

Footfall Report for: Godalming Town Centre

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	1.8%	21.8%	0.0%	4.3%	2.2%	0.8%
South East	3.6%	36.9%	4.2%	5.9%	-0.9%	-1.7%
UK	5.1%	48.1%	1.4%	13.6%	1.6%	1.0%

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 1,771,327 which is 1.8% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 31 July 2023 was 217,445.

The busiest day in month commencing 31 July 2023 was Friday 25 August with 9,690 visitors.

The peak hour of the month was 13:00 on Friday 25 August 2023 with footfall of 1,346.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



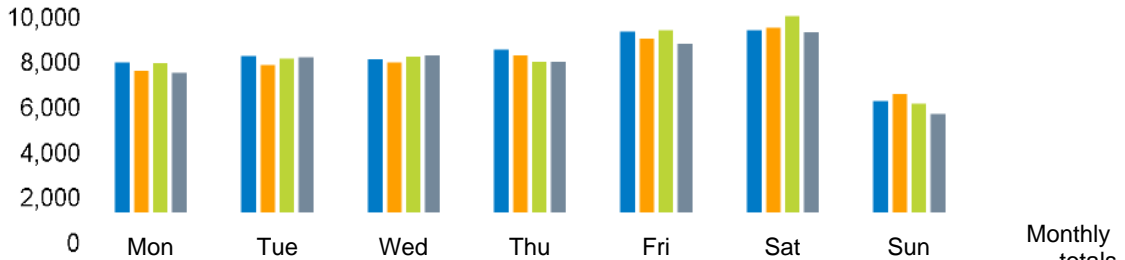
	Sun	Cloud	Rain	Wind
Number of days this month	9	18	1	
Number of days same month last year	16	5	6	1
Number of days same month two years ago	10	7	11	

Average temperature

	Maximum temperature	Minimum temperature
2023	23°	12°
2022	26°	13°
2021	21°	12°

Footfall Counts by day

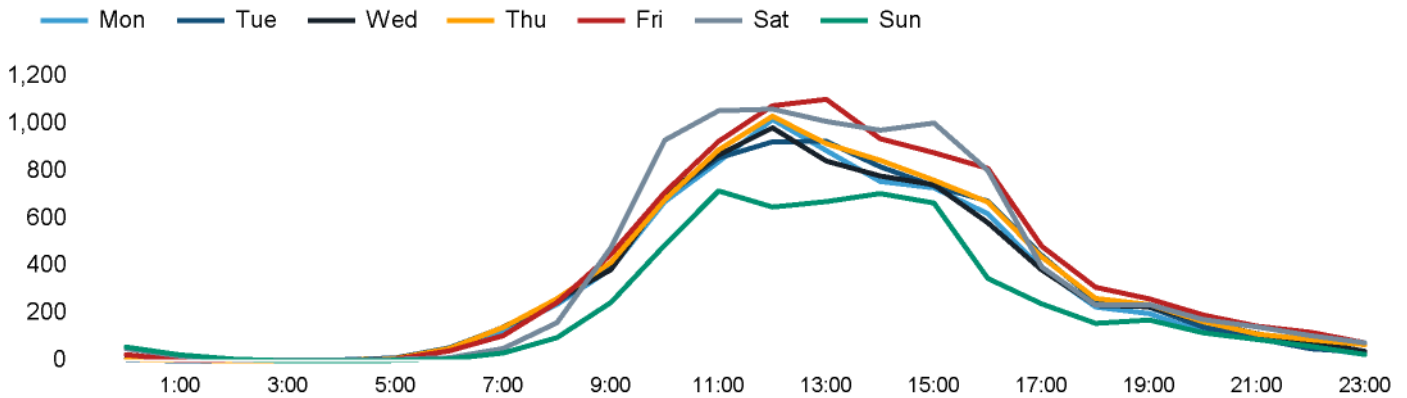
The figures shown below are calculated using weekly averages.



This Month	7,450	7,740	7,603	8,062	8,918	8,997	5,591	54,361
Previous Month	7,025	7,327	7,434	7,783	8,585	9,117	5,929	53,200
Previous Year	7,411	7,633	7,709	7,472	8,990	9,671	5,450	54,336
2 Years Ago	6,955	7,698	7,763	7,481	8,329	8,886	4,963	52,075
Month on month %	6.0%	5.6%	2.3%	3.6%	3.9%	-1.3%	-5.7%	
Year on year %	0.5%	1.4%	-1.4%	7.9%	-0.8%	-7.0%	2.6%	

