

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 | 28.6% | | 11.5% | | -1.5% | 2.7% |
| South East | 50.7% | 7.8% | 12.4% | 58.7% | -0.2% | -0.4% |
| UK | 66.1% | -5.6% | 19.5% | 60.5% | -2.6% | 1.5% |

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 2,675,558 which is 28.6% up on the previous year.

The total number of visitors for the year to date is 1,247,035 which is 28.6% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 20 June 2022 was 52,324.

The busiest day in week commencing 20 June 2022 was Saturday with 9,913 visitors.






















The peak hour of the week was 11:00 on Saturday 25 June 2022 with footfall of 1,323.

Footfall by week

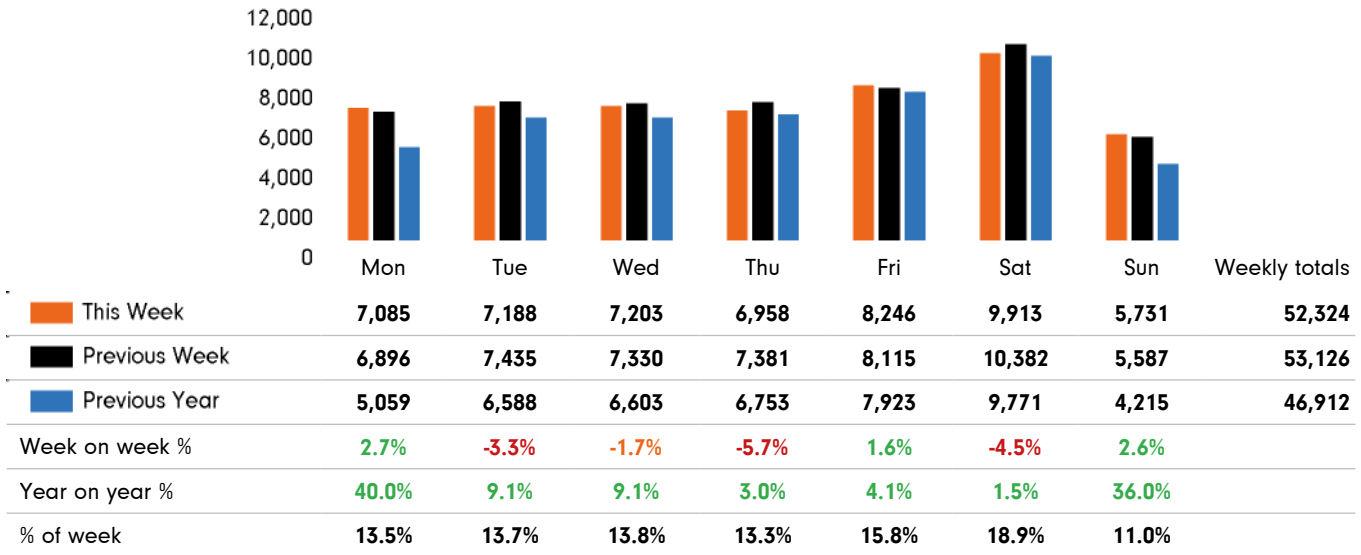


■ This Week ■ Previous Week ■ Previous Year

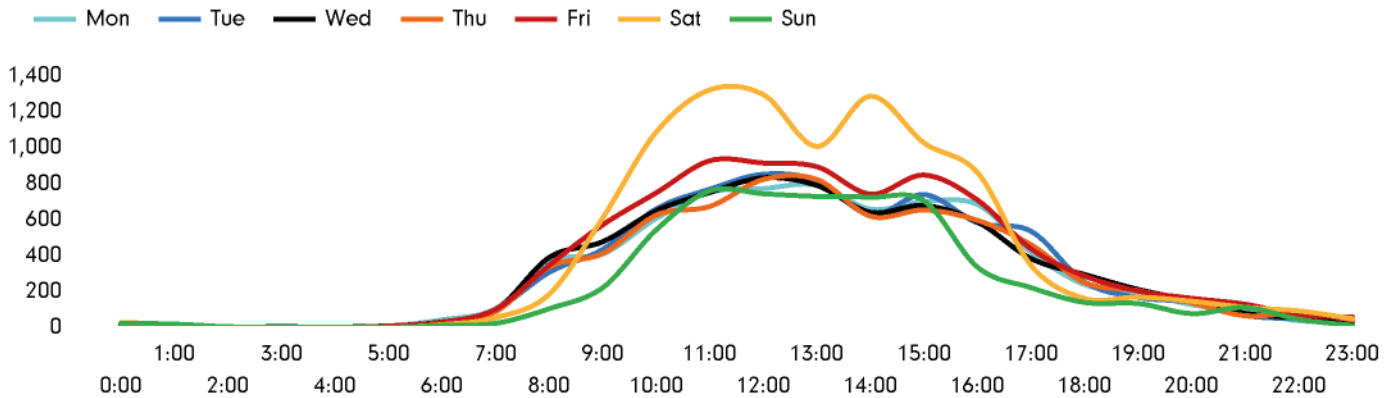
