

# 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	2.3%	35.1%	3.1%	19.9%	10.4%	5.0%
South East	3.6%	68.7%	3.7%	21.1%	2.2%	2.3%
UK	7.0%	88.5%	5.8%	33.8%	8.9%	2.7%

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 2,733,049 which is 3.3% up on the previous year.

The total number of visitors for the year to date is 1,005,048 which is 2.3% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 15 May 2023 was 53,578.

The busiest day in week commencing 15 May 2023 was Saturday with 9,702 visitors.






















The peak hour of the week was 11:00 on Saturday 20 May 2023 with footfall of 1,270.

## Footfall by week

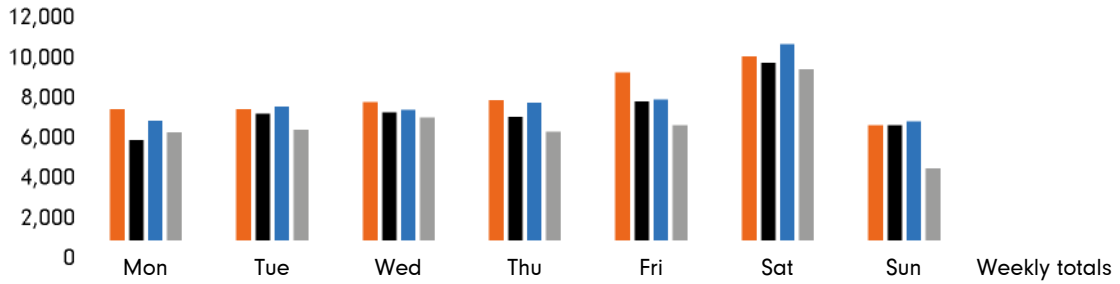


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

## Weather

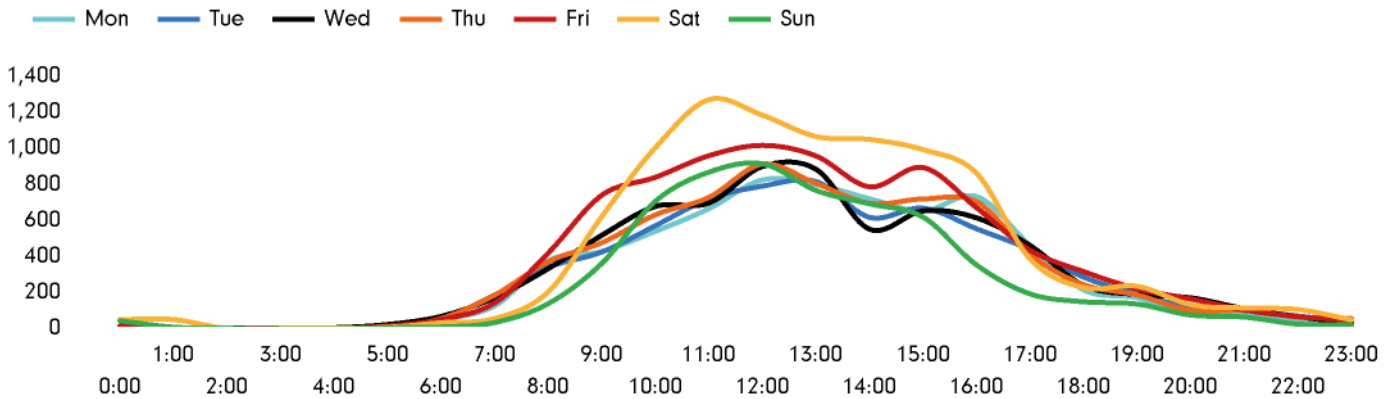
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 21°	 16°	 17°	 18°	 19°	 18°	 20°
Previous week	 13°	 16°	 17°	 17°	 18°	 14°	 16°
Previous year	 20°	 23°	 20°	 20°	 18°	 19°	 21°

## Footfall by day

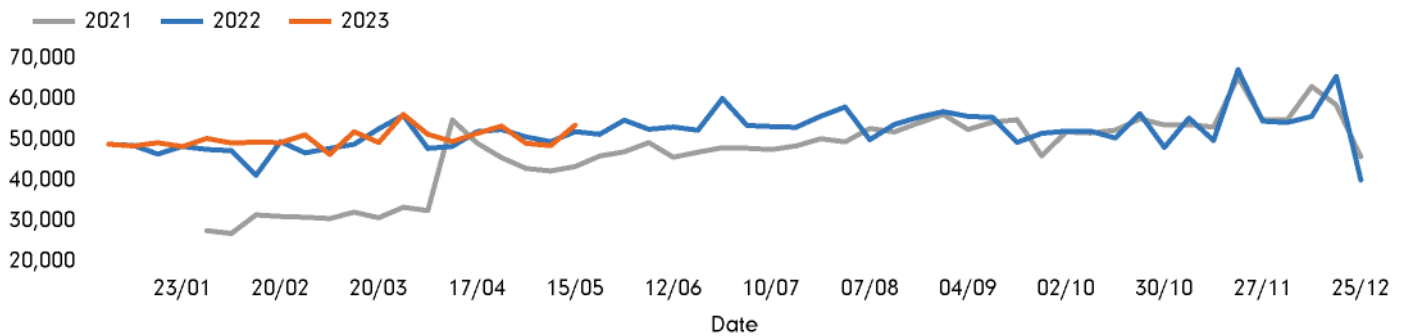


Week on week %	29.3%	3.4%	8.1%	12.9%	20.0%	3.5%	0.4%	
Year on year %	9.6%	-1.8%	5.8%	2.1%	18.3%	-6.2%	-2.9%	
% of week	13.1%	13.1%	13.8%	13.9%	16.5%	18.1%	11.5%	

## Footfall by hour

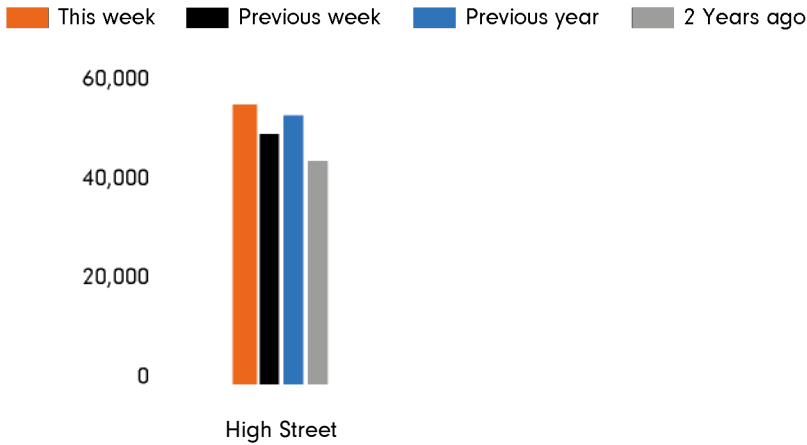


## Footfall by week



## Footfall by location

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This Week	<b>53,578</b>
Previous Week	<b>48,525</b>
Previous Year	<b>51,984</b>
2 Years Ago	<b>43,368</b>
Week on week %	<b>10.4 %</b>
Year on Year %	<b>3.1 %</b>

## Reporting dates

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This week - 15 May 2023 - 21 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 20, 2023 Vs Week 1, 2022 to Week 20, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2023 Vs Week 20, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2023 Vs Week 19 2023

