Footfall Report for:
Godalming Town Centre

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Godalming Town Centre	**-1.2%**	**1.4%**	**-1.2%**	**1.4%**	**-14.0%**	**-9.9%**
South East	**-7.0%**	**6.9%**	**-6.9%**	**6.8%**	**-18.3%**	**-12.5%**
UK	**-2.4%**	**15.6%**	**-2.3%**	**15.4%**	**-20.3%**	**-16.6%**

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 192,461 which is 1.2% down on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 1 January 2024 was 192,461.

The busiest day in month commencing 1 January 2024 was Saturday 27 January with 10,888 visitors.

The peak hour of the month was 12:00 on Saturday 27 January 2024 with footfall of 1,462.

Footfall Counts by month
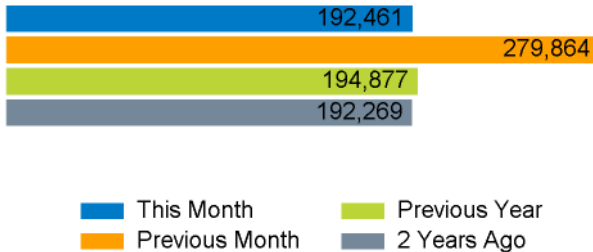
Figures shown below are calculated using monthly totals.

Weather

	☀	☁	🌧	☰