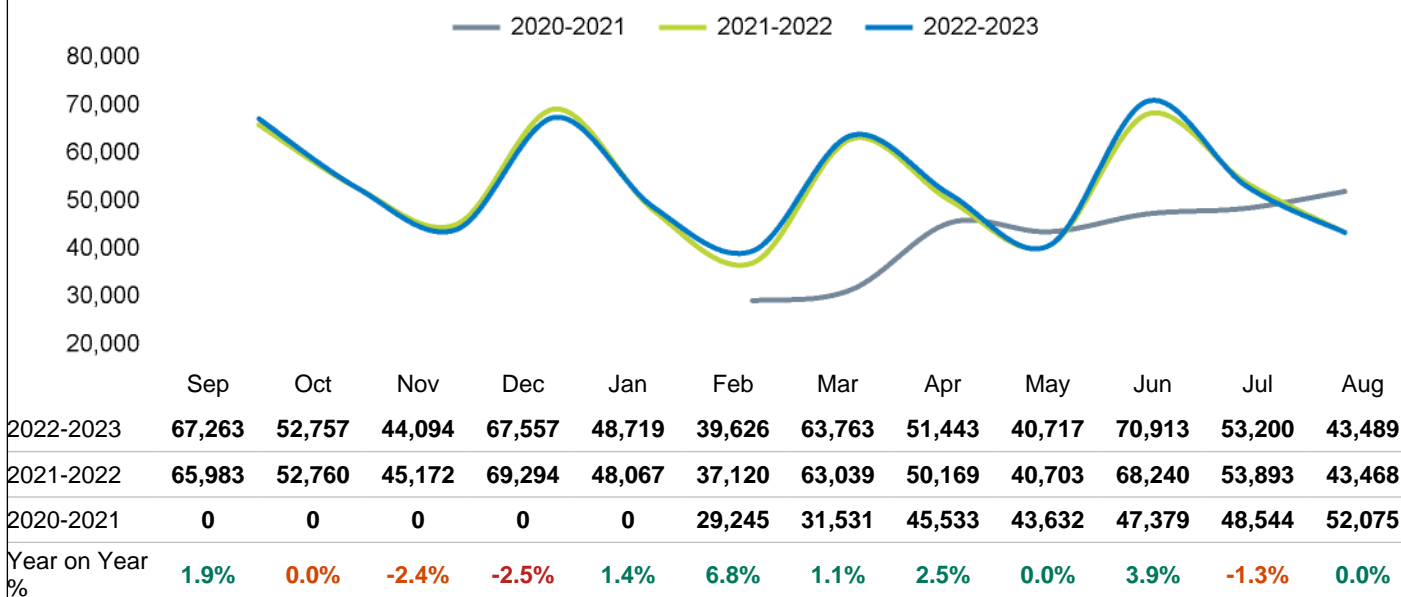
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

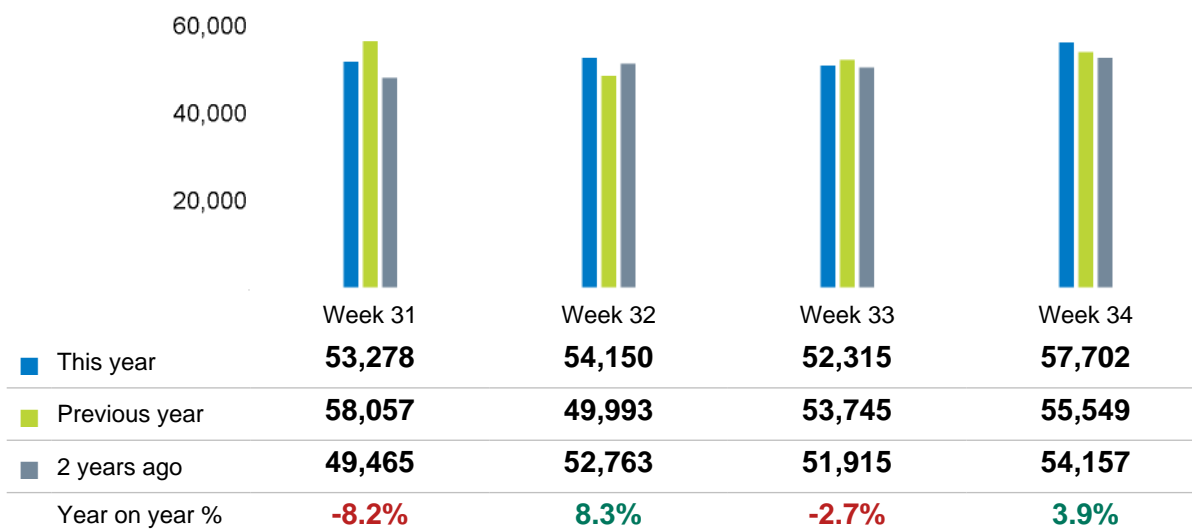
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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

60,000
40,000
20,000
0

High Street

This Month	54,361
Previous Month	53,200
Previous Year	54,336
2 Years Ago	52,075
Year on Year %	0.0 %

Reporting dates

This month - 31 July 2023 - 27 August 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 August, 2023 Vs January, 2022 to August, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2023 Vs 7 2023

