

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	58.4%		31.0%		-12.9%	17.0%
South East	147.6%	-64.8%	100.9%	-61.9%	-10.4%	12.1%
UK	166.0%	-71.5%	131.5%	-69.0%	-7.3%	12.7%

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 2,491,145 which is 58.4% up on the previous year.

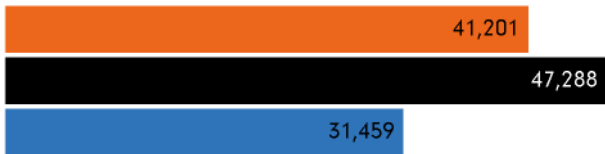
The total number of visitors for the year to date is 328,355 which is 58.4% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 14 February 2022 was 41,201.

The busiest day in week commencing 14 February 2022 was Saturday with 7,322 visitors.

The peak hour of the week was 11:00 on Saturday 19 February 2022 with footfall of 1,197.

Footfall by week

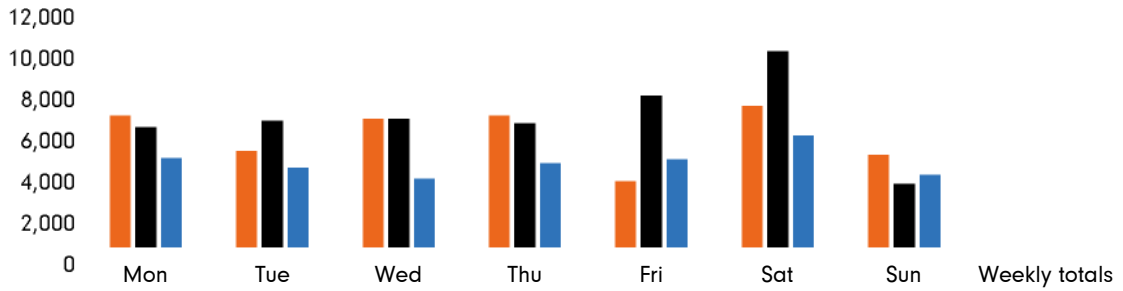


■ This Week
 ■ Previous Week
 ■ Previous Year

Weather

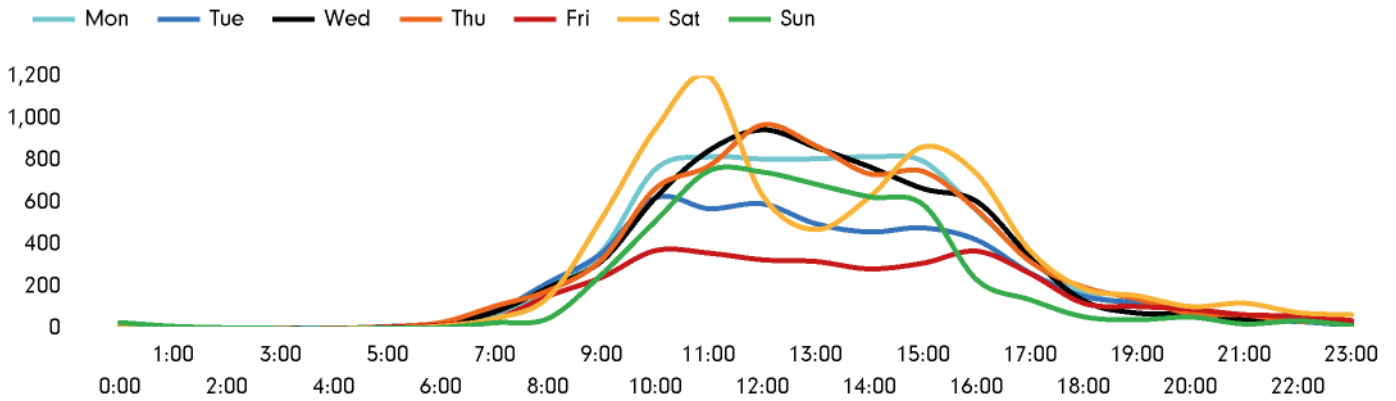
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	9°	10°	15°	11°	11°	10°	12°
Previous week	11°	13°	12°	8°	8°	8°	10°
Previous year	12°	11°	10°	9°	10°	13°	13°

Footfall by day

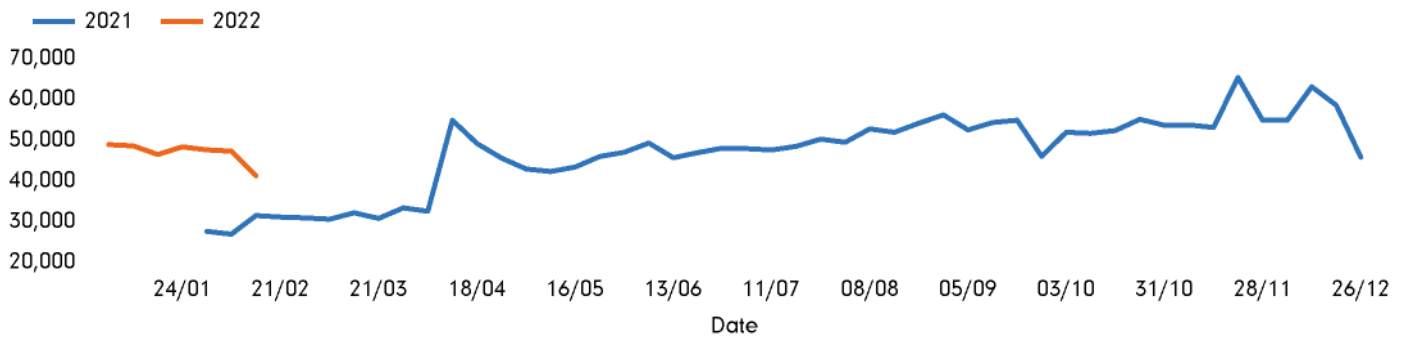


Week on week %	9.0%	-23.1%	0.2%	6.3%	-54.4%	-27.2%	42.3%	
Year on year %	44.4%	19.9%	81.3%	53.8%	-23.4%	25.5%	26.2%	
% of week	16.6%	12.3%	16.2%	16.6%	8.7%	17.8%	11.9%	

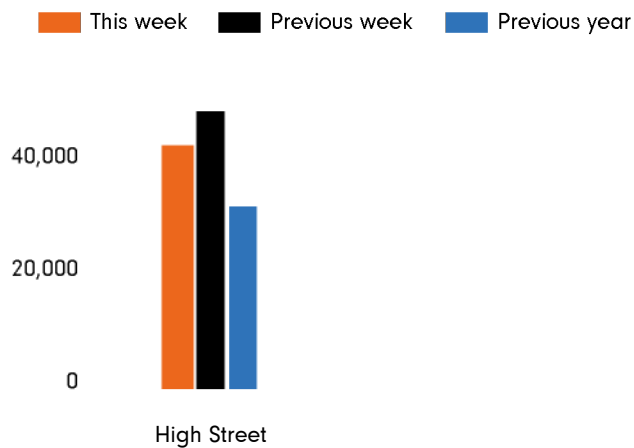
Footfall by hour



Footfall by week



Footfall by location



This Week	41,201
Previous Week	47,288
Previous Year	31,459
Week on week %	-12.9 %
Year on Year %	31.0 %

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 7, 2022 Vs Week 1, 2021 to Week 7, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 7, 2022 Vs Week 7, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2022 Vs Week 6 2022