Number of days this month	11	16	1	
Number of days same month last year	13	12	3	
Number of days same month two years ago	11	6	7	4

Average temperature

	Maximum temperature	Minimum temperature
2024	**9°**	**°**
2023	**8°**	**2°**
2022	**8°**	**1°**

Footfall Counts by day

The figures shown below are calculated using weekly averages.
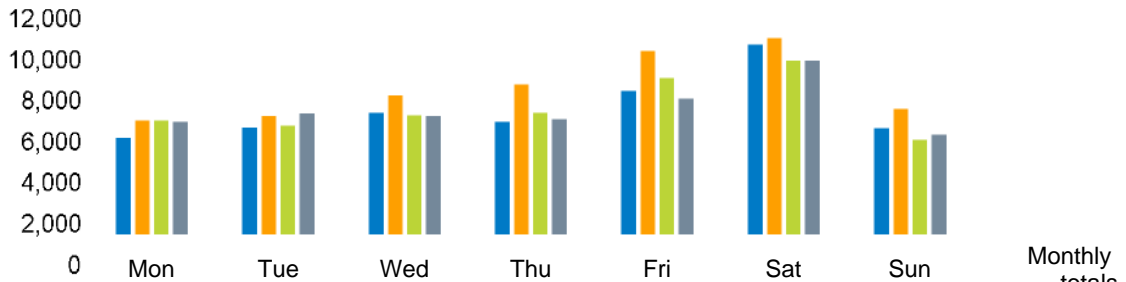
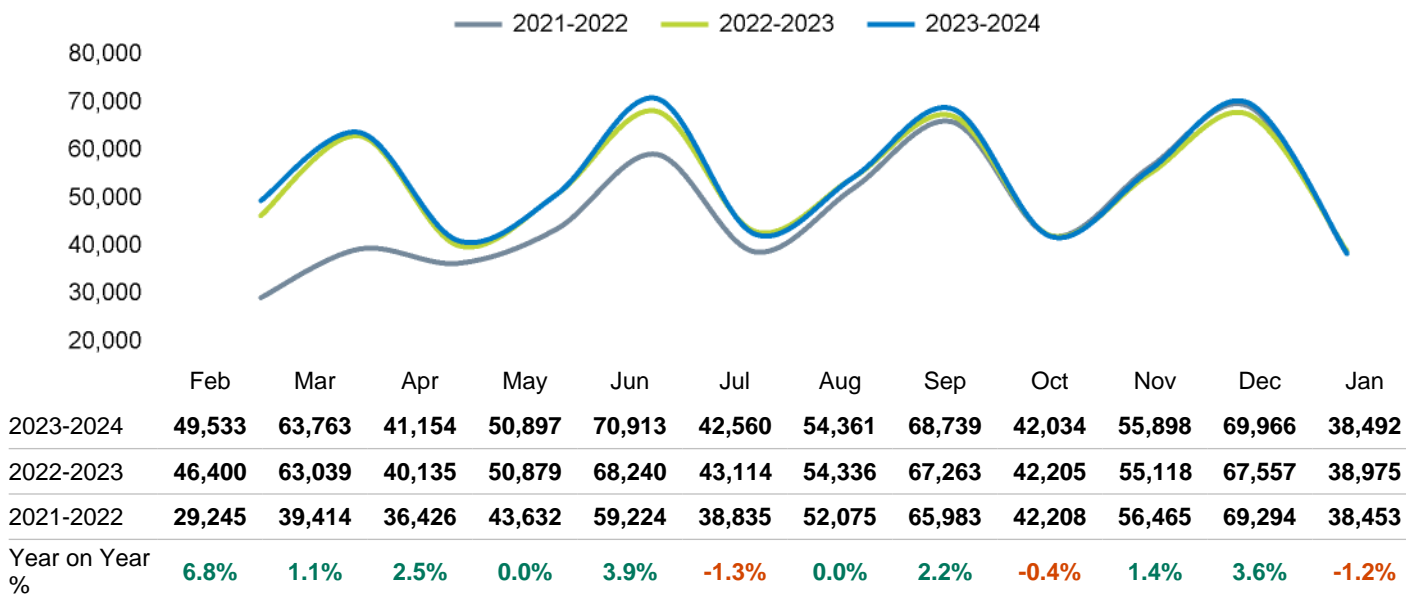|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	5,366	5,909	6,667	6,204	7,829	10,259	5,881	48,115
Previous Month	6,257	6,509	7,599	8,165	9,931	10,623	6,888	55,972
Previous Year	6,289	6,006	6,556	6,662	8,505	9,431	5,270	48,719
2 Years Ago	6,196	6,651	6,512	6,324	7,439	9,432	5,513	48,067
Month on month %	-14.2%	-9.2%	-12.3%	-24.0%	-21.2%	-3.4%	-14.6%	
Year on year %	-14.7%	-1.6%	1.7%	-6.9%	-7.9%	8.8%	11.6%	

