

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	2.9%	59.4%	1.1%	59.9%	3.0%	8.7%
South East	4.4%	119.9%	-1.5%	93.2%	-3.4%	5.6%
UK	8.9%	146.0%	-0.3%	126.7%	-5.2%	11.0%

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 648,064 which is 2.9% up on the previous year.

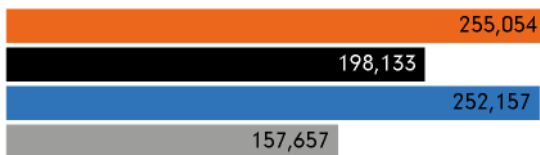
The total number of visitors to Godalming Town Centre in month commencing 27 February 2023 was 255,054.

The busiest day in month commencing 27 February 2023 was Saturday 1 April with 16,572 visitors.

The peak hour of the month was 13:00 on Saturday 1 April 2023 with footfall of 2,407.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



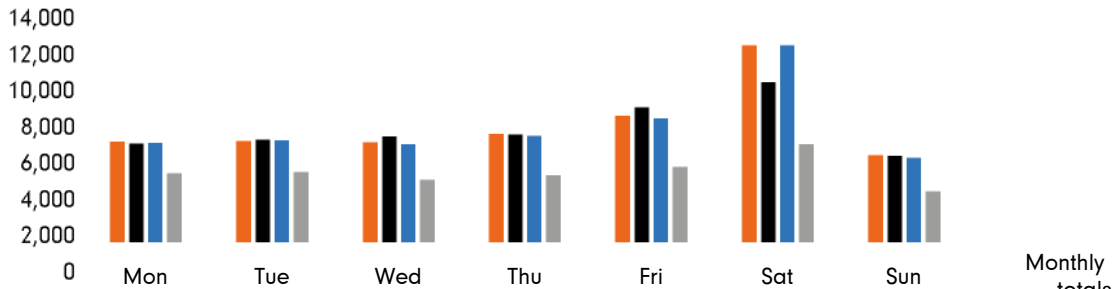
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	7	22	3	1	2
Number of days same month last year	15	2	16		2
Number of days same month two years ago	18	4	13		

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	4°
2022	12°	3°
2021	11°	3°

Footfall by day

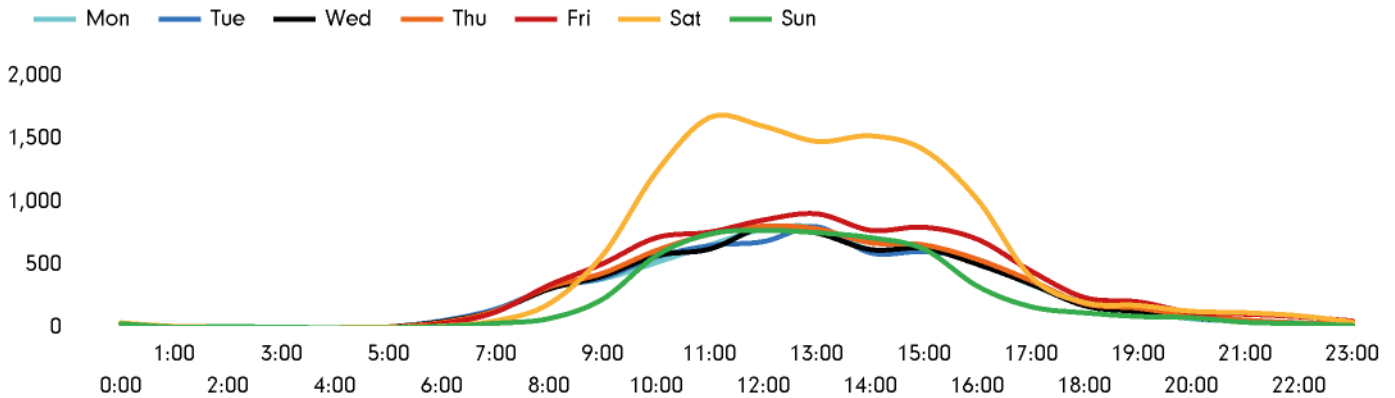
The figures shown below are calculated using weekly averages.



This Month	6,292	6,354	6,272	6,748	7,826	12,034	5,484	51,010
Previous Month	6,171	6,402	6,621	6,738	8,328	9,816	5,457	49,533
Previous Year	6,230	6,362	6,149	6,655	7,665	12,031	5,339	50,431
2 Years Ago	4,424	4,485	4,038	4,303	4,792	6,147	3,342	31,531
Month on month %	2.0%	-0.7%	-5.3%	0.1%	-6.0%	22.6%	0.5%	
Year on year %	1.0%	-0.1%	2.0%	1.4%	2.1%	0.0%	2.7%	

