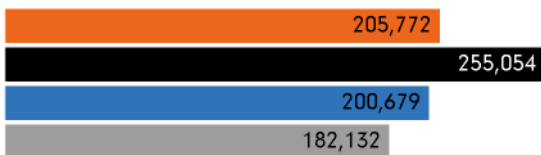
The total number of visitors to Godalming Town Centre in month commencing 3 April 2023 was 205,772.

The busiest day in month commencing 3 April 2023 was Saturday 29 April with 12,463 visitors.

The peak hour of the month was 12:00 on Saturday 29 April 2023 with footfall of 1,854.

## Footfall by month





Figures shown below are calculated using monthly totals.



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

## Weather



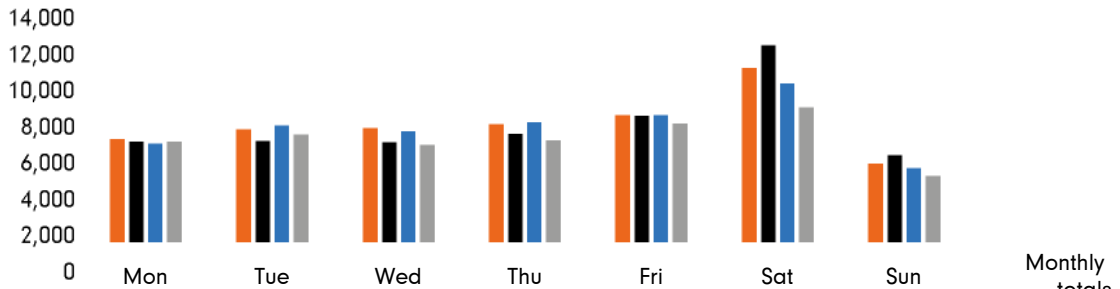
					
Number of days this month	13	8	7		
Number of days same month last year	15	6	6		1
Number of days same month two years ago	18	1	8	1	

## Average temperature

	Maximum temperature	Minimum temperature
2023	14°	4°
2022	16°	5°
2021	12°	°

## Footfall by day

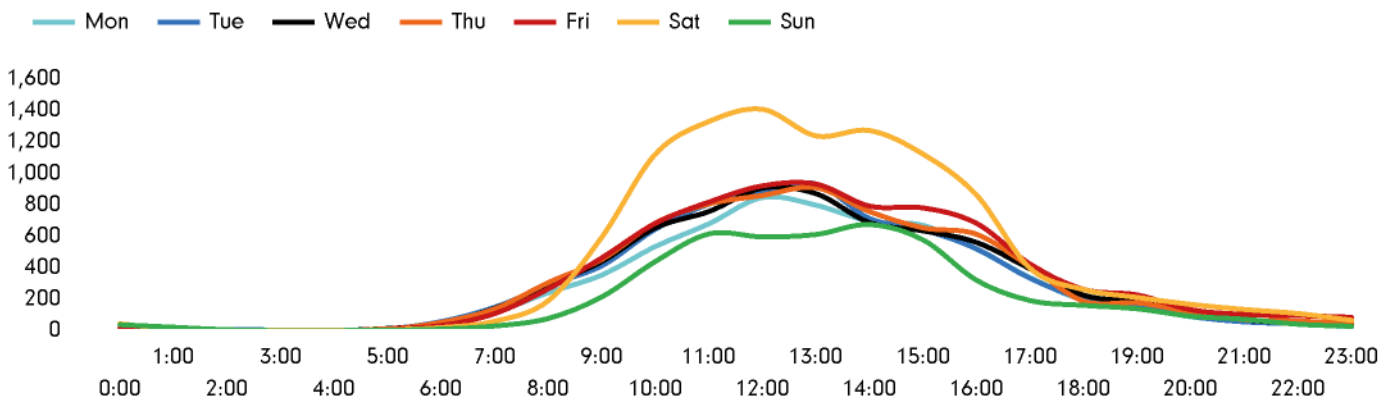
The figures shown below are calculated using weekly averages.



This Month	6,435	7,028	7,106	7,342	7,877	10,663	4,992	51,443
Previous Month	6,292	6,354	6,272	6,748	7,826	12,034	5,484	51,010
Previous Year	6,181	7,267	6,910	7,448	7,873	9,769	4,721	50,169
2 Years Ago	6,314	6,719	6,119	6,390	7,362	8,351	4,278	45,533
Month on month %	2.3%	10.6%	13.3%	8.8%	0.7%	-11.4%	-9.0%	
Year on year %	4.1%	-3.3%	2.8%	-1.4%	0.1%	9.1%	5.7%	

