

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	1.4%		1.4%		-9.9%	-13.3%
South East	6.9%	161.8%	6.8%	161.8%	-12.5%	-15.3%
UK	15.6%	169.5%	15.4%	169.5%	-16.6%	-18.7%

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 194,877 which is 1.4% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 2 January 2023 was 194,877.

The busiest day in month commencing 2 January 2023 was Saturday 28 January with 10,046 visitors.

The peak hour of the month was 11:00 on Saturday 21 January 2023 with footfall of 1,549.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month

Weather



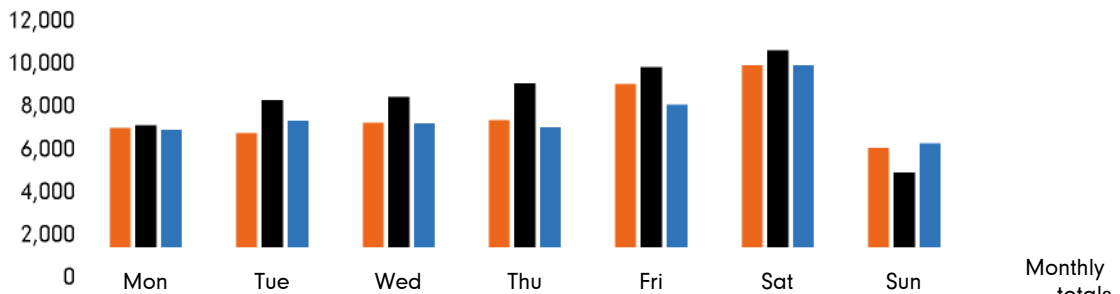
					
Number of days this month	13	12	3		
Number of days same month last year	11	6	7		4
Number of days same month two years ago	3	2	13	2	

Average temperature

	Maximum temperature	Minimum temperature
2023	8°	2°
2022	8°	1°
2021	8°	2°

Footfall by day

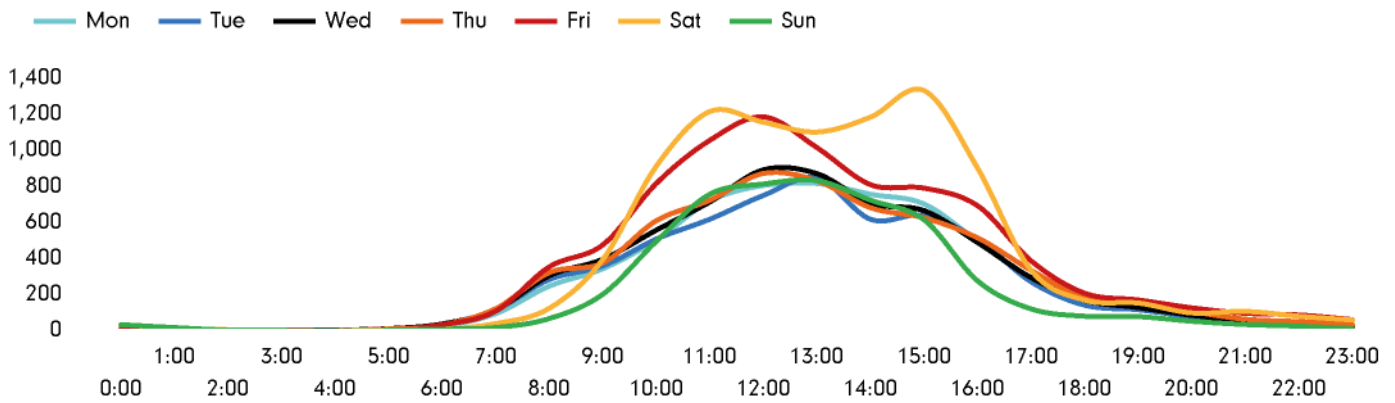
The figures shown below are calculated using weekly averages.



This Month	6,289	6,006	6,556	6,662	8,505	9,431	5,270	48,719
Previous Month	6,411	7,673	7,850	8,519	9,344	10,198	4,051	54,046
Previous Year	6,196	6,651	6,512	6,324	7,439	9,432	5,513	48,067
Month on month %	-1.9%	-21.7%	-16.5%	-21.8%	-9.0%	-7.5%	30.1%	
Year on year %	1.5%	-9.7%	0.7%	5.3%	14.3%	0.0%	-4.4%	

