Footfall Report for: Godalming Town Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	2.9%	42.5%	-0.8%	5.7%	4.0%	7.5%
South East	3.8%	88.9%	-3.4%	10.7%	0.7%	0.6%
UK	7.8%	112.2%	1.9%	23.3%	3.4%	-2.8%

Benchmark calculations (Year on Year and Week on Week) 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 to Godalming Town Centre for the last 52 weeks is 2,733,182 which is 4.5% up on the previous year.

The total number of visitors for the year to date is 800,481 which is 2.9% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 17 April 2023 was 51,551.

The busiest day in week commencing 17 April 2023 was Saturday with 10,376 visitors.

The peak hour of the week was 12:00 on Saturday 22 April 2023 with footfall of 1,276.

Footfall by week

- This Week: 51,551
- Previous Week: 49,549
- Previous Year: 51,980
- 2 Years Ago: 49,165

Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	15°	12°	12°	16°	10°	14°	14°
Previous week	16°	15°	13°	11°	13°	14°	15°
Previous year	16°	16°	18°	19°	15°	17°	19°

SPRINGBOARD.
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Footfall by day
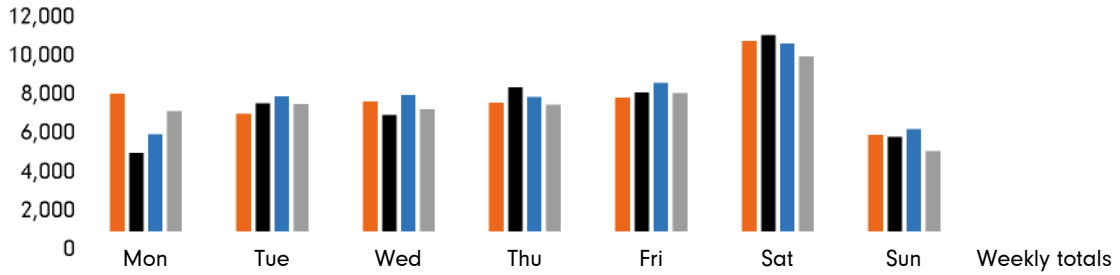
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
This Week	7,586	6,514	7,164	7,106	7,394	10,376	5,411	51,551
Previous Week	4,451	7,078	6,451	7,936	7,638	10,702	5,293	49,549
Previous Year	5,432	7,434	7,530	7,428	8,178	10,257	5,721	51,980
2 Years Ago	6,655	7,021	6,747	6,991	7,624	9,576	4,551	49,165
Week on week %	70.4%	-8.0%	11.1%	-10.5%	-3.2%	-3.0%	2.2%	
Year on year %	39.7%	-12.4%	-4.9%	-4.3%	-9.6%	1.2%	-5.4%	
% of week	14.7%	12.6%	13.9%	13.8%	14.3%	20.1%	10.5%	

