Footfall Report for:
Godalming Town Centre

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	**1.6%**	**16.2%**	**-0.4%**	**0.0%**	**-4.5%**	**-2.0%**
South East	**3.0%**	**28.1%**	**-1.5%**	**2.7%**	**-1.4%**	**2.6%**
UK	**3.9%**	**36.8%**	**-2.1%**	**7.9%**	**-1.5%**	**2.1%**

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 2,256,455 which is 1.6% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 2 October 2023 was 210,172.

The busiest day in month commencing 2 October 2023 was Saturday 28 October with 14,487 visitors.

The peak hour of the month was 11:00 on Saturday 28 October 2023 with footfall of 2,387.

Footfall Counts by month

This Month	210,172
Previous Month	274,956
Previous Year	211,029
2 Years Ago	211,042
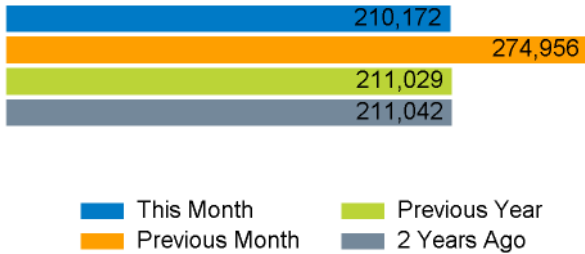
Figures shown below are calculated using monthly totals.

Weather

	☀	☁	⛈	≡
Number of days this month	16	9	3	
Number of days same month last year	17	9	1	1
Number of days same month two years ago	11	5	11	1

Average temperature

	Maximum temperature	Minimum temperature
2023	**19°**	**8°**
2022	**18°**	**8°**
2021	**16°**	**9°**

Footfall Counts by day

The figures shown below are calculated using weekly averages.