Footfall Counts by hour

The figures shown below are calculated using a weekly average
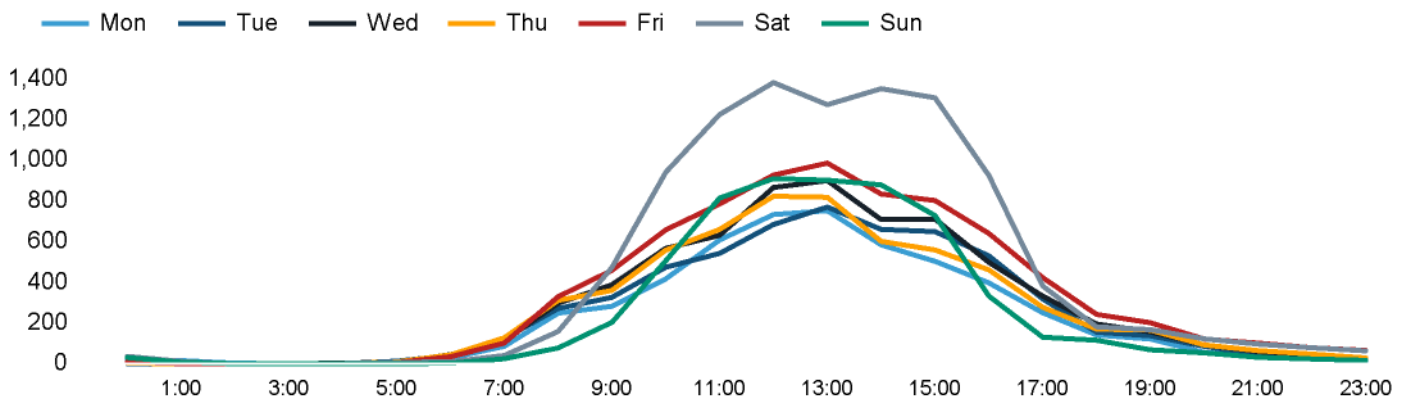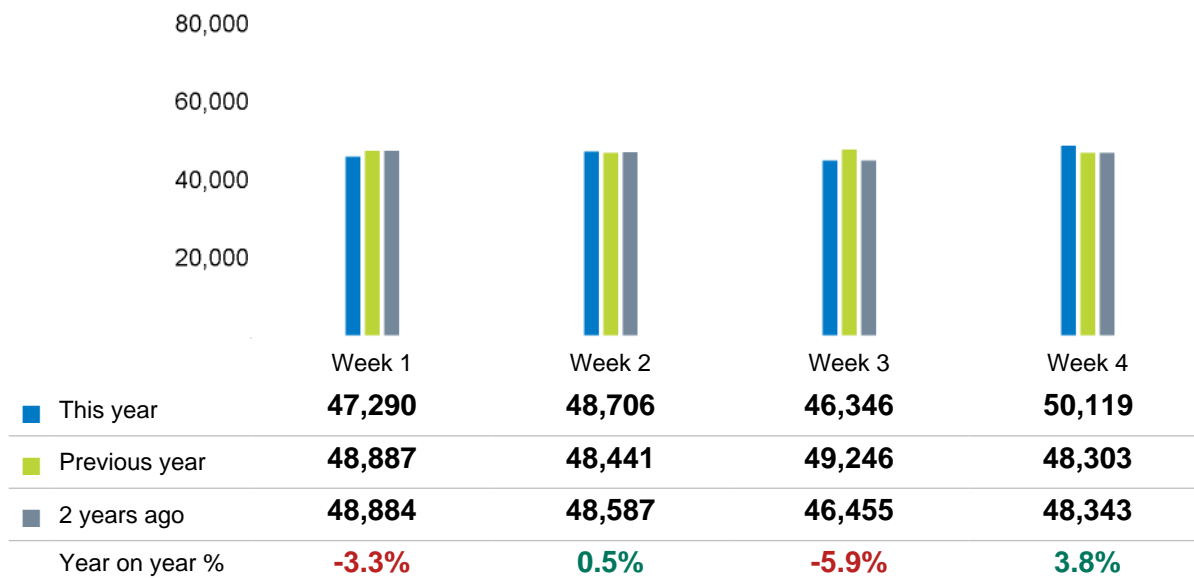
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
2023-2024	49,533	63,763	41,154	50,897	70,913	42,560	54,361	68,739	42,034	55,898	69,966	38,492
2022-2023	46,400	63,039	40,135	50,879	68,240	43,114	54,336	67,263	42,205	55,118	67,557	38,975
2021-2022	29,245	39,414	36,426	43,632	59,224	38,835	52,075	65,983	42,208	56,465	69,294	38,453
Year on Year %	6.8%	1.1%	2.5%	0.0%	3.9%	-1.3%	0.0%	2.2%	-0.4%	1.4%	3.6%	-1.2%

Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for January compares January 2024 to January 2023

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 1	Week 2	Week 3	Week 4
This year	47,290	48,706	46,346	50,119
Previous year	48,887	48,441	49,246	48,303
2 years ago	48,884	48,587	46,455	48,343
Year on year %	-3.3%	0.5%	-5.9%	3.8%

Footfall Counts by location

The figures shown below are calculated using weekly averages.

Legend: This month · Previous month · Previous year · 2 Years ago

High Street

This Month	**48,115**
Previous Month	**55,972**
Previous Year	**48,719**
2 Years Ago	**48,067**
Year on Year %	**-1.2 %**

Reporting dates

This month - 01 January 2024 - 28 January 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January,2024 to January , 2024 Vs January, 2023 to January , 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.January,2024 Vs January, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month.1 2024 Vs December 2023

Footfall Report

Godalming Town Centre