

# 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	14.4%		-6.2%		-10.0%	-1.2%
South East	25.6%	21.3%	-2.9%	133.6%	-1.9%	4.3%
UK	33.9%	15.2%	2.2%	134.2%	-1.4%	5.6%

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 2,715,978 which is 14.4% up on the previous year.

The total number of visitors for the year to date is 2,373,414 which is 14.4% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 14 November 2022 was 49,801.

The busiest day in week commencing 14 November 2022 was Saturday with 11,106 visitors.






















The peak hour of the week was 12:00 on Saturday 19 November 2022 with footfall of 1,429.

## Footfall by week

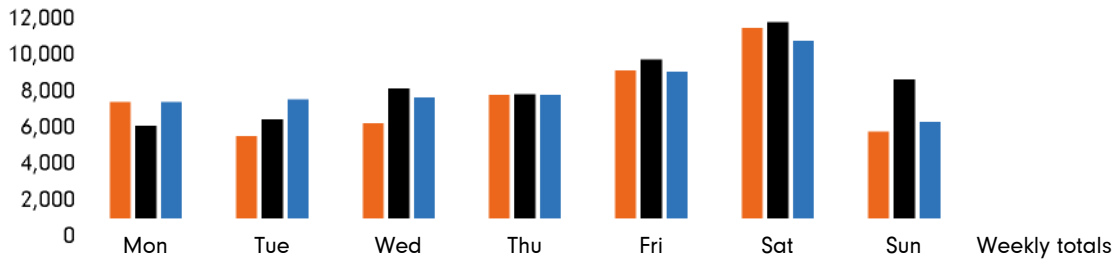


■ This Week   
 ■ Previous Week   
 ■ Previous Year

## Weather

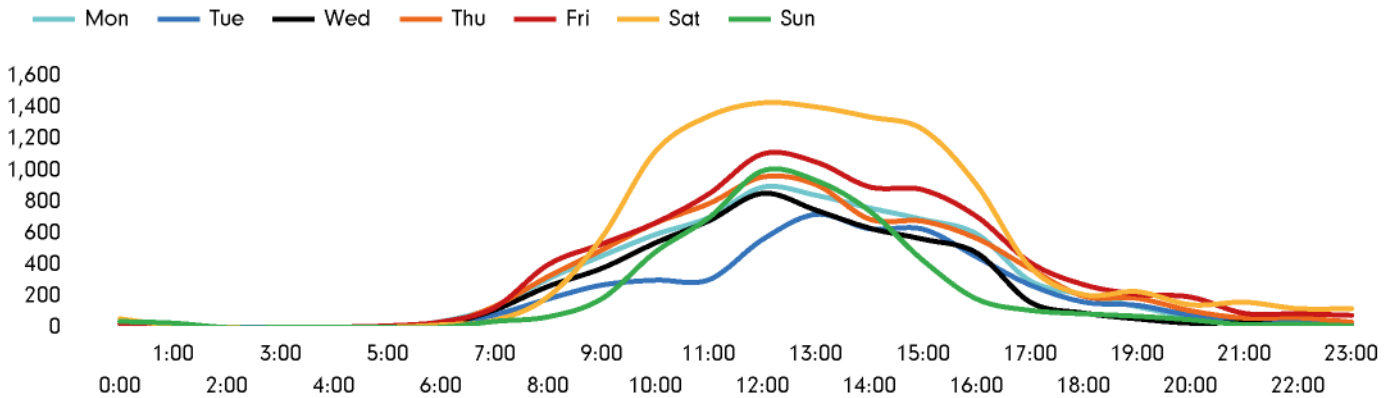
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 15°	 15°	 14°	 12°	 12°	 12°	 11°
Previous week	 14°	 15°	 14°	 14°	 15°	 16°	 17°
Previous year	 12°	 11°	 11°	 14°	 13°	 11°	 8°

## Footfall by day

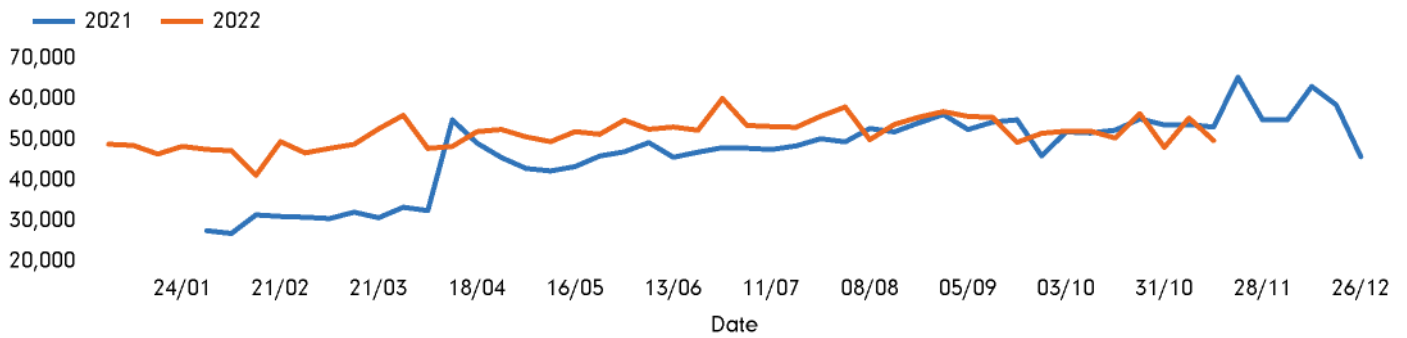


Week on week %	24.1%	-16.0%	-25.7%	-0.5%	-6.9%	-2.8%	-36.0%	
Year on year %	-0.1%	-29.6%	-20.6%	-0.2%	0.6%	7.3%	-9.2%	
% of week	13.8%	9.9%	11.4%	14.6%	17.4%	22.3%	10.5%	

## Footfall by hour

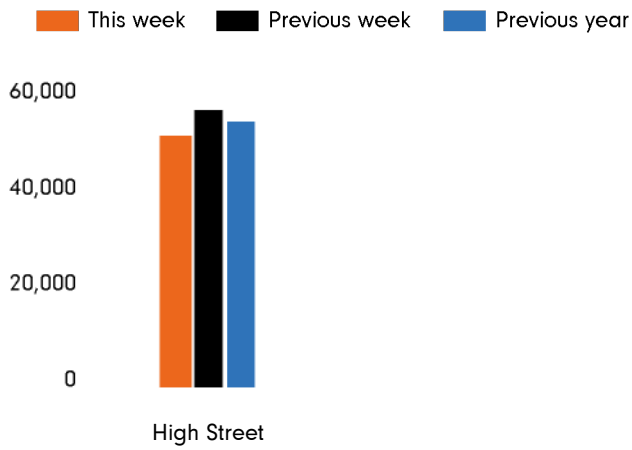


## Footfall by week



## Footfall by location

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This Week	<b>49,801</b>
Previous Week	<b>55,333</b>
Previous Year	<b>53,102</b>
Week on week %	<b>-10.0 %</b>
Year on Year %	<b>-6.2 %</b>

## Reporting dates

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This week - 14 November 2022 - 20 November 2022

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 46, 2022 Vs Week 1, 2021 to Week 46, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 46, 2022 Vs Week 46, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 46 2022 Vs Week 45 2022

