

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	2.2%	33.4%	0.0%	16.6%	-1.1%	1.4%
South East	3.7%	63.9%	3.6%	18.6%	2.2%	-0.6%
UK	7.1%	82.7%	4.5%	32.2%	3.4%	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

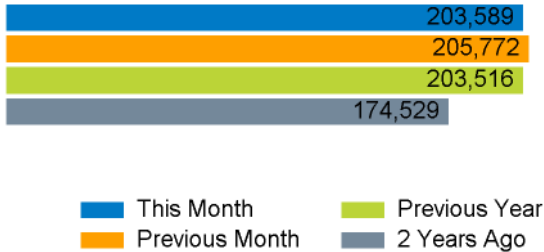
The total number of visitors for the year to date is 1,057,425 which is 2.2% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 1 May 2023 was 203,589.

The busiest day in month commencing 1 May 2023 was Saturday 27 May with 10,208 visitors.

The peak hour of the month was 11:00 on Saturday 20 May 2023 with footfall of 1,270.




Footfall by month



Figures shown below are calculated using monthly totals.

Weather



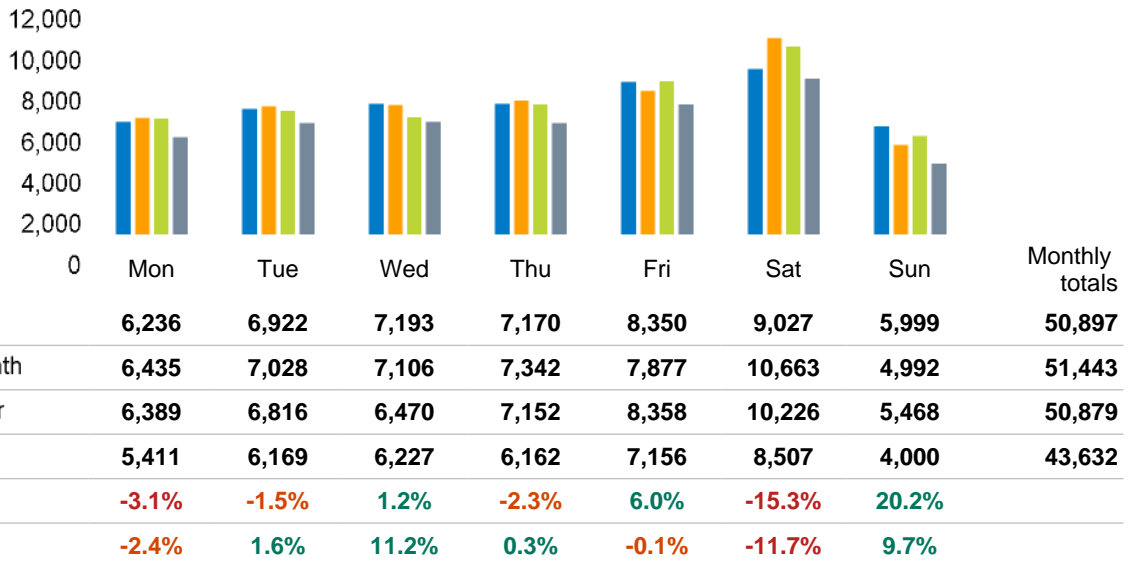
			
Number of days this month	17	6	5
Number of days same month last year	13	7	8
Number of days same month two years ago	7	2	19

Average temperature

	Maximum temperature	Minimum temperature
2023	18°	8°
2022	19°	8°
2021	15°	6°

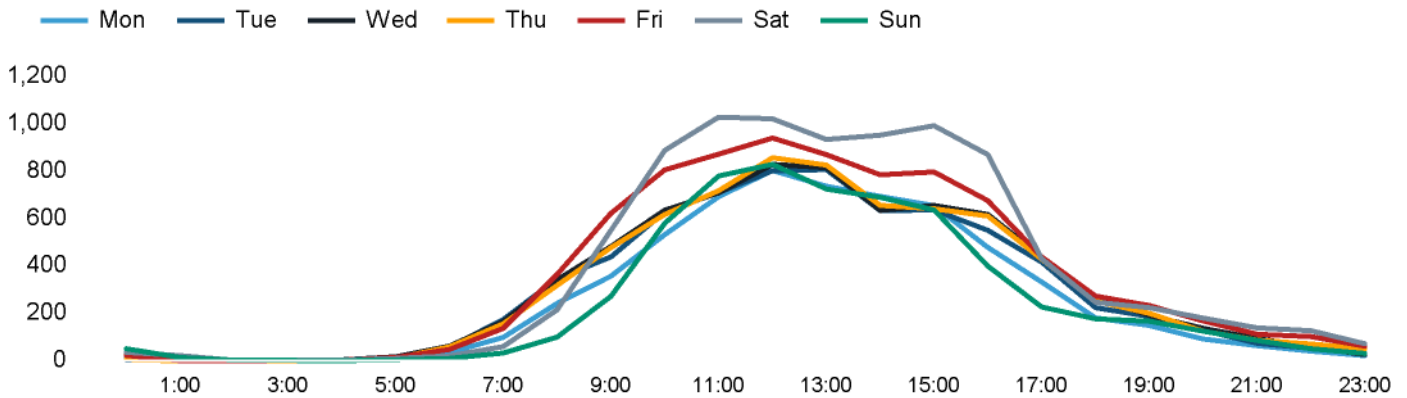
Footfall by day

The figures shown below are calculated using weekly averages.



