

Footfall Report for: Godalming Town Centre

Weeks This Month: 5
 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	1.8%	18.4%	2.2%	1.9%	1.2%	-1.0%
South East	3.5%	31.7%	2.7%	5.8%	-1.7%	-1.6%
UK	4.6%	41.1%	1.5%	9.4%	-3.7%	-4.1%

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

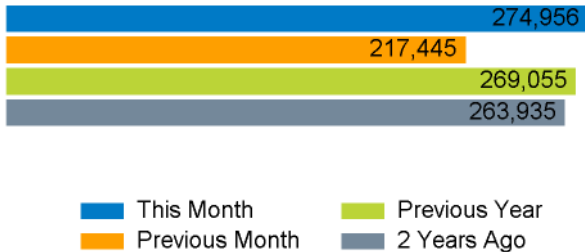
The total number of visitors for the year to date is 2,046,283 which is 1.8% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 28 August 2023 was 274,956.

The busiest day in month commencing 28 August 2023 was Saturday 16 September with 11,584 visitors.

The peak hour of the month was 11:00 on Saturday 16 September 2023 with footfall of 1,449.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



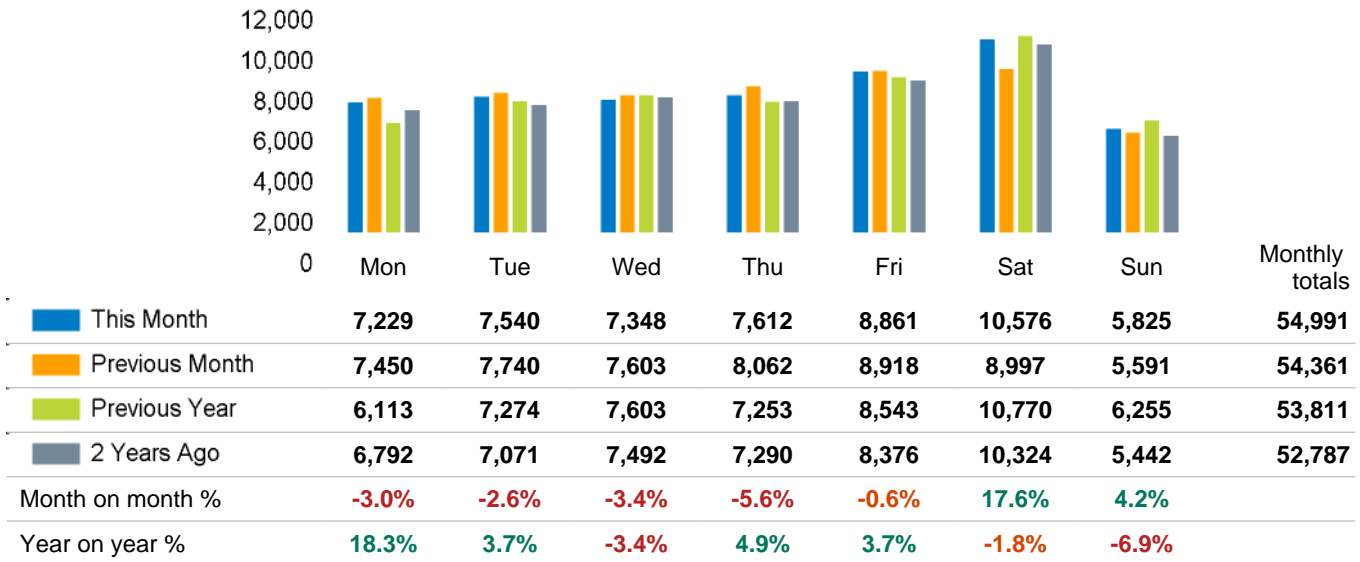
Number of days this month	20	15	
Number of days same month last year	16	7	12
Number of days same month two years ago	18	7	10

