Footfall Report for: Godalming Town Centre

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	4.0%	58.7%	6.8%	58.7%	1.7%	-3.5%
South East	7.3%	142.8%	7.5%	127.2%	8.5%	7.4%
UK	15.7%	162.4%	15.7%	153.8%	12.7%	12.4%

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

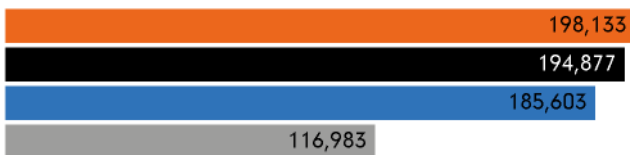The total number of visitors for the year to date is 393,010 which is 4% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 30 January 2023 was 198,133.

The busiest day in month commencing 30 January 2023 was Saturday 25 February with 10,271 visitors.

The peak hour of the month was 15:00 on Saturday 4 February 2023 with footfall of 1,372.

Footfall by month

Figures shown below are calculated using monthly totals.

	Sun	Cloud	Rain	Snow	Other

Weather

	☀	☁	🌧	🌨	≡
Number of days this month	14	13			1
Number of days same month last year	7	9	12		
Number of days same month two years ago	8	5	12	3	

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	3°
2022	11°	4°
2021	9°	3°

Footfall by day

The figures shown below are calculated using weekly averages.
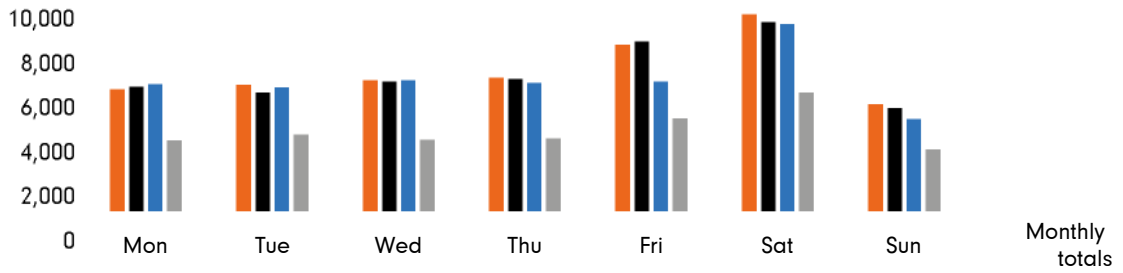
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	6,171	6,402	6,621	6,738	8,328	9,816	5,457	49,533
Previous Month	6,289	6,006	6,556	6,662	8,505	9,431	5,270	48,719
Previous Year	6,426	6,255	6,599	6,489	6,552	9,333	4,746	46,400
2 Years Ago	3,709	3,977	3,720	3,806	4,766	6,001	3,266	29,245
Month on month %	-1.9%	6.6%	1.0%	1.1%	-2.1%	4.1%	3.5%	
Year on year %	-4.0%	2.4%	0.3%	3.8%	27.1%	5.2%	15.0%	

Footfall by hour

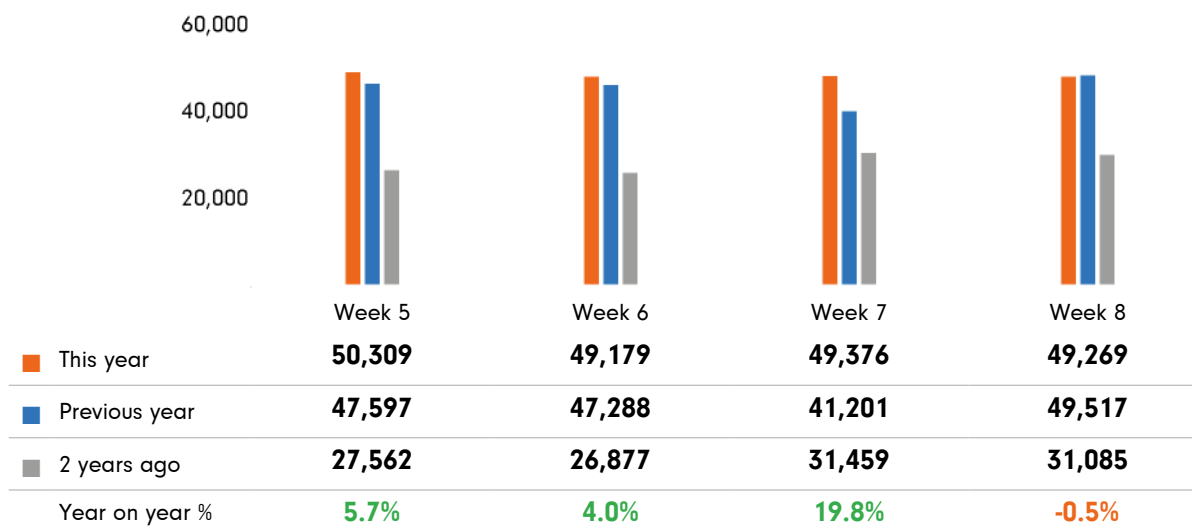The figures shown below are calculated using a weekly average