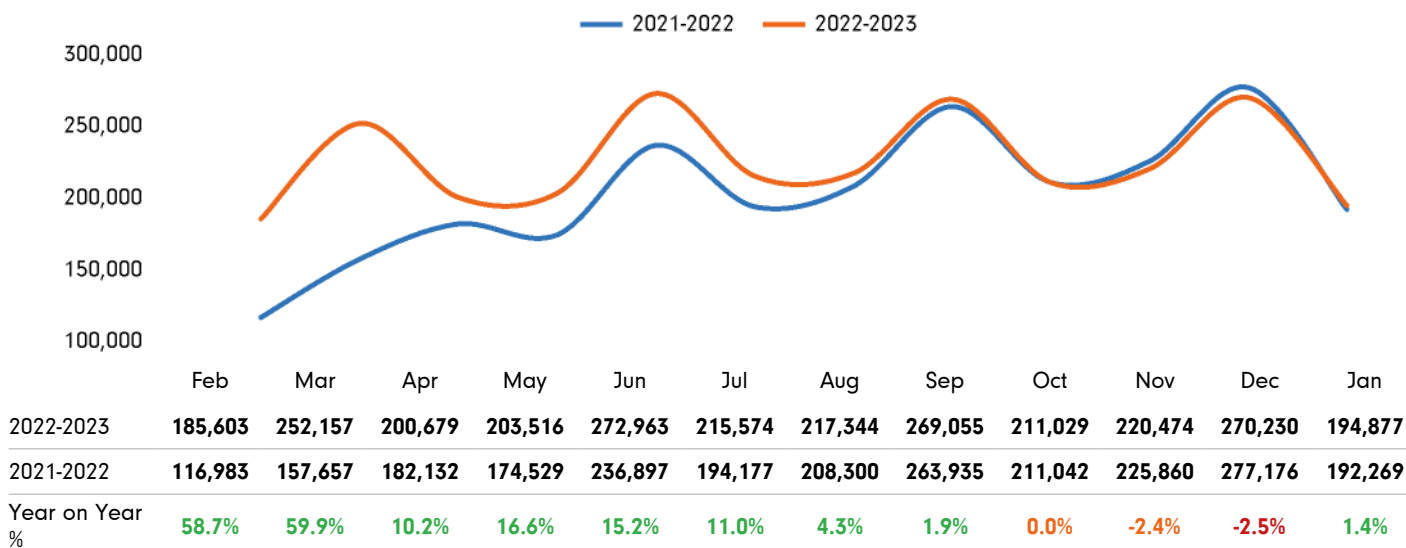
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

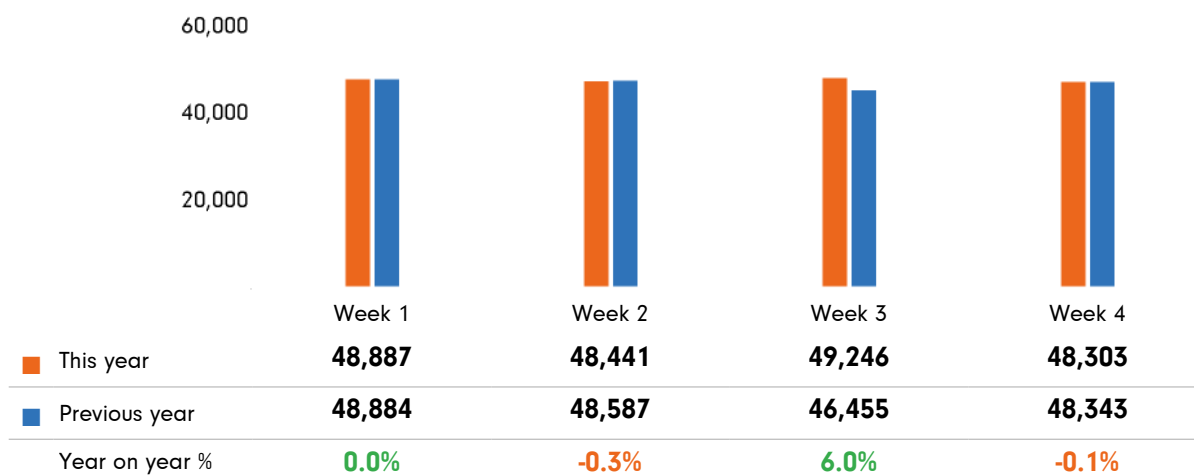
The figures shown below are calculated using weekly averages.



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

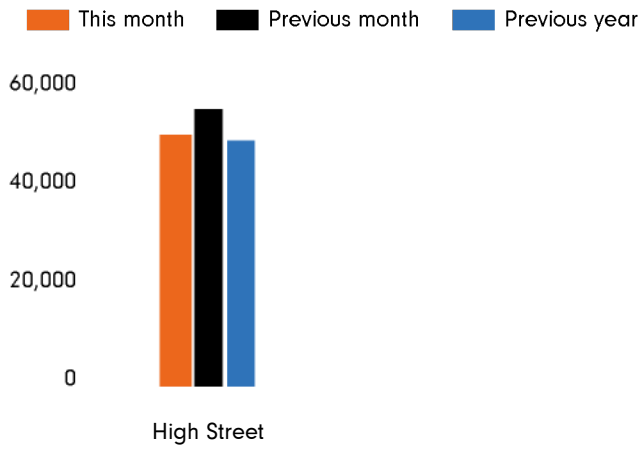
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	48,719
Previous Month	54,046
Previous Year	48,067
Year on Year %	1.4 %

Reporting dates

This month - 02 January 2023 - 29 January 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 January, 2023 Vs January, 2022 to January, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2023 Vs December 2022

