



Footfall Report for: Godalming Town Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Godalming Town Centre					-1.5%	
South East	13.1%	-43.6%	26.4%	-36.8%	-1.4%	2.3%
UK	2.7%	-45.9%	23.4%	-40.2%	1.0%	3.2%

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 26 weeks is 1,084,278.

The total number of visitors for the year to date is 1,084,278.

The total number of visitors to Godalming Town Centre in week commencing 2 August 2021 was 49,465.

The busiest day in week commencing 2 August 2021 was Friday with 7,964 visitors.

The peak hour of the week was 11:00 on Saturday 7 August 2021 with footfall of 1,117.

Footfall by week

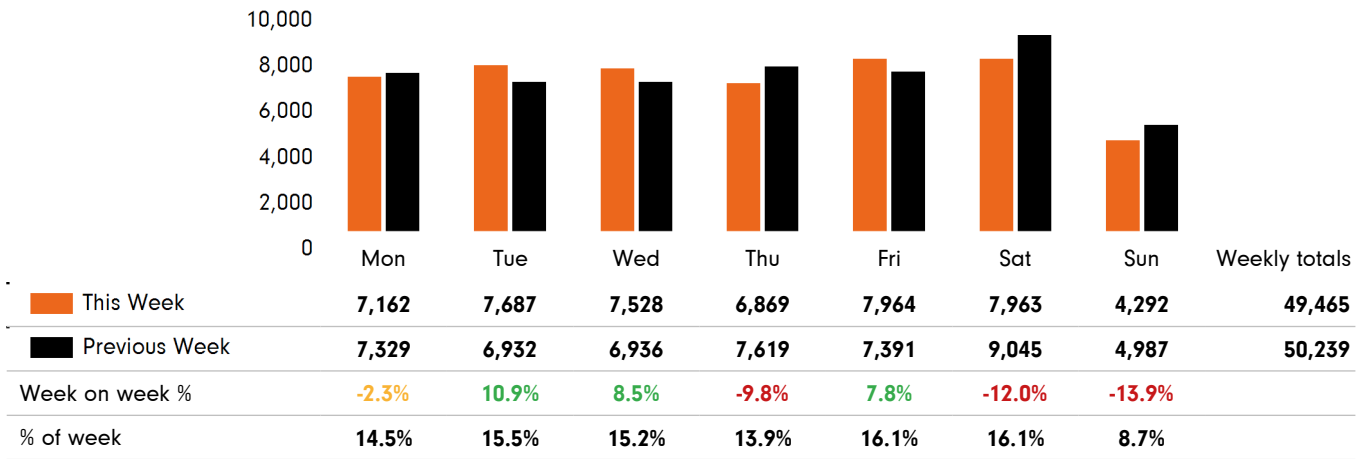


■ This Week ■ Previous Week

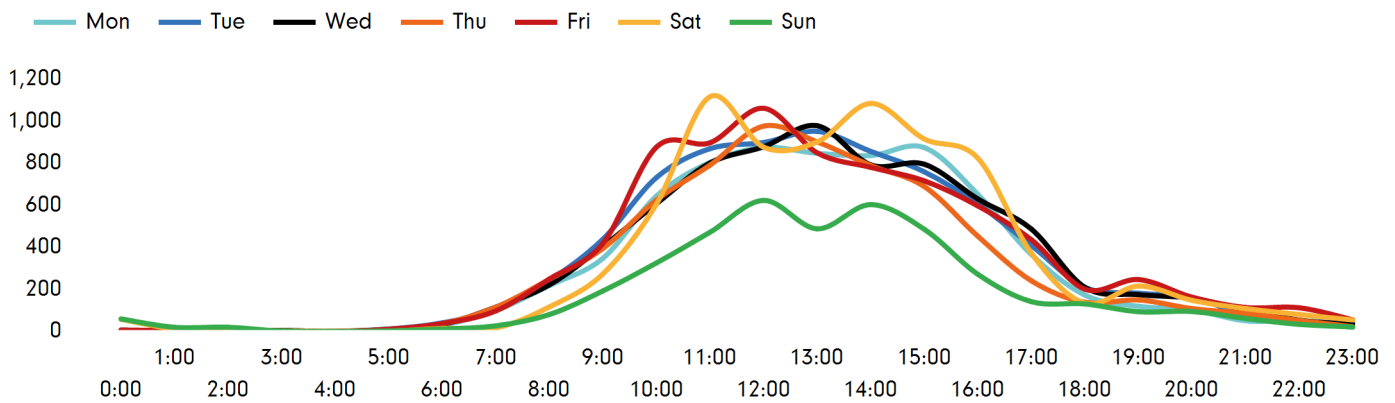
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	20°	20°	21°	19°	20°	19°	19°
Previous week	24°	19°	19°	20°	19°	20°	20°

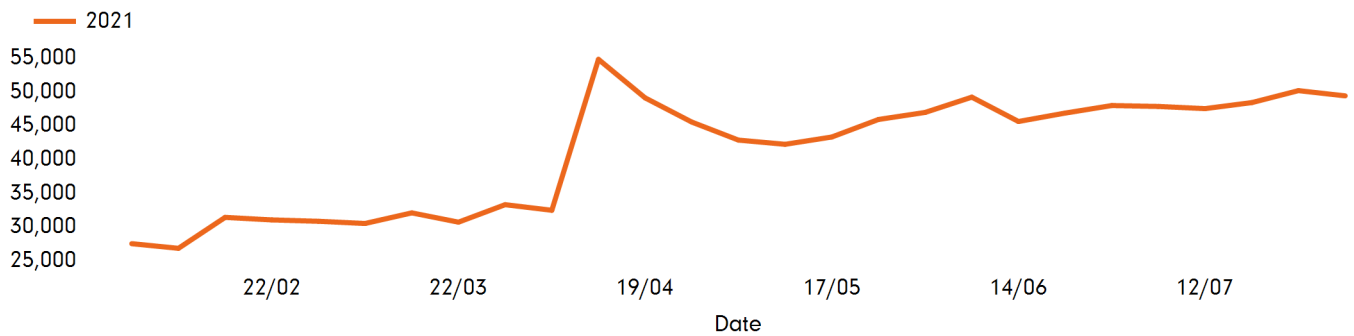
Footfall by day



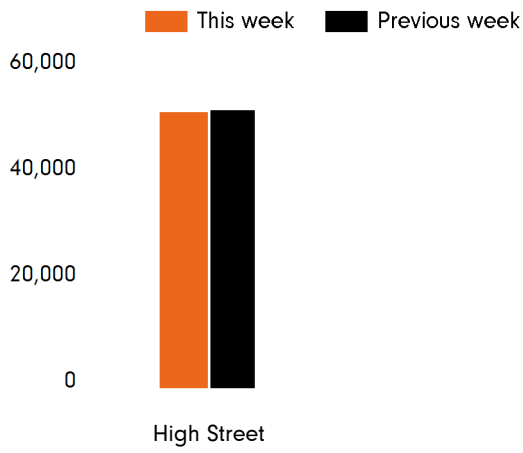
Footfall by hour



Footfall by week



Footfall by location



This Week	49,465
Previous Week	50,239
Previous Year	
Week on week %	-1.5 %
Year on Year %	

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 31, 2021 Vs Week 1, 2020 to Week 31, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week31, 2021 Vs Week 31, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week31 2021 Vs Week 30 2021