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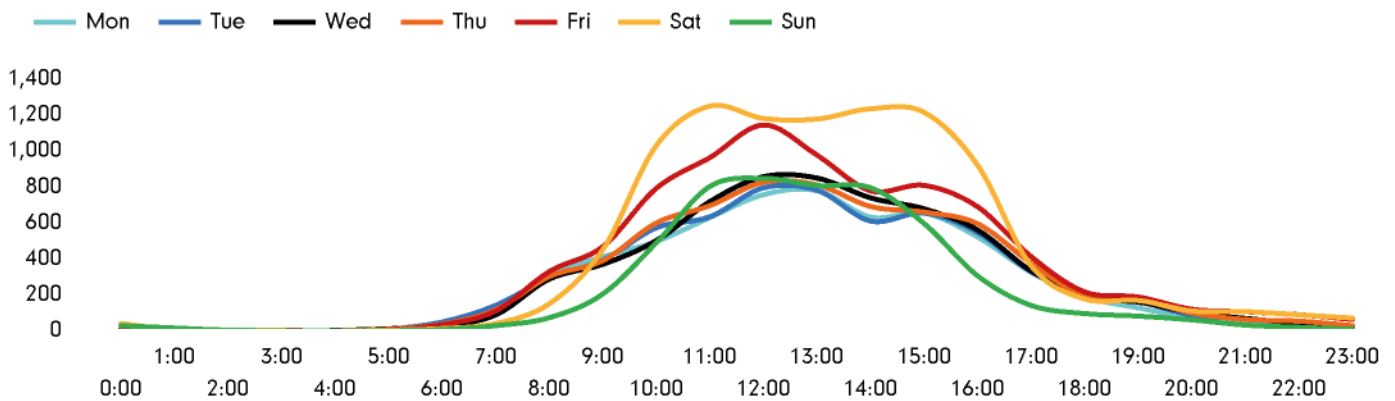
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
2022-2023	252,157	200,679	203,516	272,963	215,574	217,344	269,055	211,029	220,474	270,230	194,877	198,133
2021-2022	157,657	182,132	174,529	236,897	194,177	208,300	263,935	211,042	225,860	277,176	192,269	185,603
2020-2021	0	0	0	0	0	0	0	0	0	0	0	116,983
Year on Year %	59.9%	10.2%	16.6%	15.2%	11.0%	4.3%	1.9%	0.0%	-2.4%	-2.5%	1.4%	6.8%
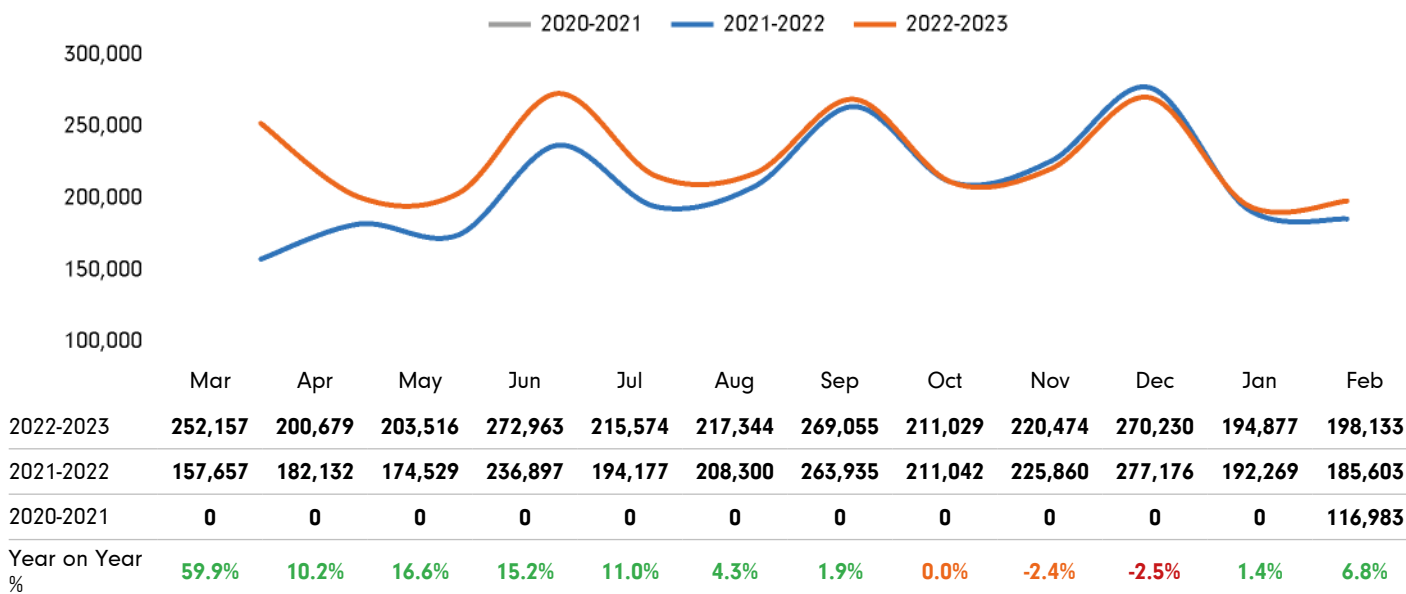
Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for February compares February 2023 to February 2022

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 5	Week 6	Week 7	Week 8
This year	50,309	49,179	49,376	49,269
Previous year	47,597	47,288	41,201	49,517
2 years ago	27,562	26,877	31,459	31,085
Year on year %	5.7%	4.0%	19.8%	-0.5%

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Footfall by location

The figures shown below are calculated using weekly averages.

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

High Street
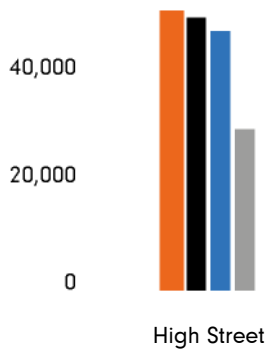
This Month	**49,533**
Previous Month	**48,719**
Previous Year	**46,400**
2 Years Ago	**29,245**
Year on Year %	**6.8 %**

Reporting dates

This month - 30 January 2023 - 26 February 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 February , 2023 Vs January, 2022 to February , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.2 2023 Vs 1 2023

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