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|---|---|---|---|---|---|---|
| This week |  22° |  26° |  27° |  23° |  21° |  19° |  20° |
| Previous week |  21° |  22° |  25° |  27° |  31° |  25° |  19° |
| Previous year |  13° |  16° |  19° |  20° |  20° |  21° |  21° |

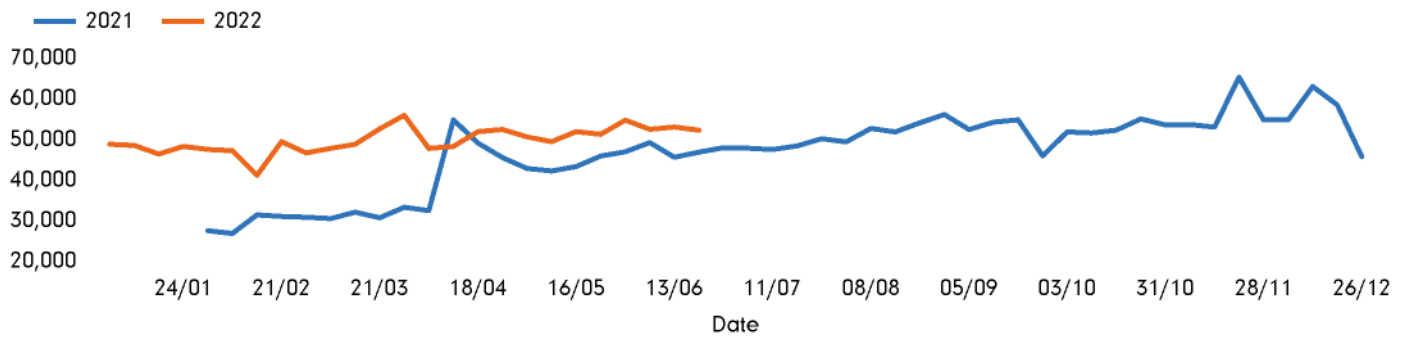
Footfall by day



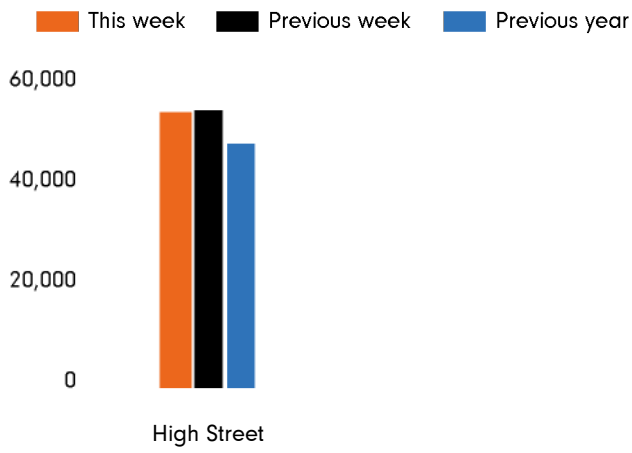
Footfall by hour



Footfall by week



Footfall by location



| | |
|----------------|---------------|
| This Week | 52,324 |
| Previous Week | 53,126 |
| Previous Year | 46,912 |
| Week on week % | -1.5 % |
| Year on Year % | 11.5 % |

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2022 to Week 25, 2022 Vs Week 1, 2021 to Week 25, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 25, 2022 Vs Week 25, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 25 2022 Vs Week 24 2022