Footfall by hour
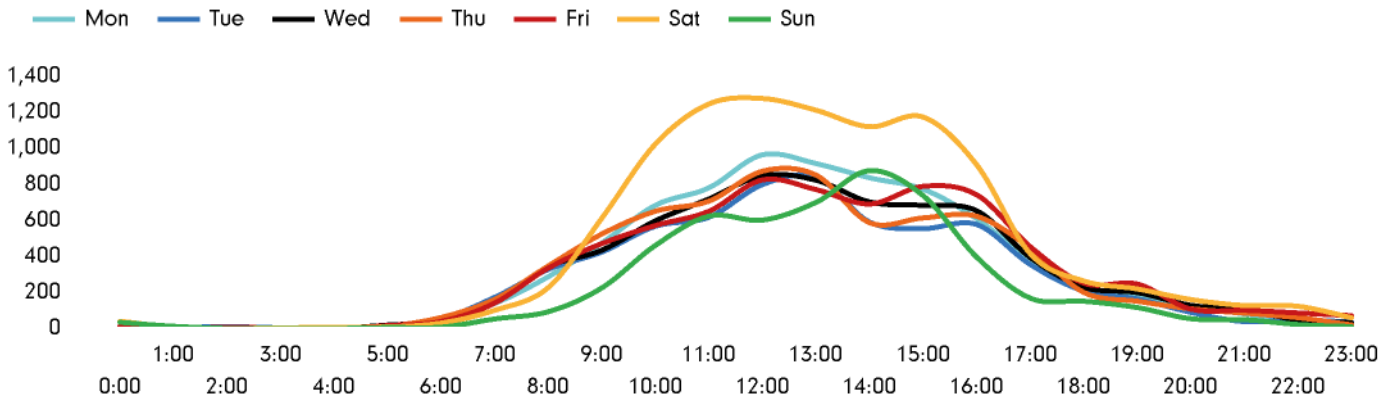
Footfall by week
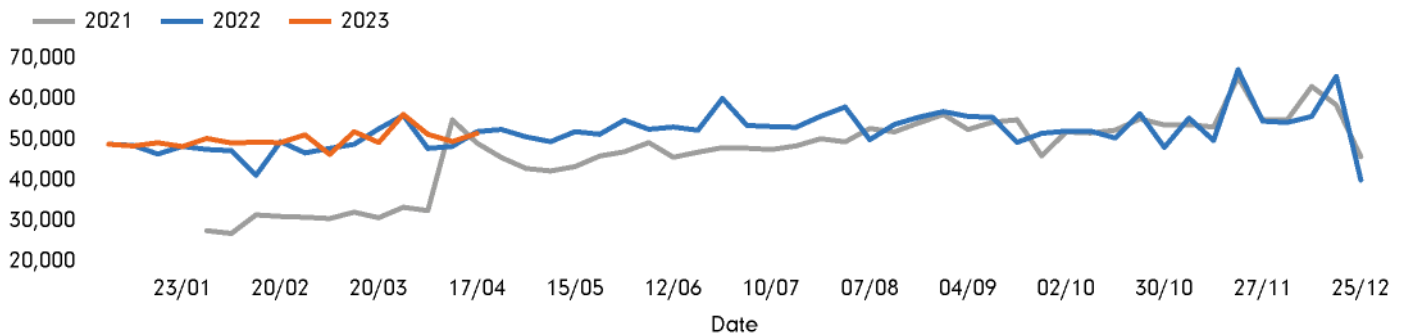
Footfall by location

Legend: This week (orange) | Previous week (black) | Previous year (blue) | 2 Years ago (grey)

High Street
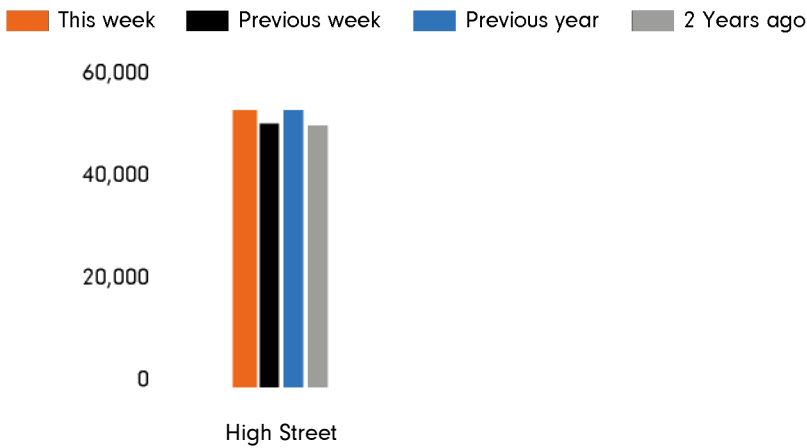
This Week	**51,551**
Previous Week	**49,549**
Previous Year	**51,980**
2 Years Ago	**49,165**
Week on week %	**4.0 %**
Year on Year %	**-0.8 %**

Reporting dates

This week - 17 April 2023 - 23 April 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 16 , 2023 Vs Week 1, 2022 to Week 16 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 16, 2023 Vs Week 16, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2023 Vs Week 15 2023

Footfall Report
Godalming Town Centre

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