

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%	12.0%	3.6%	-2.5%	0.1%	-1.9%
South East	2.3%	22.4%	0.0%	3.0%	4.2%	1.8%
UK	3.3%	30.7%	2.1%	12.9%	3.3%	0.6%

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

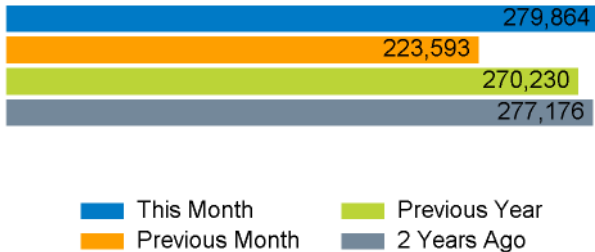
The total number of visitors for the year to date is 2,759,912 which is 1.8% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 27 November 2023 was 279,864.

The busiest day in month commencing 27 November 2023 was Saturday 23 December with 13,574 visitors.



The peak hour of the month was 12:00 on Saturday 23 December 2023 with footfall of 1,772.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

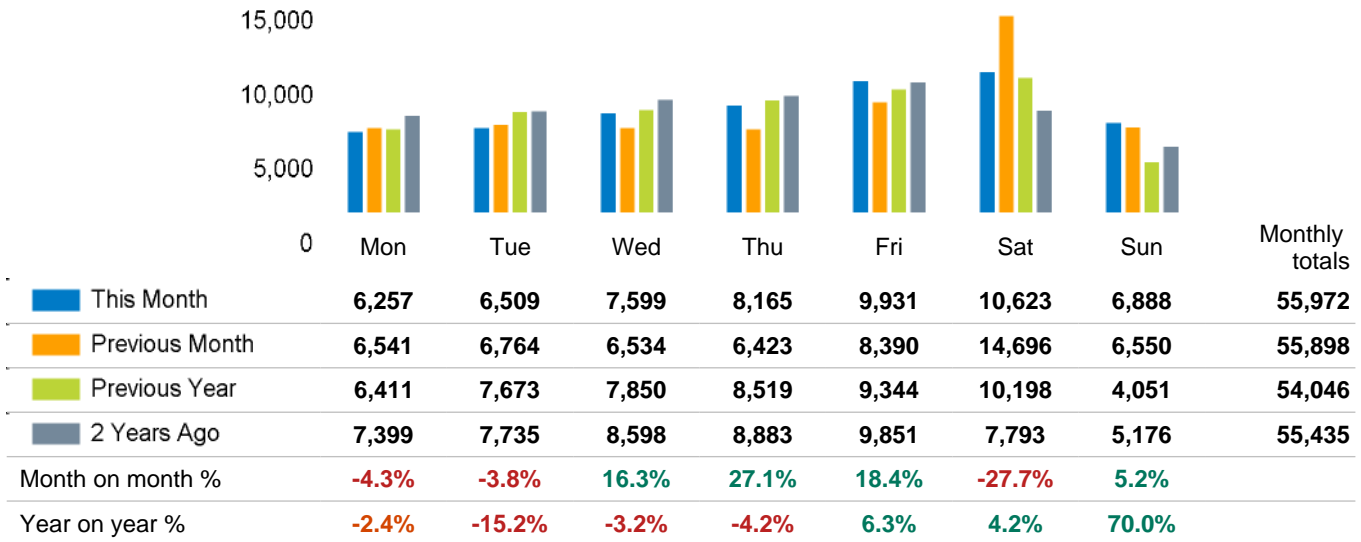
					
Number of days this month	5	25	3		2
Number of days same month last year	17	14	2		2
Number of days same month two years ago	5	7	20	1	2