Average temperature

	Maximum temperature	Minimum temperature
2023	24°	12°
2022	19°	10°
2021	20°	12°

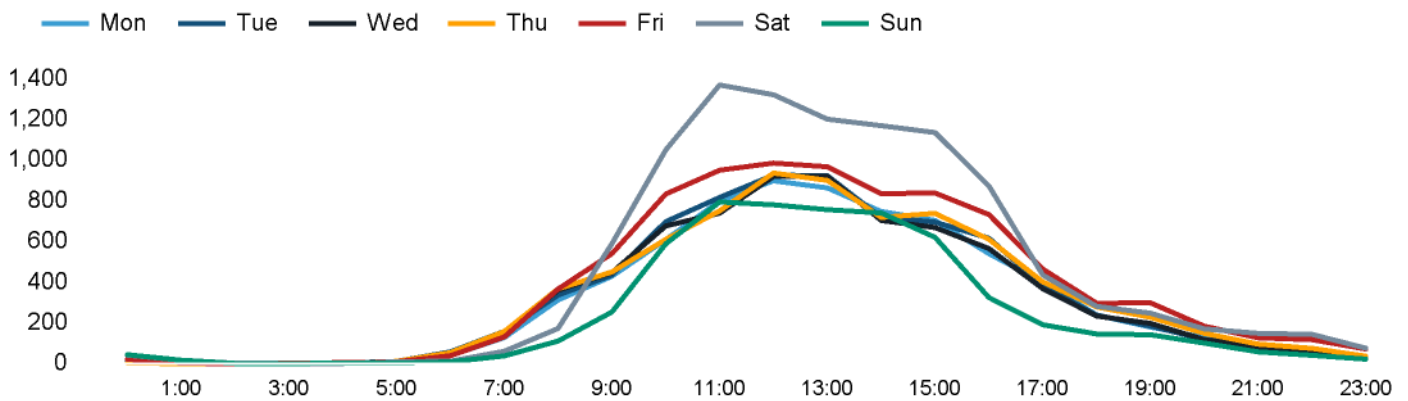
Footfall Counts by day

The figures shown below are calculated using weekly averages.



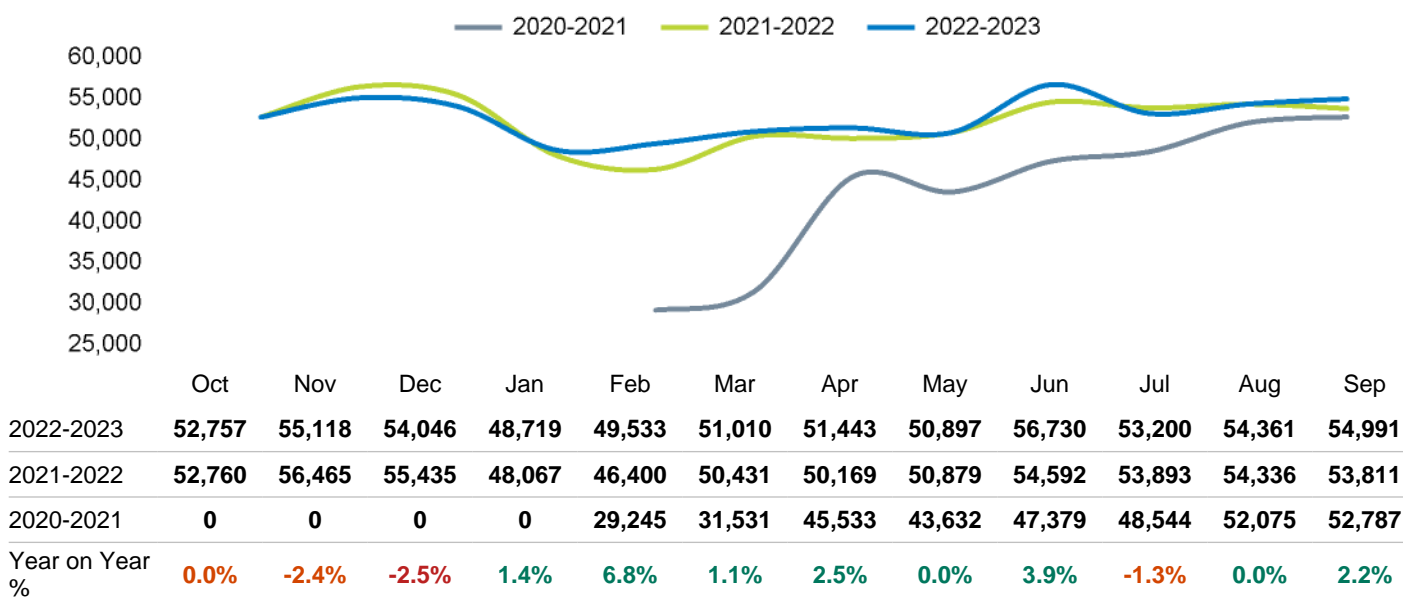
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