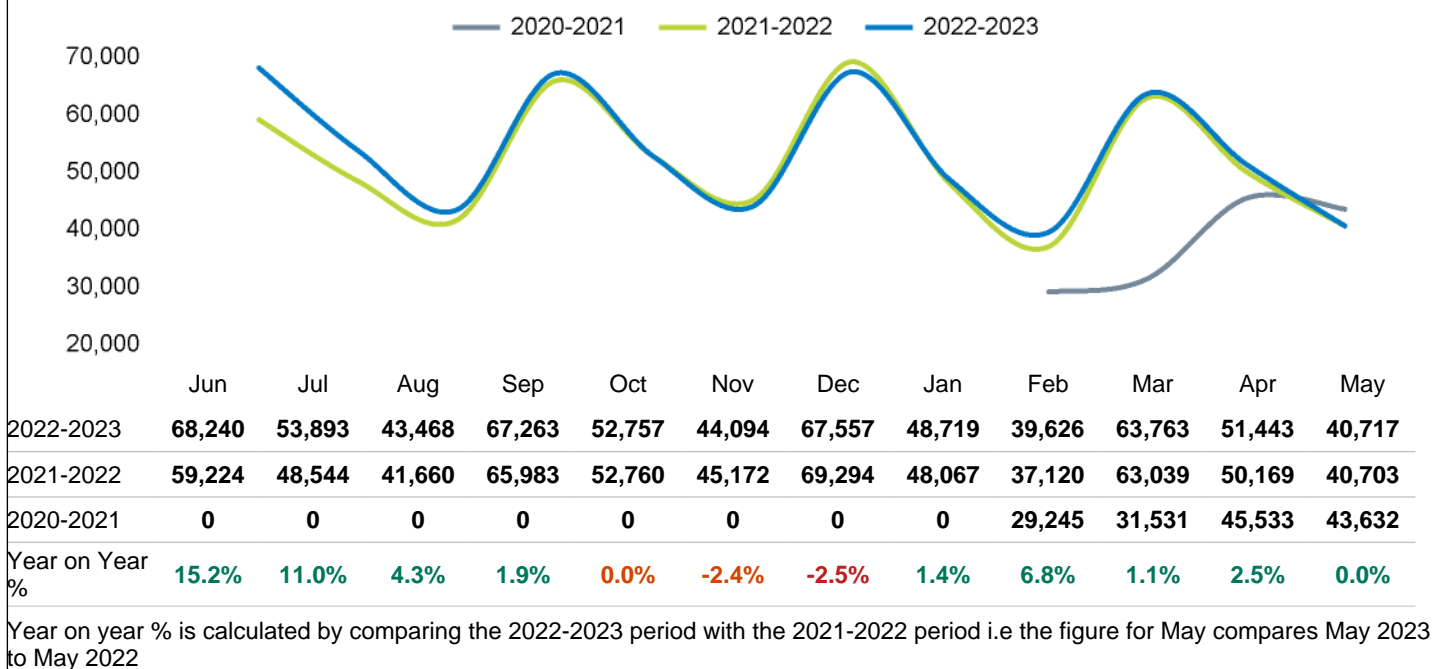
Footfall by hour

The figures shown below are calculated using a weekly average



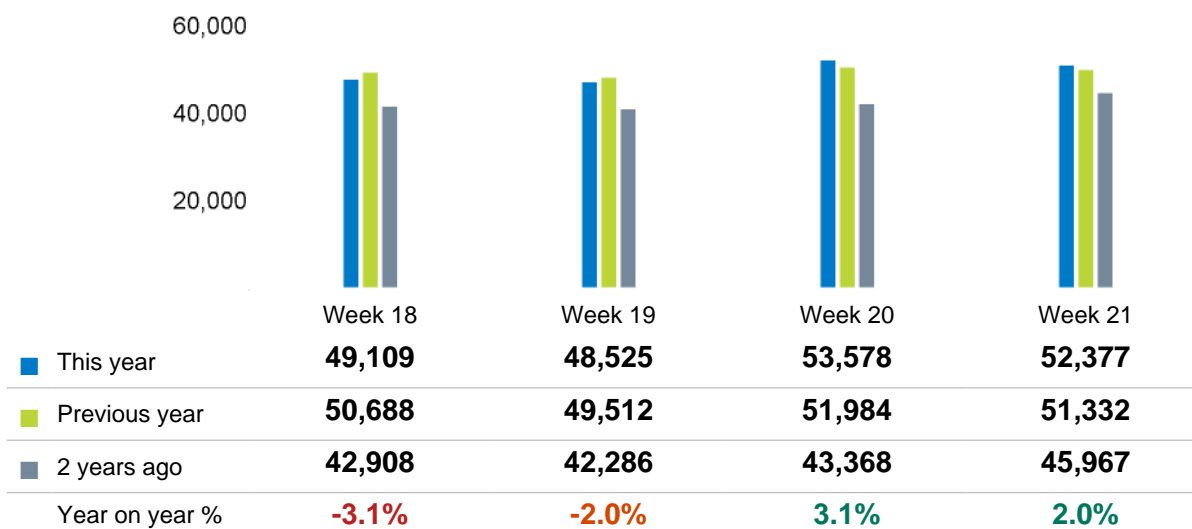
Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



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

60,000

40,000

20,000

0



High Street

This Month	50,897
Previous Month	51,443
Previous Year	50,879
2 Years Ago	43,632
Year on Year %	0.0 %

Reporting dates

This month - 01 May 2023 - 28 May 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 May, 2023 Vs January, 2022 to May, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2023 Vs 4 2023