Average temperature

	Maximum temperature	Minimum temperature
2023	11°	4°
2022	8°	2°
2021	10°	5°

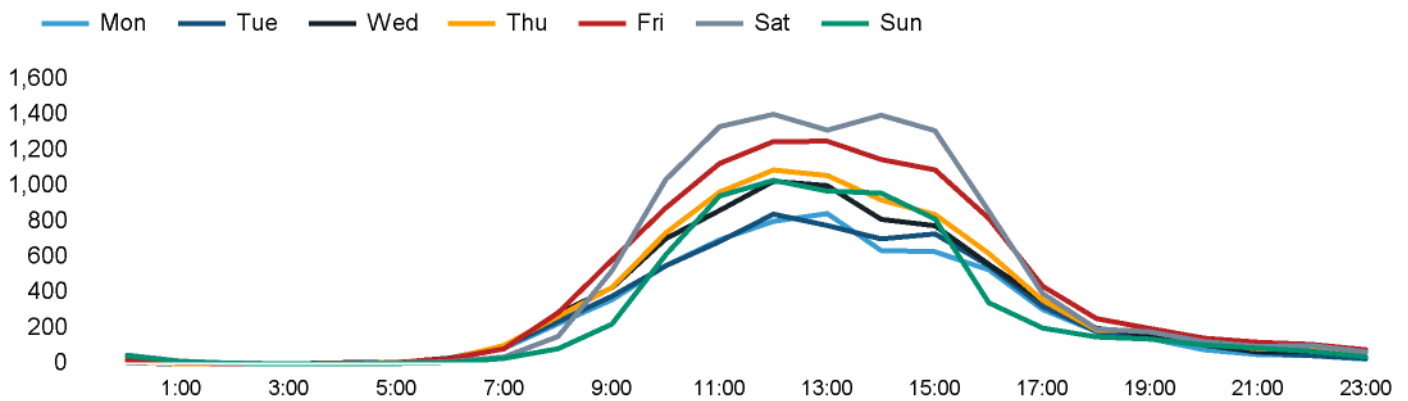
Footfall Counts by day

The figures shown below are calculated using weekly averages.



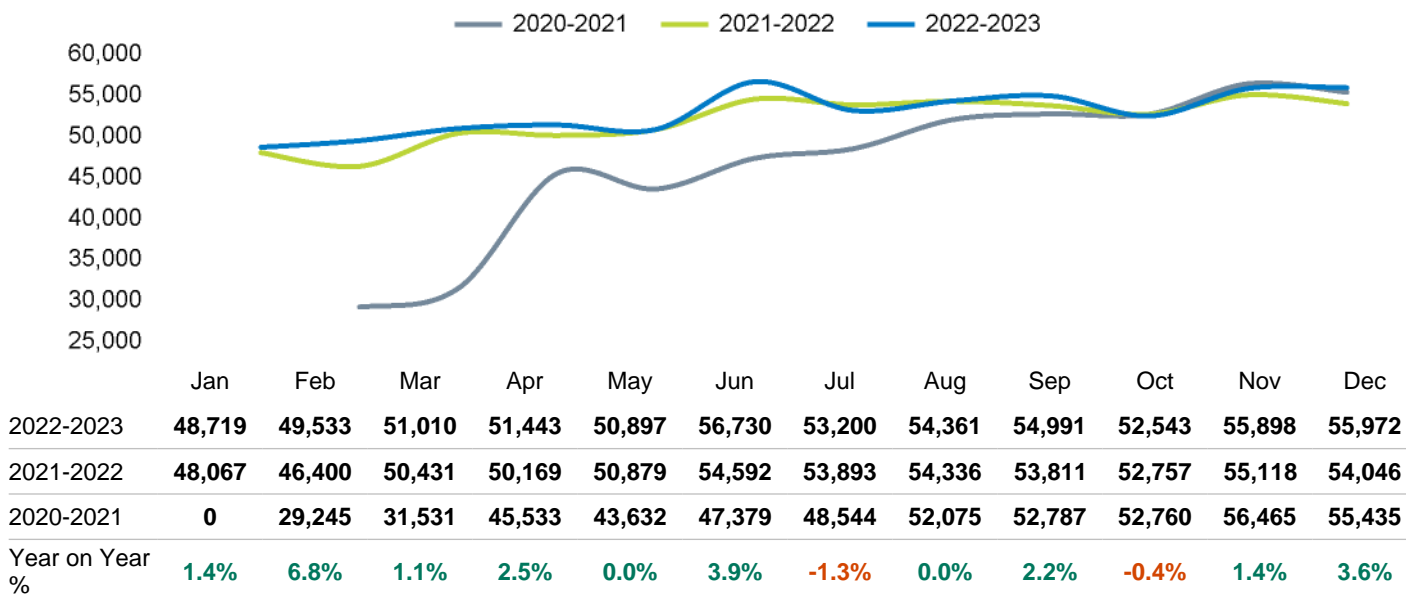
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

