

Footfall Report for: Godalming Town Centre

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	2.6%	28.4%	3.9%	15.2%	11.5%	7.3%
South East	3.7%	48.8%	3.4%	11.1%	3.1%	3.6%
UK	6.6%	63.8%	5.0%	19.4%	3.9%	3.3%

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

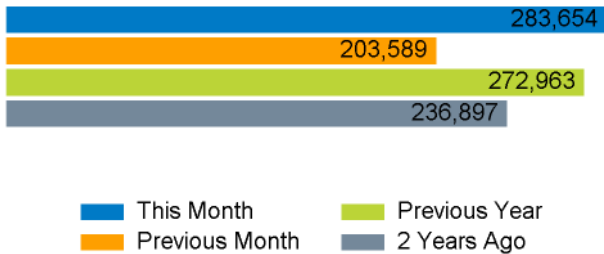
The total number of visitors for the year to date is 1,341,079 which is 2.6% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 29 May 2023 was 283,654.

The busiest day in month commencing 29 May 2023 was Sunday 2 July with 17,967 visitors.

The peak hour of the month was 12:00 on Sunday 2 July 2023 with footfall of 3,426.




Footfall by month



Figures shown below are calculated using monthly totals.

Weather



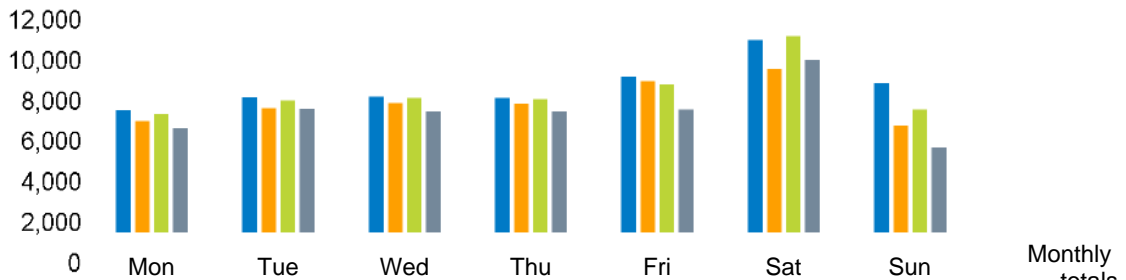
			
Number of days this month	24	9	2
Number of days same month last year	19	2	14
Number of days same month two years ago	16	6	13

Average temperature

	Maximum temperature	Minimum temperature
2023	24°	12°
2022	21°	10°
2021	21°	11°

Footfall by day

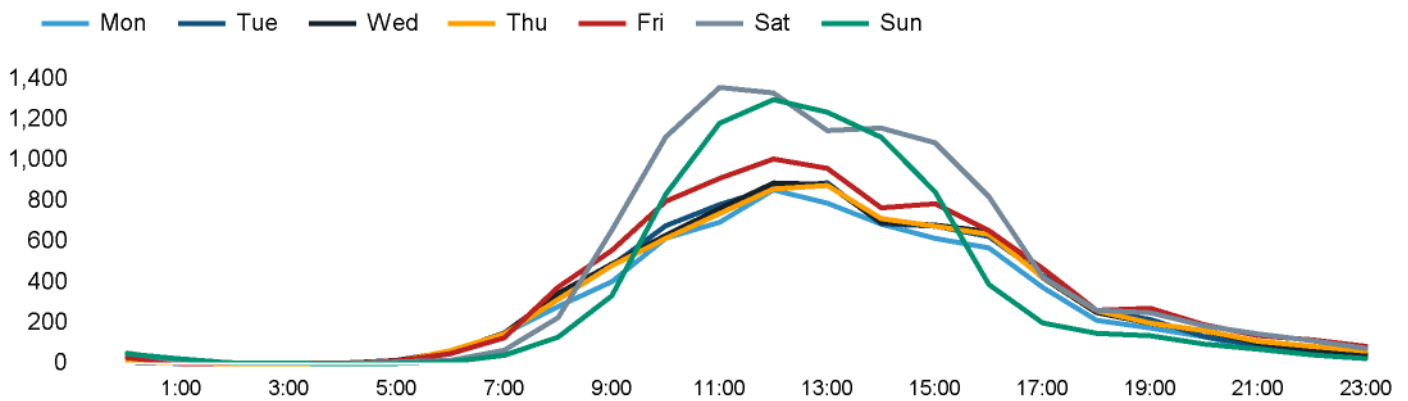
The figures shown below are calculated using weekly averages.



■ This Month	6,810	7,503	7,537	7,480	8,605	10,553	8,242	56,730
■ Previous Month	6,236	6,922	7,193	7,170	8,350	9,027	5,999	50,897
■ Previous Year	6,617	7,340	7,457	7,387	8,176	10,781	6,834	54,592
■ 2 Years Ago	5,851	6,894	6,744	6,750	6,837	9,496	4,807	47,379
Month on month %	9.2%	8.4%	4.8%	4.3%	3.1%	16.9%	37.4%	
Year on year %	2.9%	2.2%	1.1%	1.3%	5.2%	-2.1%	20.6%	

