

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 %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	1.6%	14.0%	1.4%	-2.4%	6.4%	4.5%
South East	2.6%	25.0%	-2.3%	-0.3%	-6.0%	-4.9%
UK	3.5%	33.2%	-0.8%	5.4%	-0.3%	-1.8%

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

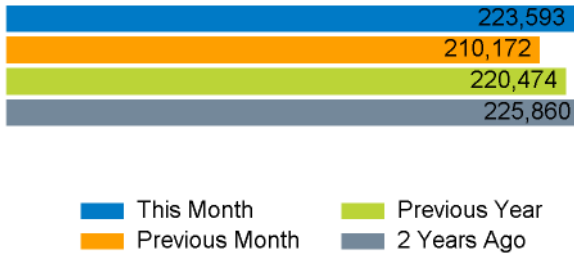
The total number of visitors for the year to date is 2,480,048 which is 1.6% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 30 October 2023 was 223,593.

The busiest day in month commencing 30 October 2023 was Saturday 25 November with 28,795 visitors.


The peak hour of the month was 16:00 on Saturday 25 November 2023 with footfall of 5,118.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

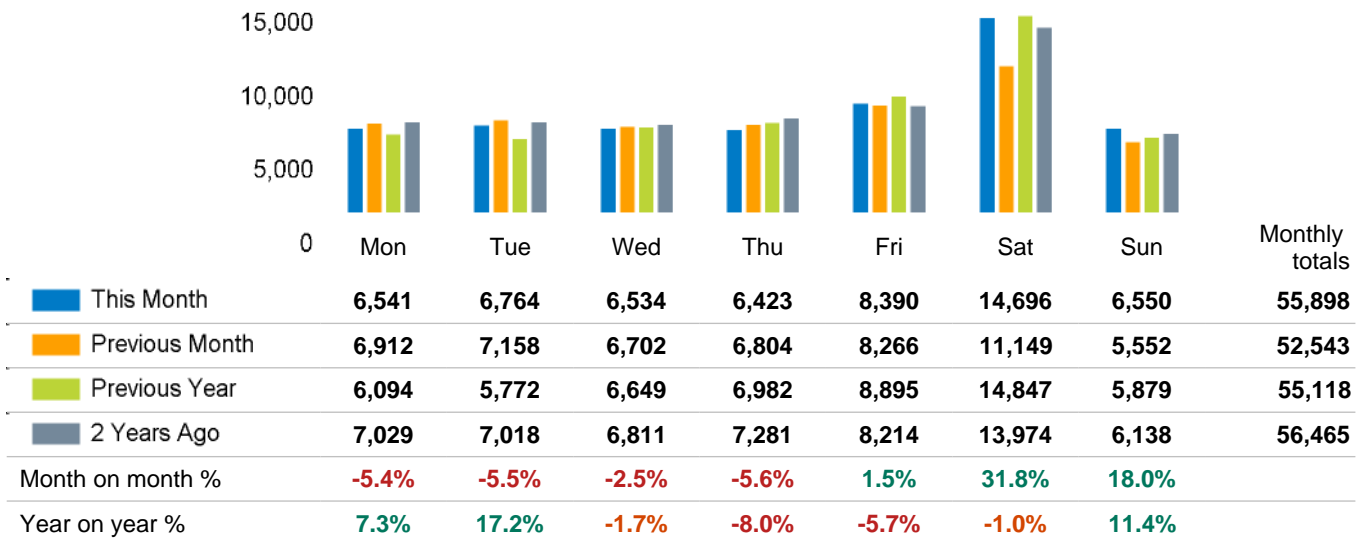
					
Number of days this month	13	10	4		1
Number of days same month last year	9	13	4		2
Number of days same month two years ago	11	8	5	2	2

Average temperature

	Maximum temperature	Minimum temperature
2023	13°	4°
2022	13°	8°
2021	11°	4°

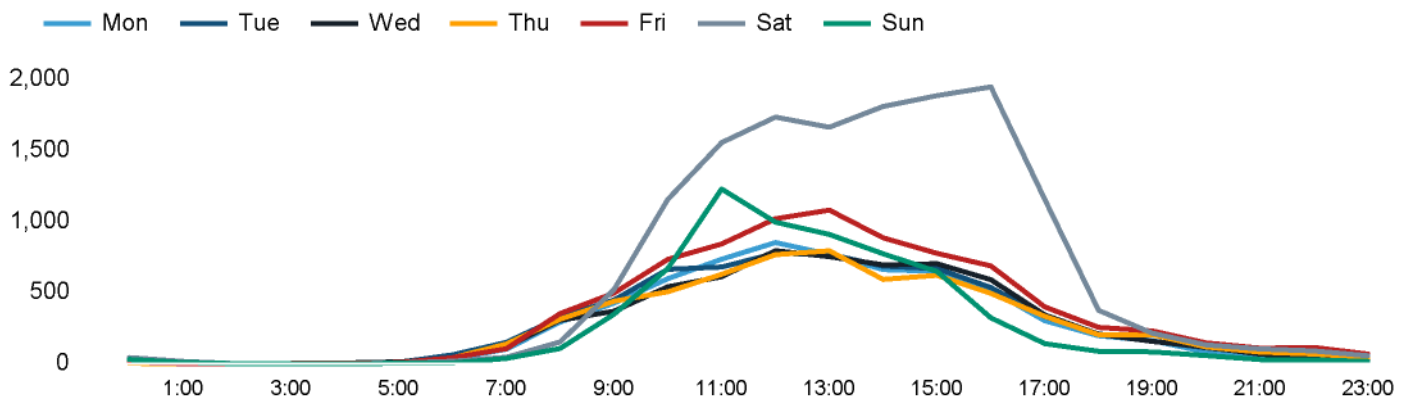
Footfall Counts by day

The figures shown below are calculated using weekly averages.