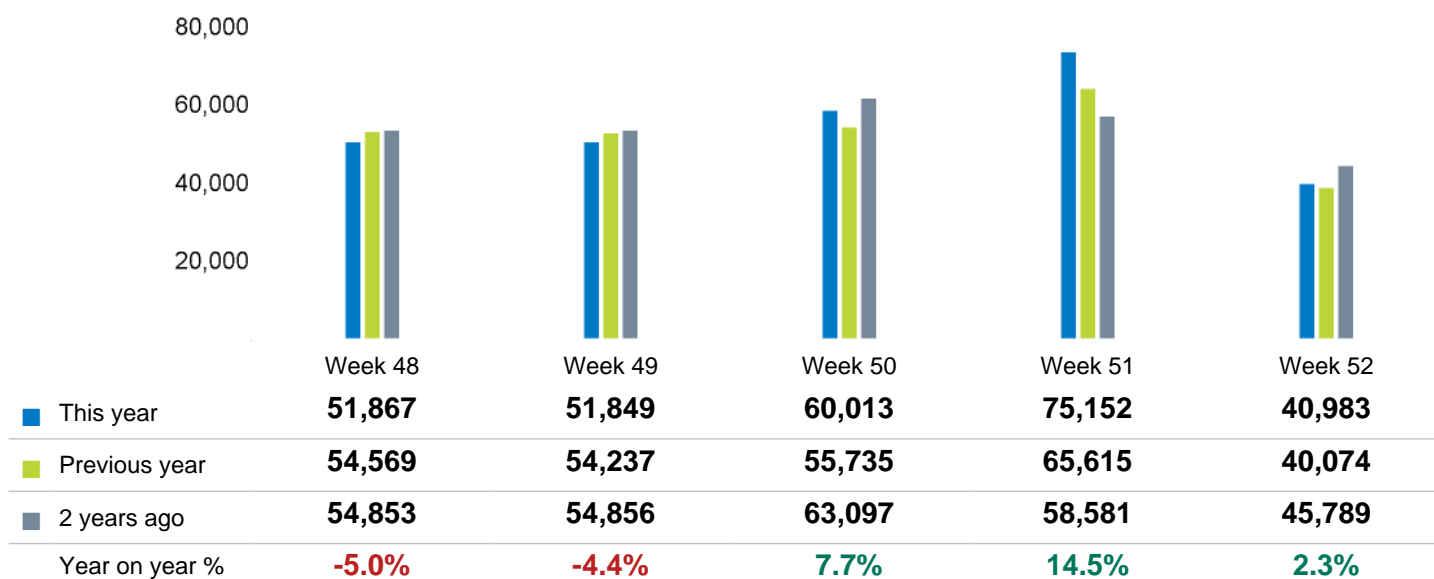
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

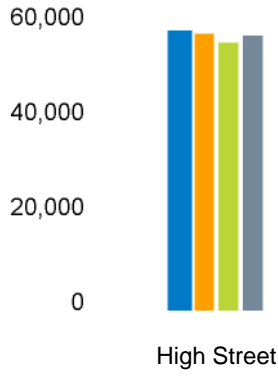
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	55,972
Previous Month	55,898
Previous Year	54,046
2 Years Ago	55,435
Year on Year %	3.6 %

Reporting dates

This month - 27 November 2023 - 31 December 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 December, 2023 Vs January, 2022 to December, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2023 Vs 11 2023