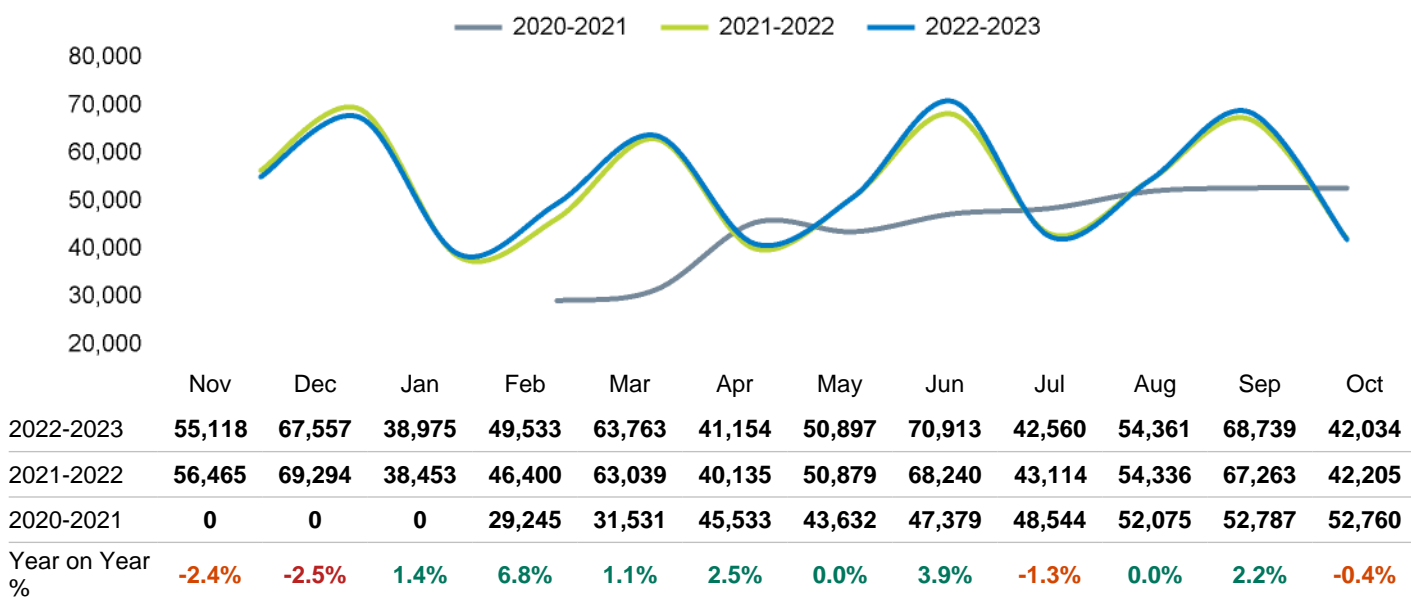|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	6,912	7,158	6,702	6,804	8,266	11,149	5,552	52,543
Previous Month	7,229	7,540	7,348	7,612	8,861	10,576	5,825	54,991
Previous Year	6,841	7,205	7,021	7,155	8,379	10,781	5,375	52,757
2 Years Ago	6,737	7,192	7,056	7,402	8,277	10,556	5,540	52,760
Month on month %	-4.4%	-5.1%	-8.8%	-10.6%	-6.7%	5.4%	-4.7%	
Year on year %	1.0%	-0.7%	-4.5%	-4.9%	-1.3%	3.4%	3.3%	
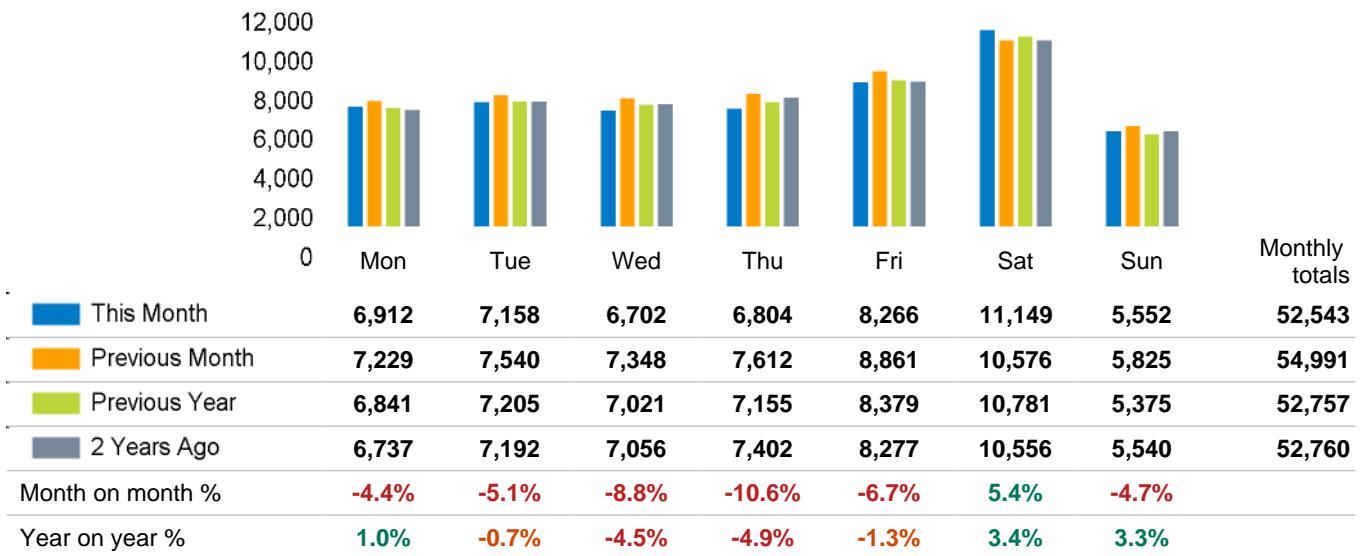
Footfall Counts by hour

The figures shown below are calculated using a weekly average
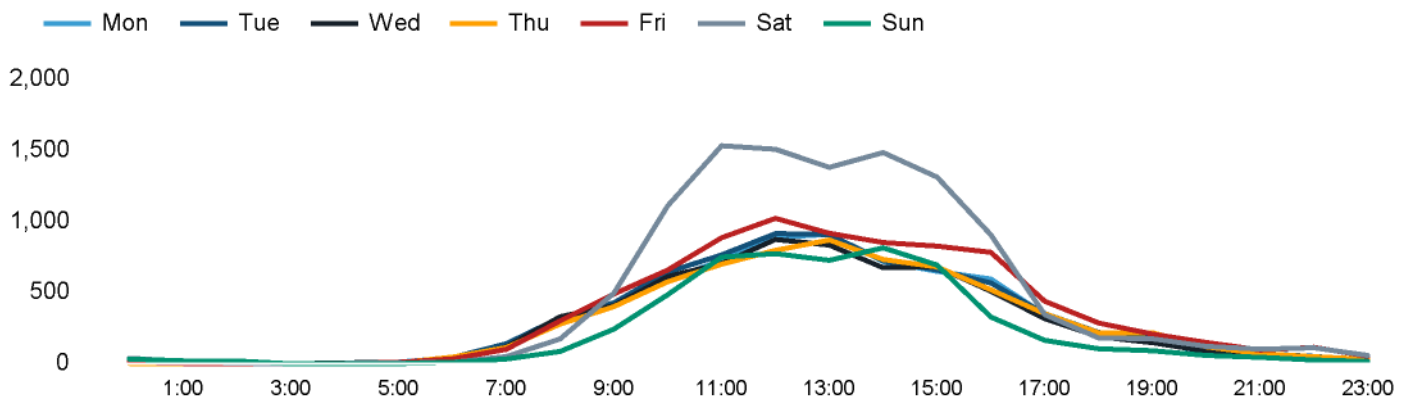
Footfall Counts - rolling 12 months

