

# 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	1.8%	12.0%	2.3%	-12.5%	-45.5%	-38.9%
South East	2.3%	22.4%	-6.7%	1.5%	-34.3%	-18.9%
UK	3.3%	30.7%	-5.2%	14.0%	-27.9%	-14.3%

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 2,759,912 which is 1.8% up on the previous year.

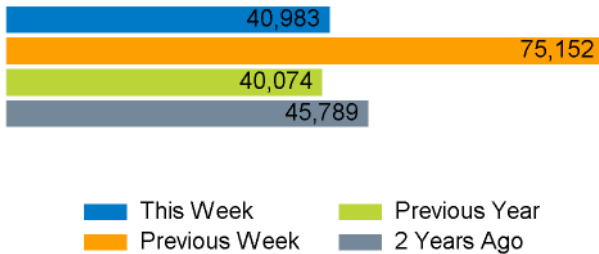
The total number of visitors for the year to date is 2,759,912 which is 1.8% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 25 December 2023 was 40,983.

The busiest day in week commencing 25 December 2023 was Friday with 8,922 visitors.

The peak hour of the week was 12:00 on Friday 29 December 2023 with footfall of 1,232.

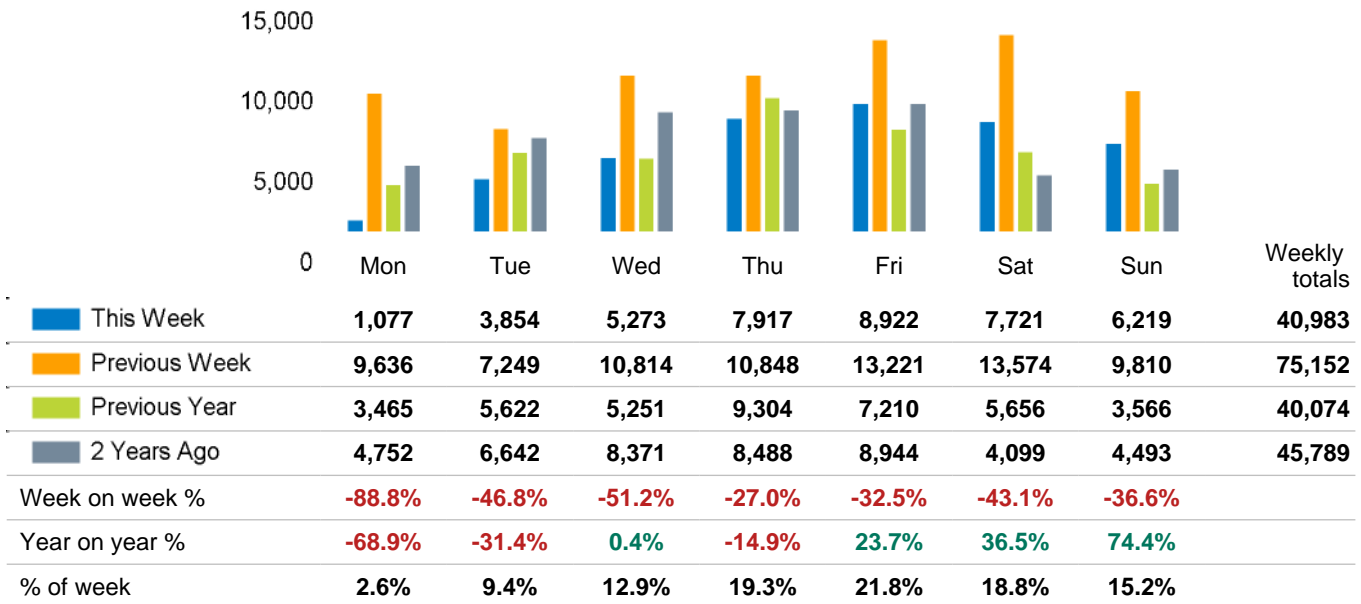
## Footfall Counts by week



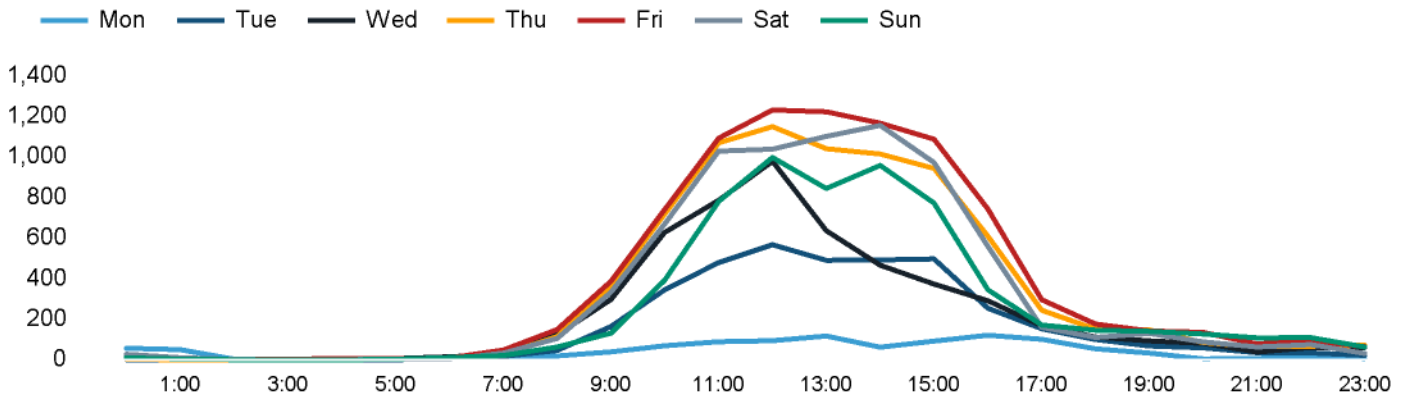
## Weather

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

