

Footfall Report for: Godalming Town Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Godalming Town Centre	47.5%		-11.9%		1.1%	68.8%
South East	99.5%	-39.5%	-0.5%	388.8%	6.2%	103.0%
UK	124.7%	-50.5%	18.3%	345.9%	10.4%	102.6%

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 2,612,875 which is 47.5% up on the previous year.

The total number of visitors for the year to date is 726,212 which is 47.5% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 11 April 2022 was 48,346.

The busiest day in week commencing 11 April 2022 was Saturday with 8,485 visitors.






















The peak hour of the week was 11:00 on Saturday 16 April 2022 with footfall of 1,117.

Footfall by week

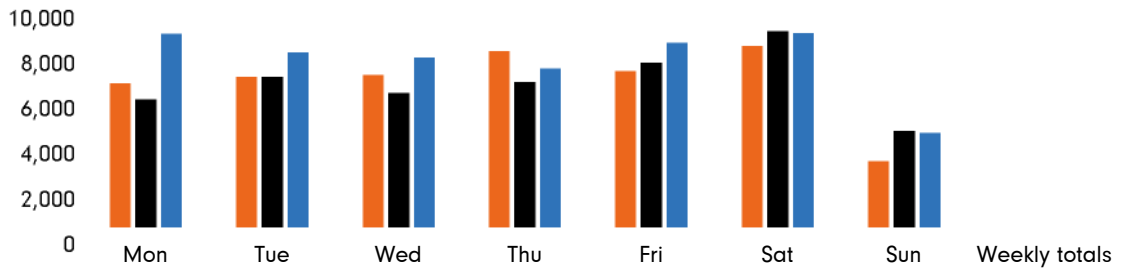


■ This Week
 ■ Previous Week
 ■ Previous Year

Weather

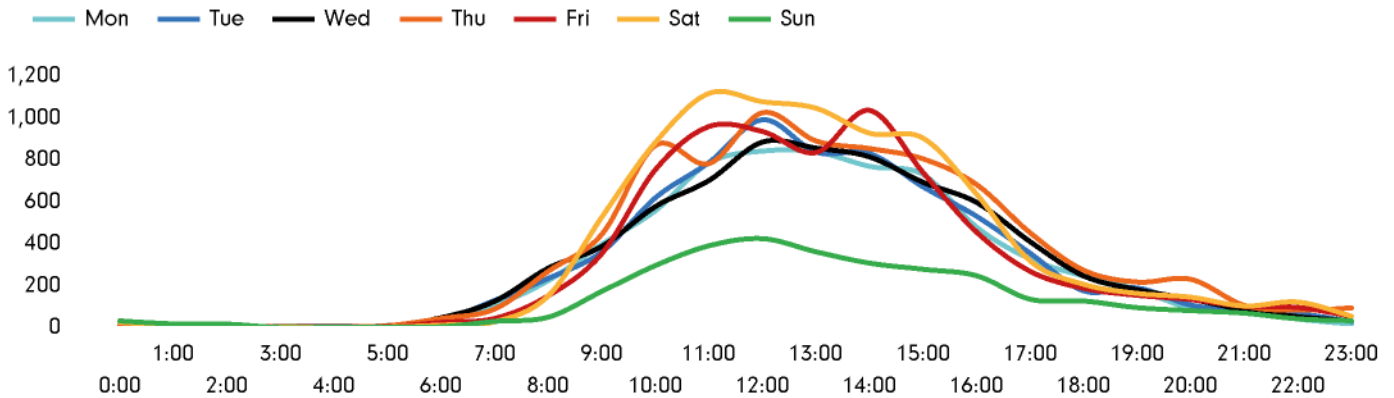
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 16°	 17°	 17°	 18°	 20°	 21°	 17°
Previous week	 15°	 14°	 12°	 12°	 11°	 11°	 12°
Previous year	 10°	 11°	 12°	 10°	 11°	 13°	 14°

Footfall by day

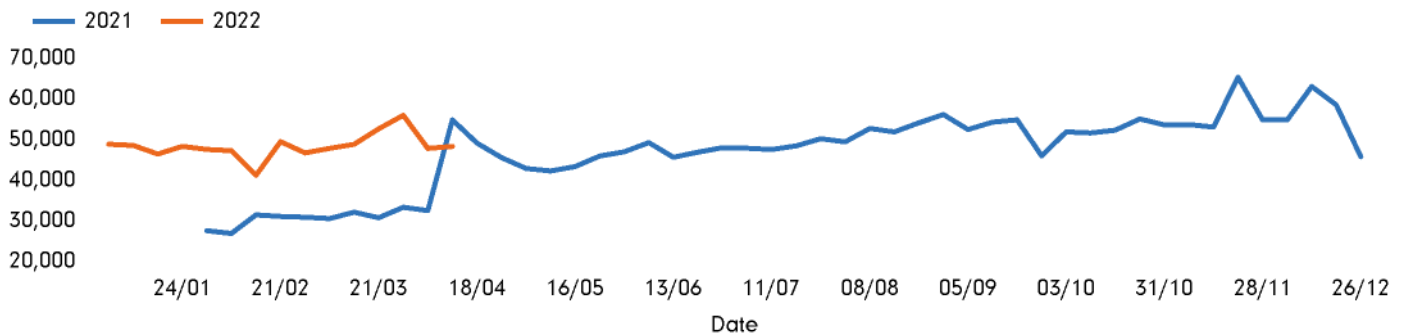


Week on week %	12.3%	-0.2%	12.9%	20.4%	-4.9%	-7.4%	-30.0%	
Year on year %	-24.8%	-13.7%	-10.1%	10.8%	-14.9%	-6.3%	-28.7%	
% of week	14.1%	14.6%	14.8%	17.1%	15.2%	17.6%	6.7%	

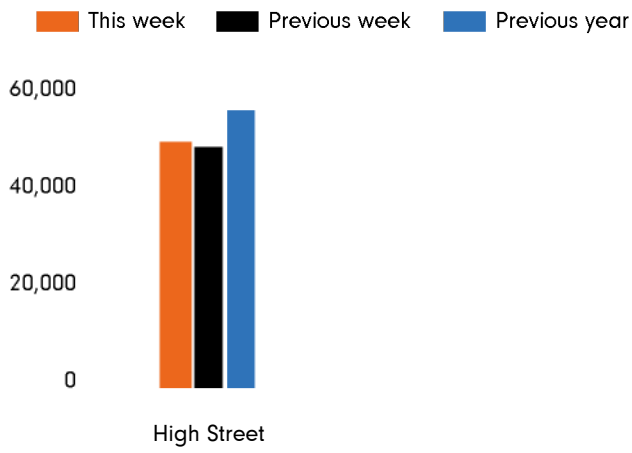
Footfall by hour



Footfall by week



Footfall by location



This Week	48,346
Previous Week	47,837
Previous Year	54,873
Week on week %	1.1 %
Year on Year %	-11.9 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2022 to Week 15, 2022 Vs Week 1, 2021 to Week 15, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week15, 2022 Vs Week 15, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2022 Vs Week 14 2022