

# 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 %	
	2024	2023	2024	2023	2024	2023
Godalming Town Centre	0.2%	4.0%	1.6%	6.8%	4.6%	1.7%
South East	-7.9%	7.3%	-8.8%	7.5%	8.4%	8.5%
UK	-3.1%	15.7%	-3.7%	15.7%	11.4%	12.7%

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

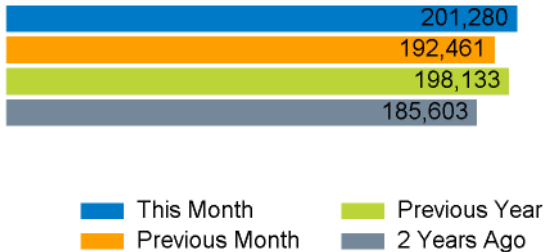
The total number of visitors for the year to date is 393,741 which is 0.2% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 29 January 2024 was 201,280.

The busiest day in month commencing 29 January 2024 was Saturday 24 February with 10,974 visitors.





The peak hour of the month was 12:00 on Saturday 24 February 2024 with footfall of 1,633.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather

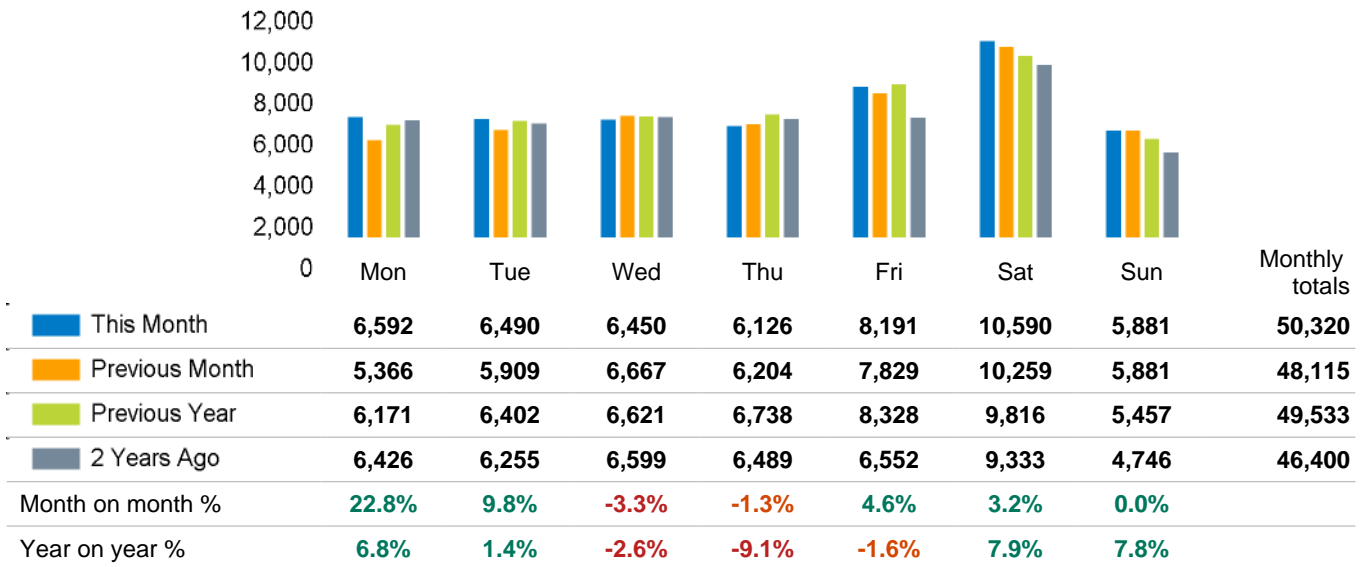
				
Number of days this month	3	21	4	
Number of days same month last year	14	13		1
Number of days same month two years ago	7	9	12	

## Average temperature

	Maximum temperature	Minimum temperature
2024	13°	5°
2023	10°	3°
2022	11°	4°

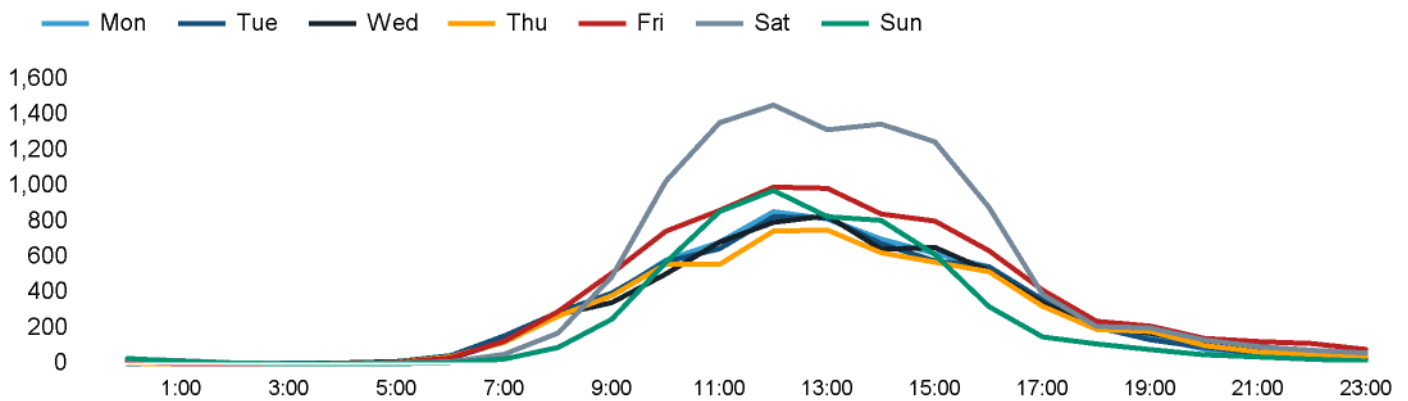
## Footfall Counts by day

The figures shown below are calculated using weekly averages.