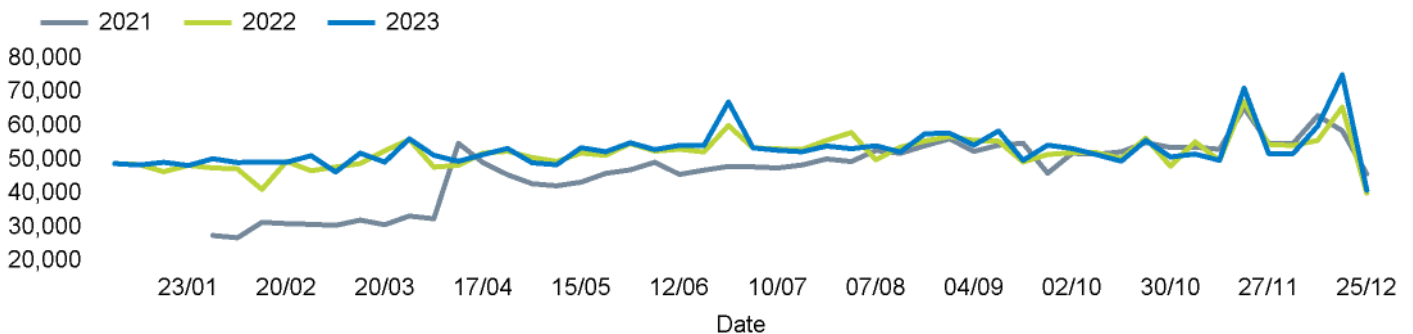
## Footfall Counts by day



## Footfall Counts by hour



## Footfall Counts by week



## Footfall Counts by location

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

80,000  
60,000  
40,000  
20,000  
0

High Street

This Week	<b>40,983</b>
Previous Week	<b>75,152</b>
Previous Year	<b>40,074</b>
2 Years Ago	<b>45,789</b>
Week on week %	<b>-45.5 %</b>
Year on Year %	<b>2.3 %</b>

## Reporting dates

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This week - 25 December 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. Week 1, 2023 to Week 52, 2023 Vs Week 1, 2022 to Week 52, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 52, 2023 Vs Week 52, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2023 Vs Week 51 2023