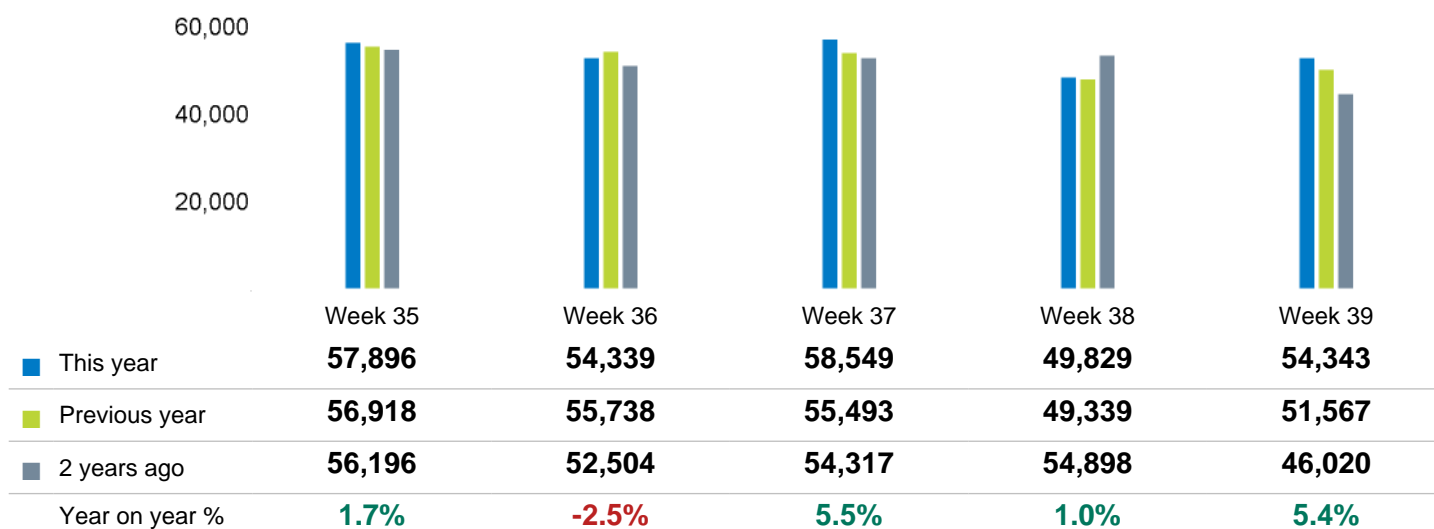
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

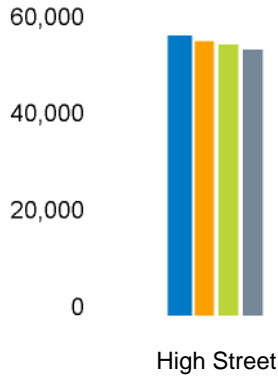
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	54,991
Previous Month	54,361
Previous Year	53,811
2 Years Ago	52,787
Year on Year %	2.2 %

Reporting dates

This month - 28 August 2023 - 01 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 September, 2023 Vs January, 2022 to September, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 9 2023 Vs 8 2023