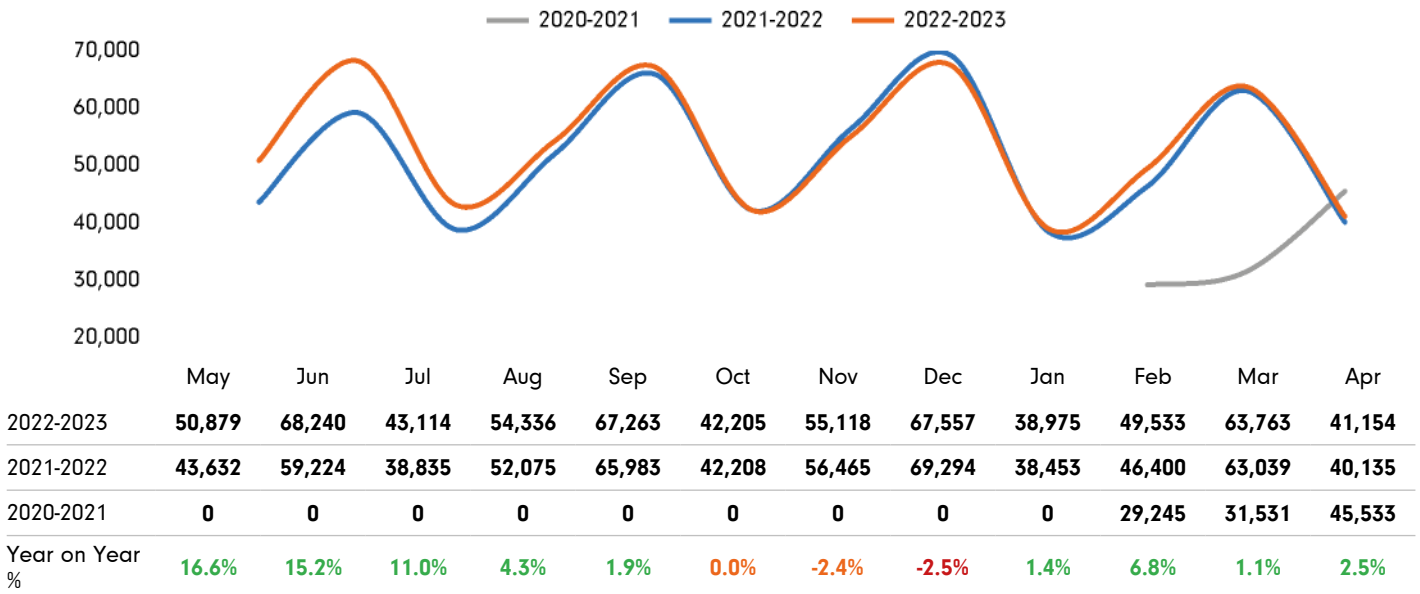
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

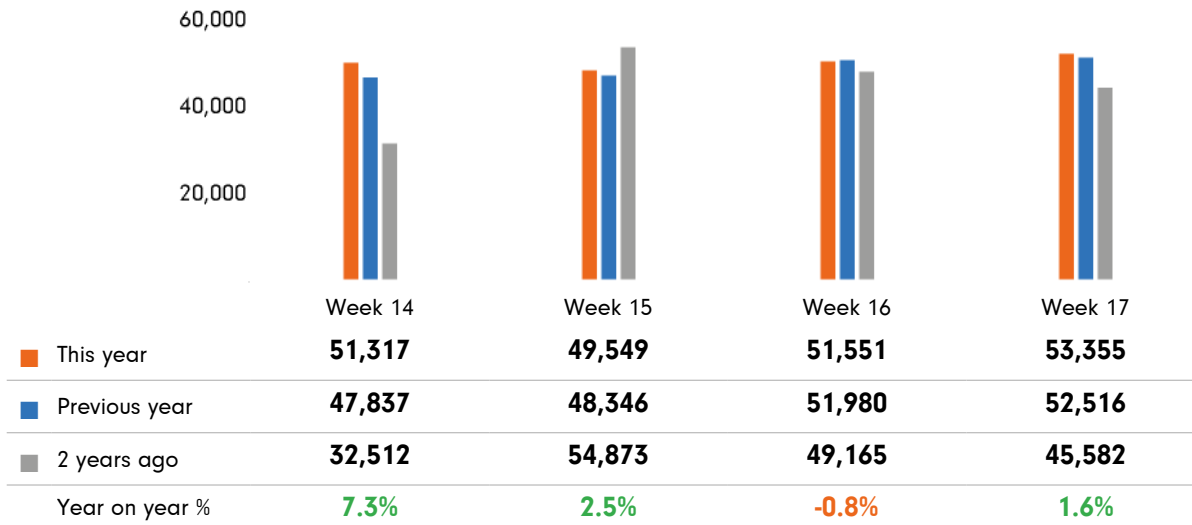
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for April compares April 2023 to April 2022

## Footfall by week of month

The figures shown below are calculated using weekly totals.

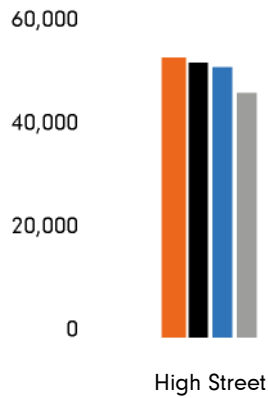


## Footfall by location

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The figures shown below are calculated using weekly averages.

■ This month   ■ Previous month   ■ Previous year   ■ 2 Years ago



This Month	<b>51,443</b>
Previous Month	<b>51,010</b>
Previous Year	<b>50,169</b>
2 Years Ago	<b>45,533</b>
Year on Year %	<b>2.5 %</b>

## Reporting dates

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This month - 03 April 2023 - 30 April 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to April, 2023 Vs January, 2022 to April, 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. April, 2023 Vs April, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2023 Vs 3 2023