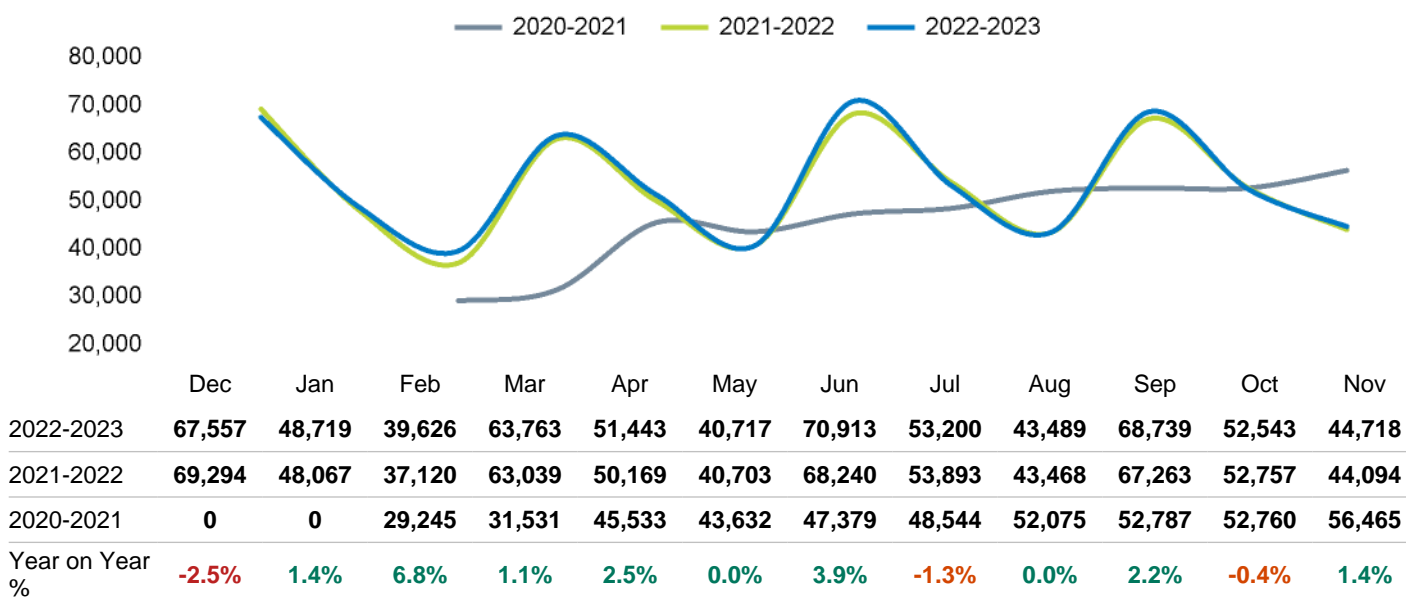
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

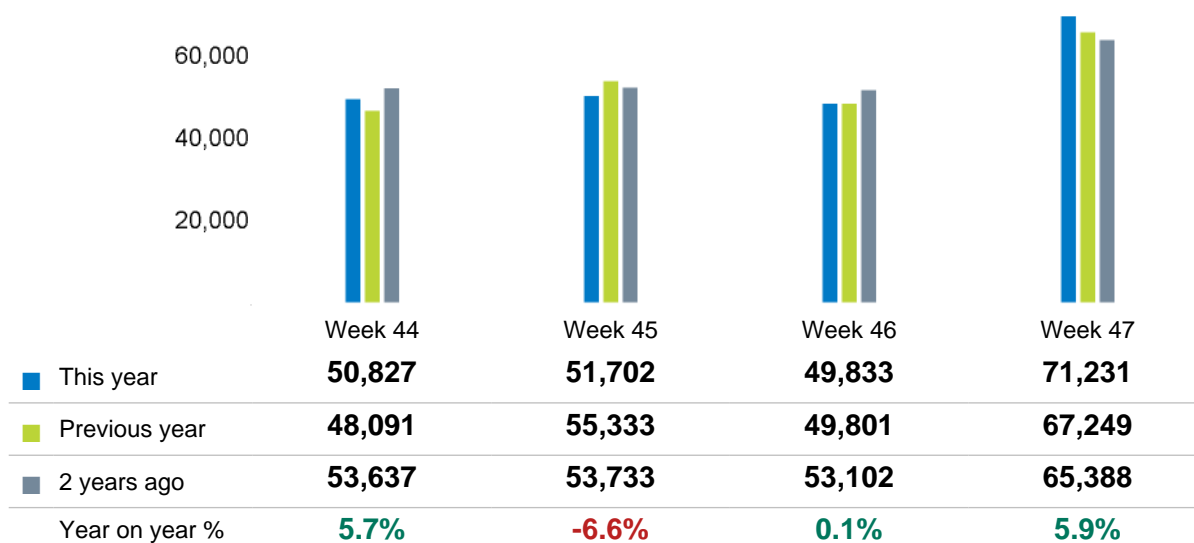
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

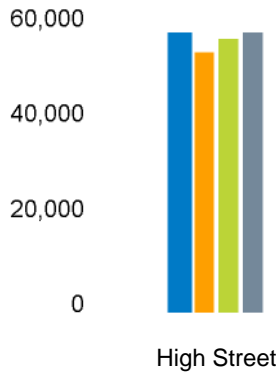
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	55,898
Previous Month	52,543
Previous Year	55,118
2 Years Ago	56,465
Year on Year %	1.4 %

Reporting dates

This month - 30 October 2023 - 26 November 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 November, 2023 Vs January, 2022 to November, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2023 Vs 10 2023