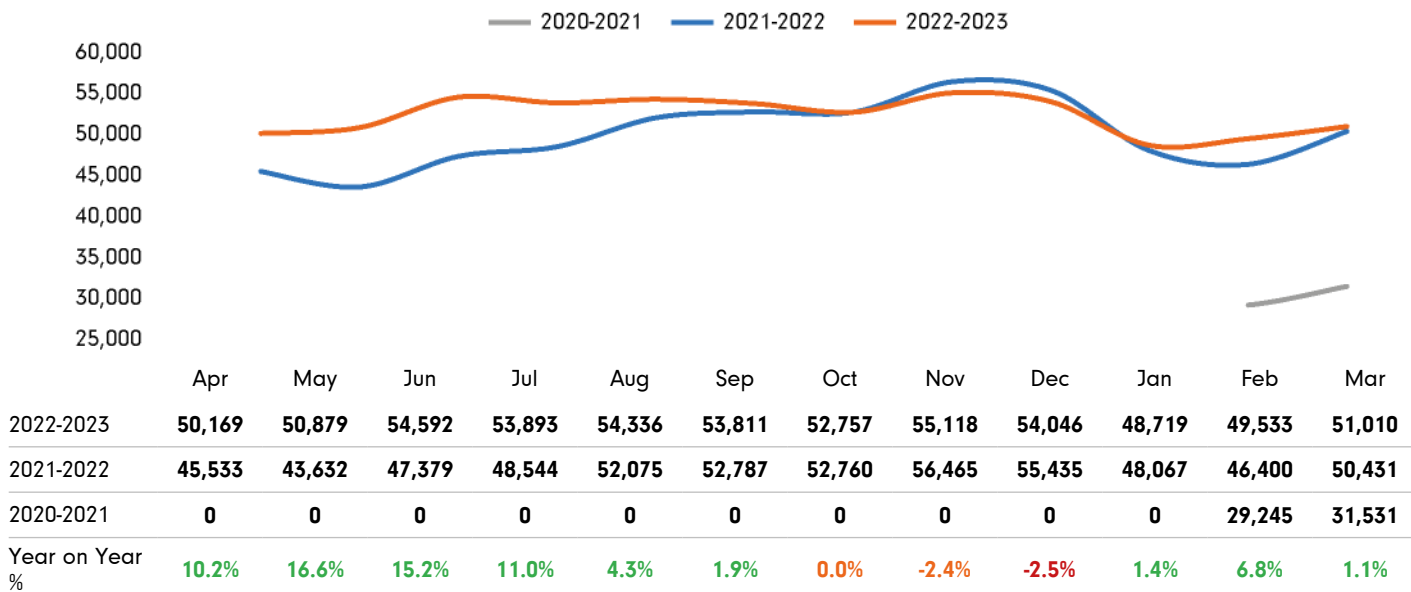
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

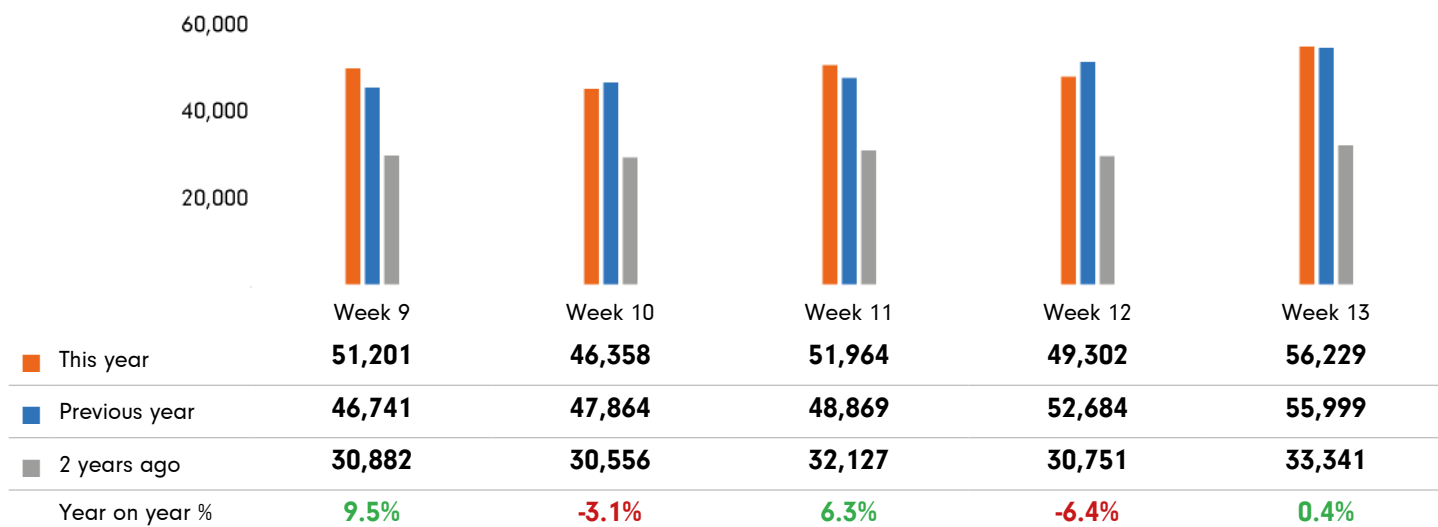
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

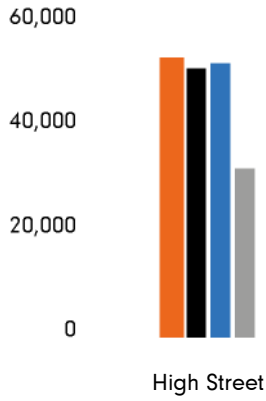
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	51,010
Previous Month	49,533
Previous Year	50,431
2 Years Ago	31,531
Year on Year %	1.1 %

Reporting dates

This month - 27 February 2023 - 02 April 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 March, 2023 Vs January, 2022 to March, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2023 Vs 2 2023

