

# 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 | 2.4%           | 37.9% | -3.1%          | 18.1% | -8.0%          | -3.5% |
| South East            | 3.6%           | 77.0% | 0.0%           | 25.8% | -3.5%          | 0.4%  |
| UK                    | 7.6%           | 98.3% | 4.1%           | 43.3% | -2.1%          | 1.0%  |

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 2,732,442 which is 3.9% up on the previous year.

The total number of visitors for the year to date is 902,945 which is 2.4% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 1 May 2023 was 49,109.

The busiest day in week commencing 1 May 2023 was Friday with 8,458 visitors.






















The peak hour of the week was 12:00 on Friday 5 May 2023 with footfall of 907.

## Footfall by week

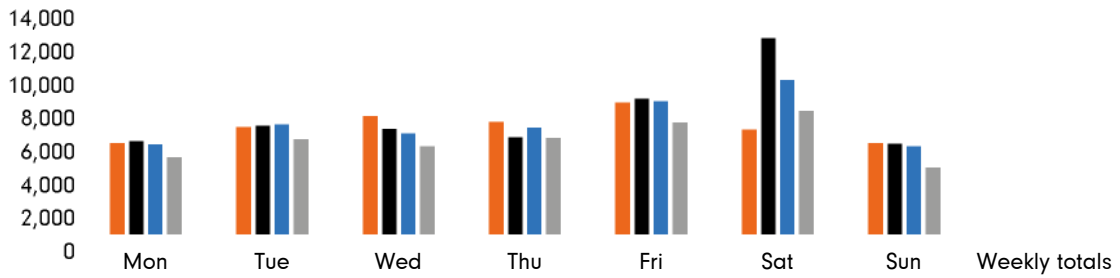


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

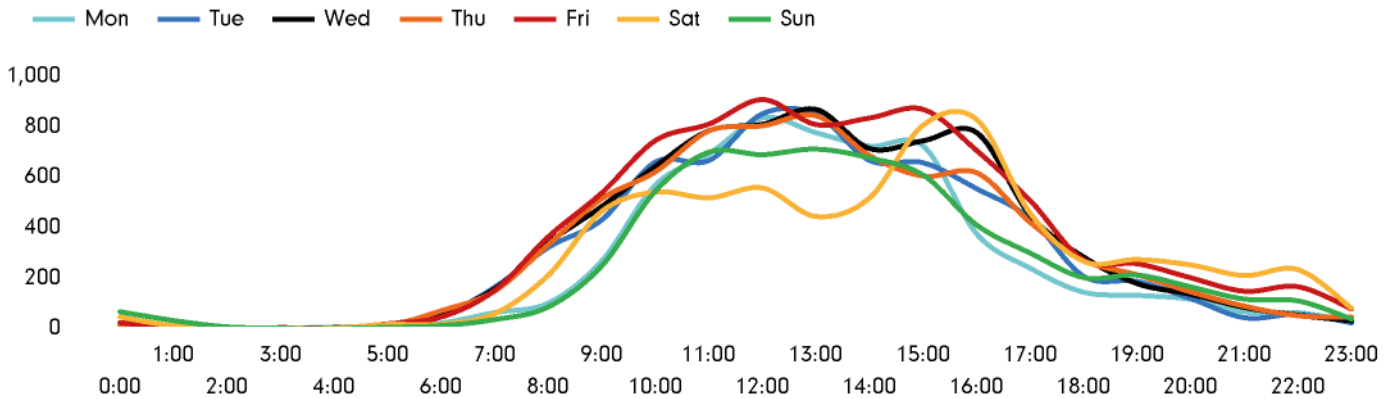
|               | Mon   | Tue   | Wed   | Thu   | Fri   | Sat   | Sun   |
|---------------|---|---|---|---|---|---|---|
| This week     |  17° |  17° |  16° |  19° |  17° |  15° |  21° |
| Previous week |  11° |  12° |  12° |  13° |  14° |  18° |  18° |
| Previous year |  15° |  15° |  16° |  19° |  22° |  19° |  19° |