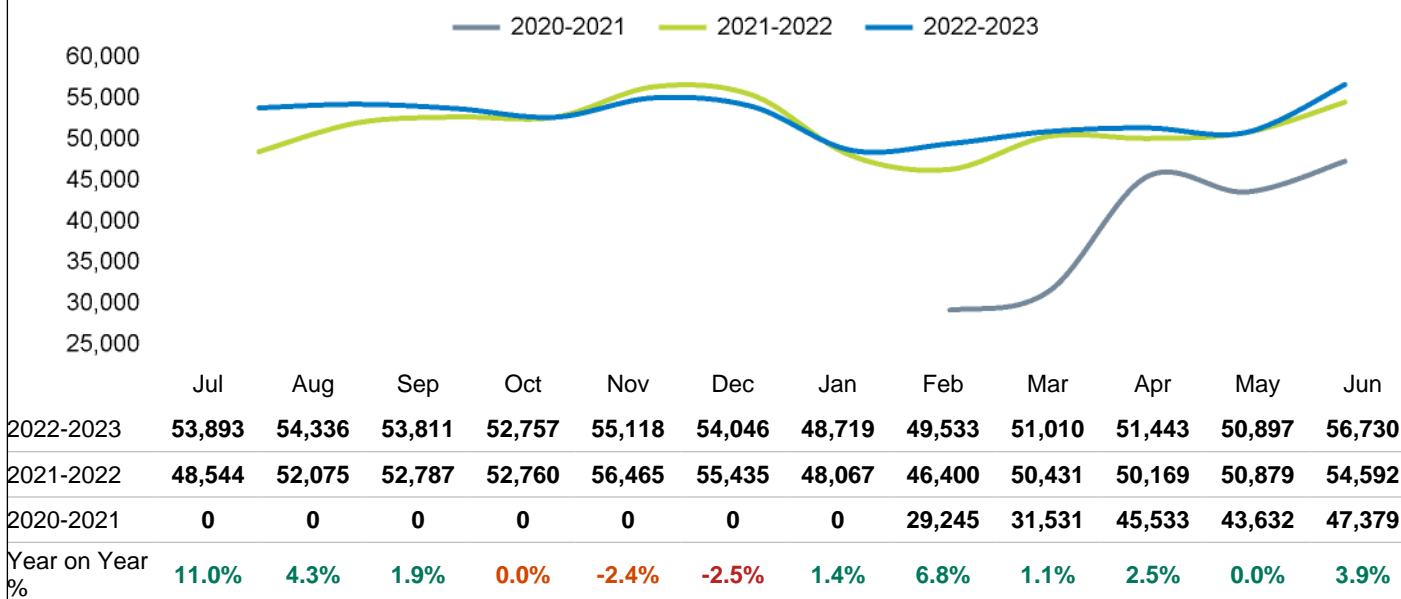
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

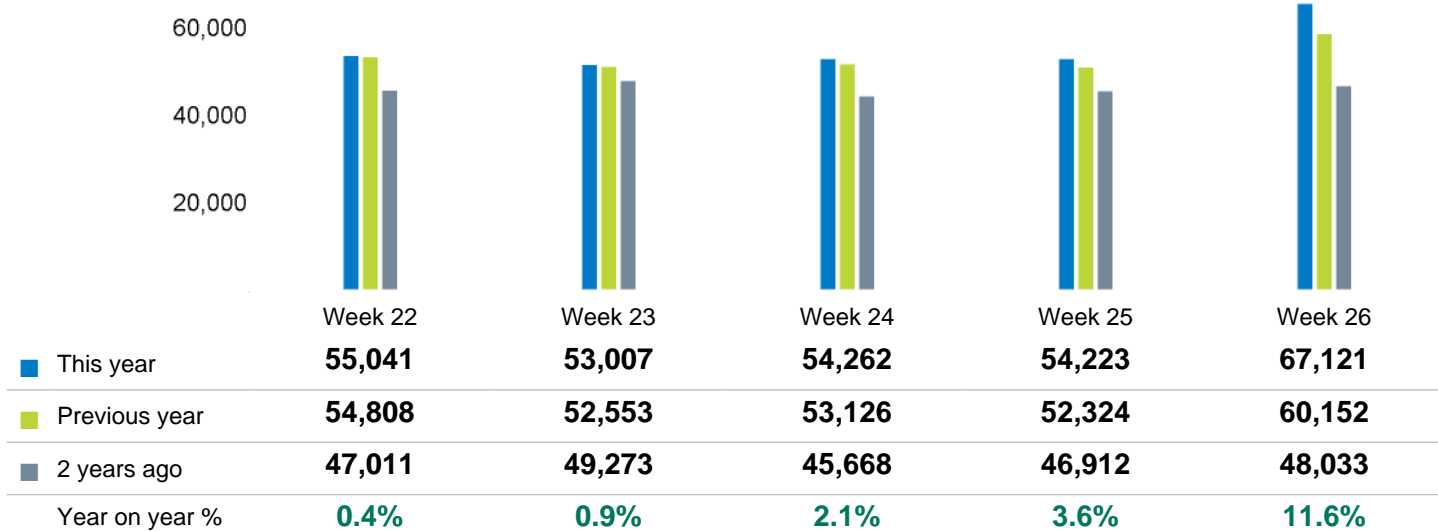
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

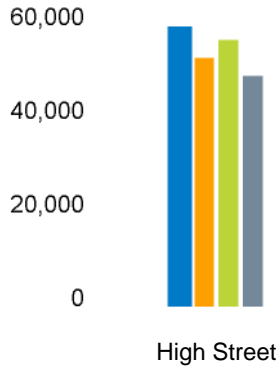
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	56,730
Previous Month	50,897
Previous Year	54,592
2 Years Ago	47,379
Year on Year %	3.9 %

Reporting dates

This month - 29 May 2023 - 02 July 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 June, 2023 Vs January, 2022 to June, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 6 2023 Vs 5 2023