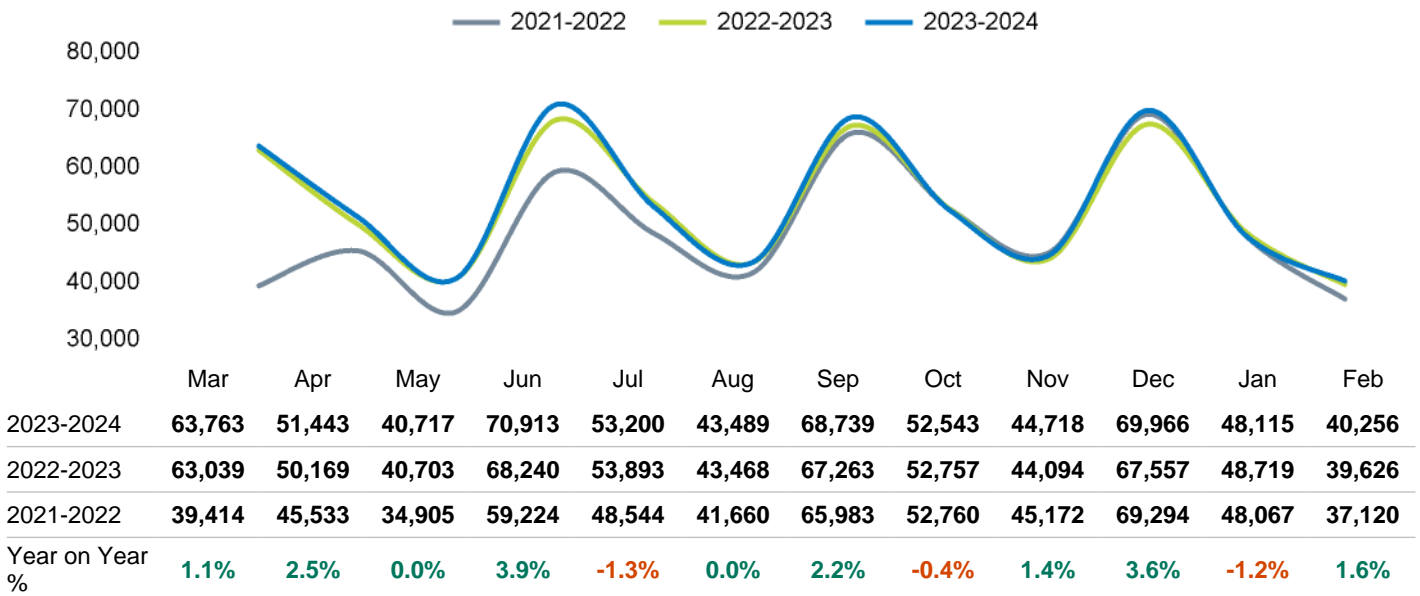
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

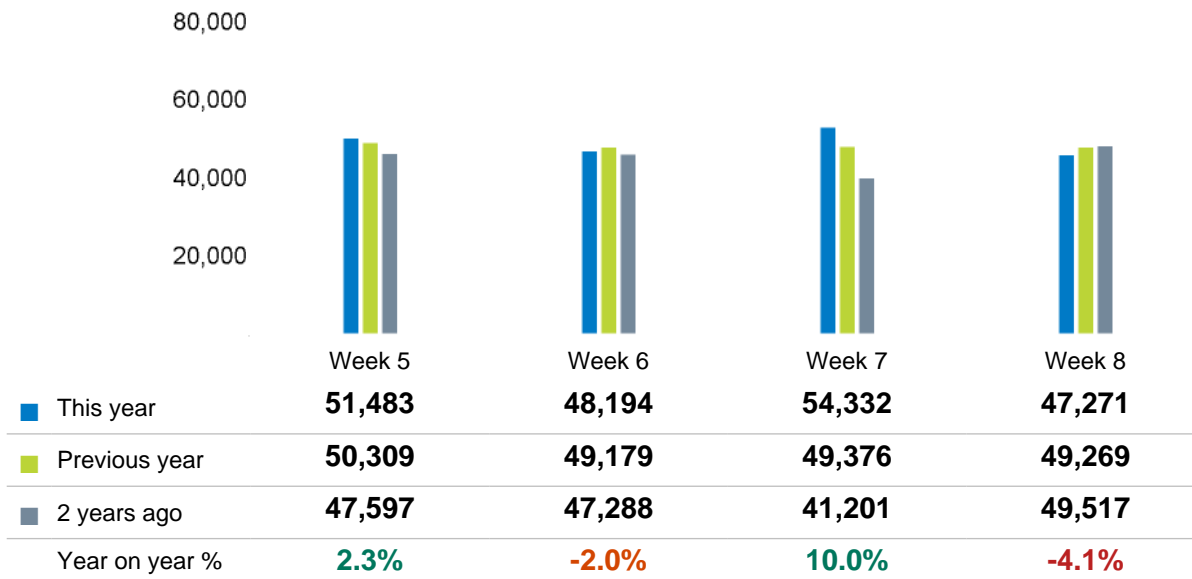
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for February compares February 2024 to February 2023

## Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



## Footfall Counts by location

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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	<b>50,320</b>
Previous Month	<b>48,115</b>
Previous Year	<b>49,533</b>
2 Years Ago	<b>46,400</b>
Year on Year %	<b>1.6 %</b>

## Reporting dates

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This month - 29 January 2024 - 25 February 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to February , 2024 Vs January, 2023 to February , 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2024 Vs February, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024