## Footfall by day

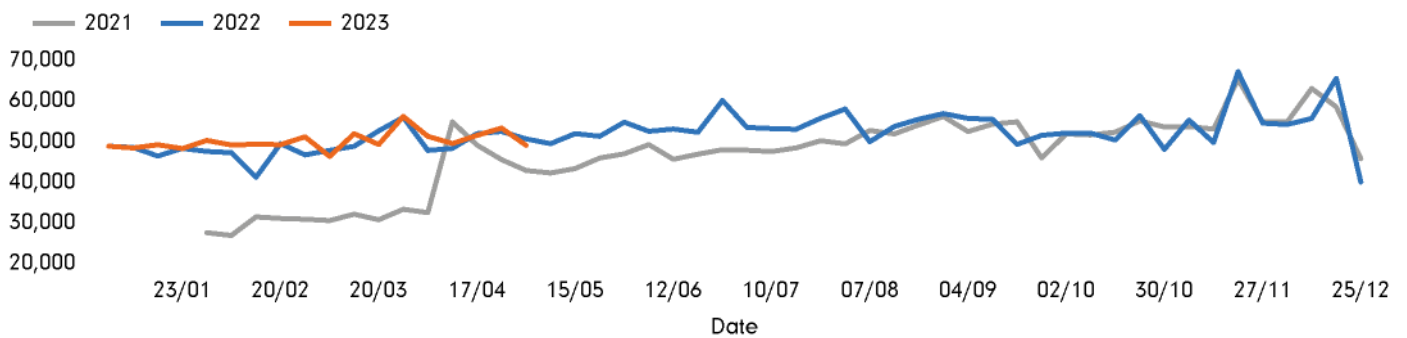


|                |       |       |       |       |       |        |       |  |
|----------------|-------|-------|-------|-------|-------|--------|-------|--|
| Week on week % | -1.7% | -0.7% | 11.7% | 15.2% | -2.8% | -45.3% | 0.6%  |  |
| Year on year % | 1.4%  | -1.9% | 16.1% | 5.0%  | -1.1% | -30.7% | 3.3%  |  |
| % of week      | 12.2% | 14.2% | 15.5% | 14.8% | 17.2% | 13.9%  | 12.2% |  |

## Footfall by hour

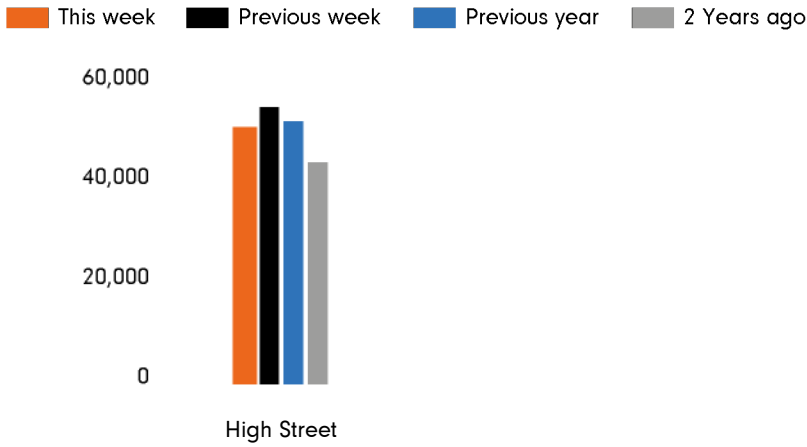


## Footfall by week



## Footfall by location

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|                |               |
|----------------|---------------|
| This Week      | <b>49,109</b> |
| Previous Week  | <b>53,355</b> |
| Previous Year  | <b>50,688</b> |
| 2 Years Ago    | <b>42,908</b> |
| Week on week % | <b>-8.0 %</b> |
| Year on Year % | <b>-3.1 %</b> |

## Reporting dates

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This week - 01 May 2023 - 07 May 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 18, 2023 Vs Week 1, 2022 to Week 18, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 18, 2023 Vs Week 18, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2023 Vs Week 17 2023