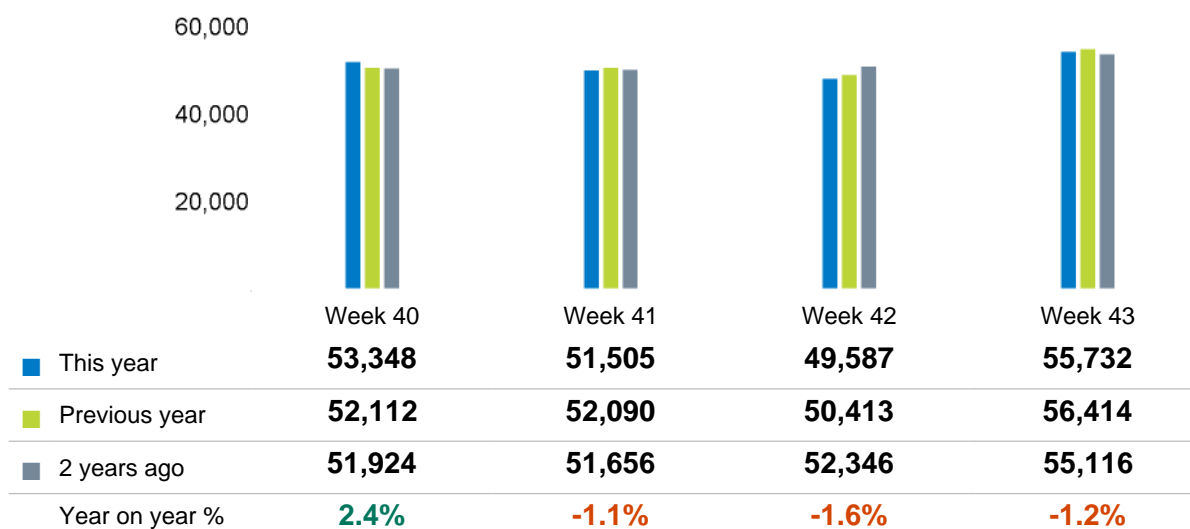The figures shown below are calculated using weekly averages.

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
2022-2023	55,118	67,557	38,975	49,533	63,763	41,154	50,897	70,913	42,560	54,361	68,739	42,034
2021-2022	56,465	69,294	38,453	46,400	63,039	40,135	50,879	68,240	43,114	54,336	67,263	42,205
2020-2021	0	0	0	29,245	31,531	45,533	43,632	47,379	48,544	52,075	52,787	52,760
Year on Year %	-2.4%	-2.5%	1.4%	6.8%	1.1%	2.5%	0.0%	3.9%	-1.3%	0.0%	2.2%	-0.4%

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

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 40	Week 41	Week 42	Week 43
■ This year	53,348	51,505	49,587	55,732
■ Previous year	52,112	52,090	50,413	56,414
■ 2 years ago	51,924	51,656	52,346	55,116
Year on year %	2.4%	-1.1%	-1.6%	-1.2%

Footfall Report

Godalming Town Centre

Footfall Counts by location

The figures shown below are calculated using weekly averages.

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

High Street
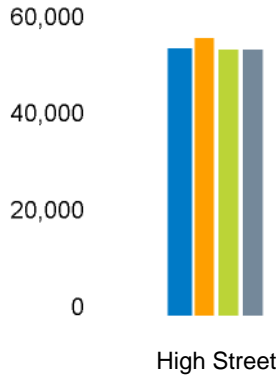
This Month	**52,543**
Previous Month	**54,991**
Previous Year	**52,757**
2 Years Ago	**52,760**
Year on Year %	**-0.4 %**

Reporting dates

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2023 Vs 9 2023