

Footfall Report for: Godalming Town Centre

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	1.5%	15.0%	-6.6%	3.0%	1.7%	15.1%
South East	2.8%	26.5%	-6.4%	3.1%	0.4%	8.4%
UK	3.6%	34.9%	-5.6%	8.5%	-0.6%	6.5%

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 2,746,264 which is 1% up on the previous year.

The total number of visitors for the year to date is 2,358,984 which is 1.5% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 6 November 2023 was 51,702.

The busiest day in week commencing 6 November 2023 was Saturday with 10,547 visitors.






















The peak hour of the week was 11:00 on Sunday 12 November 2023 with footfall of 2,189.

Footfall Counts by week

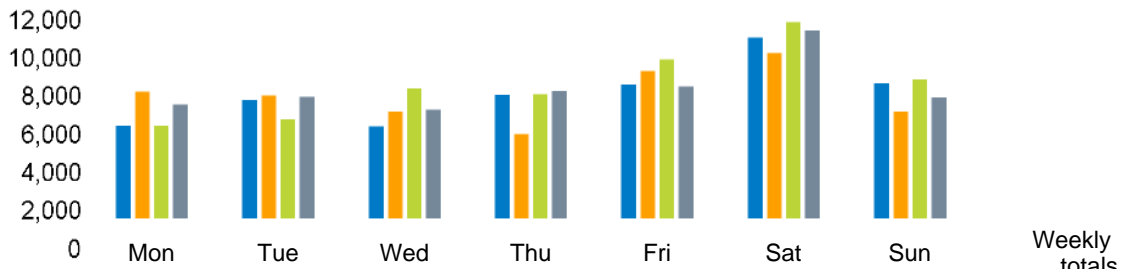


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

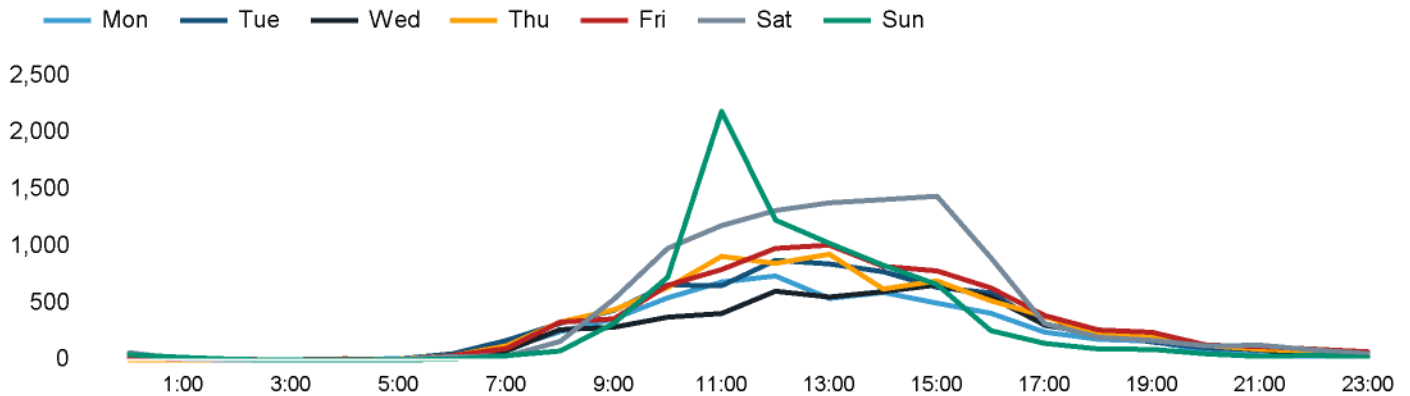
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 13°	 13°	 14°	 14°	 11°	 11°	 11°
Previous week	 14°	 15°	 15°	 14°	 14°	 14°	 13°
Previous year	 14°	 15°	 14°	 14°	 15°	 16°	 17°

Footfall Counts by day

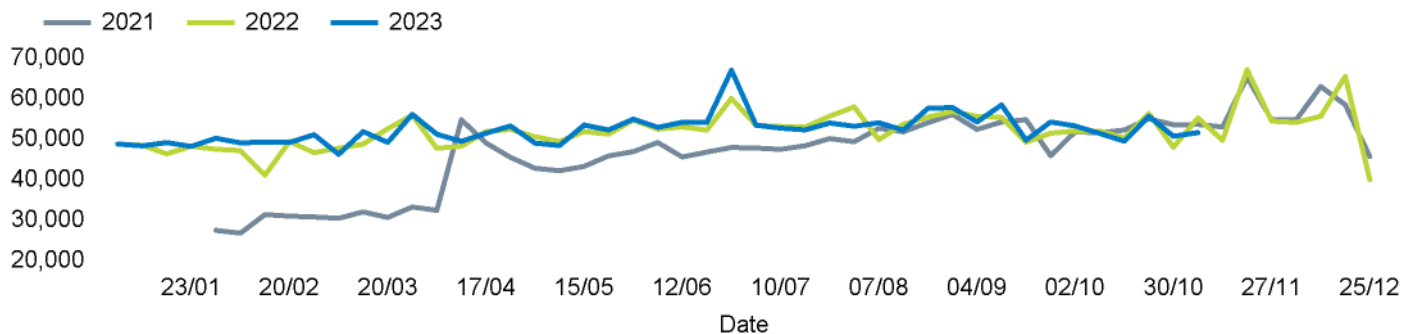


Week on week %	-25.8%	-3.4%	-13.4%	43.3%	-8.9%	9.2%	24.9%	
Year on year %	-0.1%	18.8%	-28.0%	-0.7%	-15.4%	-7.7%	-2.8%	
% of week	10.7%	13.6%	10.7%	14.1%	15.2%	20.4%	15.4%	

Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago

60,000
40,000
20,000
0

High Street

This Week	51,702
Previous Week	50,827
Previous Year	55,333
2 Years Ago	53,733
Week on week %	1.7 %
Year on Year %	-6.6 %

Reporting dates

This week - 06 November 2023 - 12 November 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 45, 2023 Vs Week 1, 2022 to Week 45, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 45, 2023 Vs Week 45, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 45 2023 Vs Week 44 2023



