

# 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 |                |        |                |        | 3.5%           |      |
| South East            | 14.7%          | -41.5% | 15.3%          | -28.2% | -3.1%          | 1.7% |
| UK                    | 6.3%           | -44.2% | 14.6%          | -33.4% | 0.4%           | 4.7% |

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 32 weeks is 1,406,130.

The total number of visitors for the year to date is 1,406,130.

The total number of visitors to Godalming Town Centre in week commencing 13 September 2021 was 54,317.

The busiest day in week commencing 13 September 2021 was Saturday with 12,828 visitors.

The peak hour of the week was 12:00 on Saturday 18 September 2021 with footfall of 1,933.

## Footfall by week

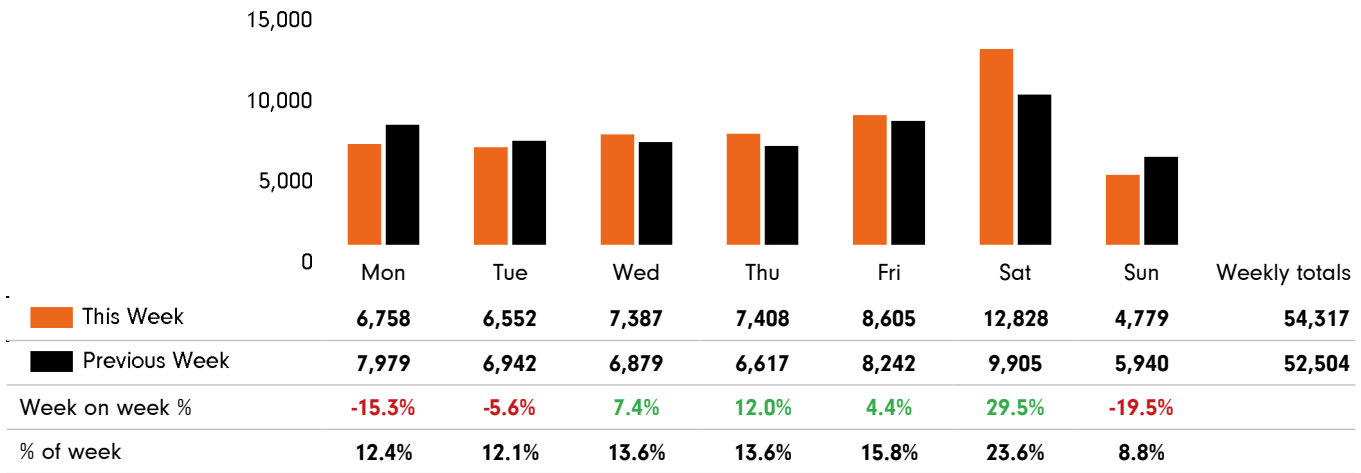


■ This Week ■ Previous Week

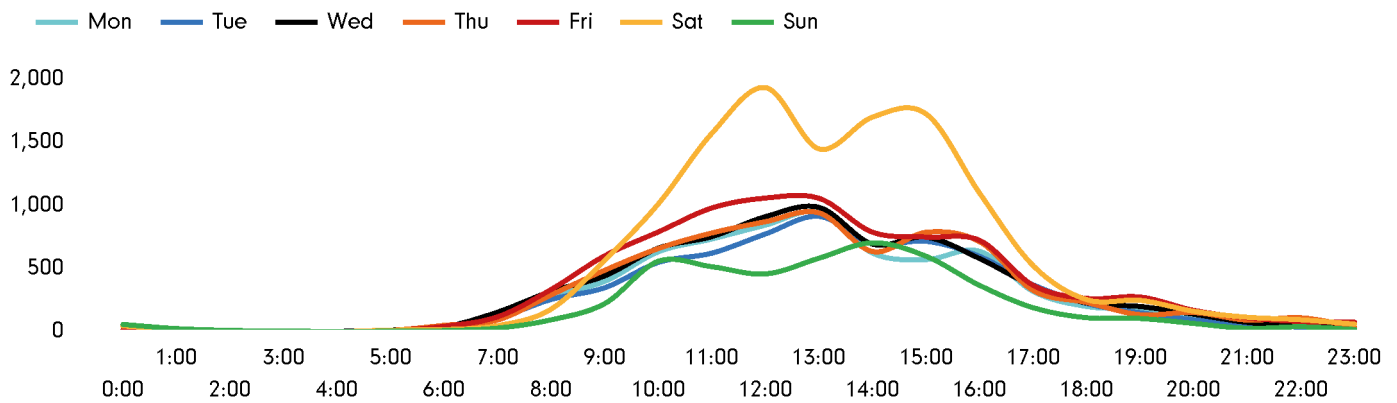
## Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 21° | 19° | 20° | 22° | 21° | 22° | 18° |
| Previous week | 27° | 28° | 28° | 21° | 20° | 22° | 21° |

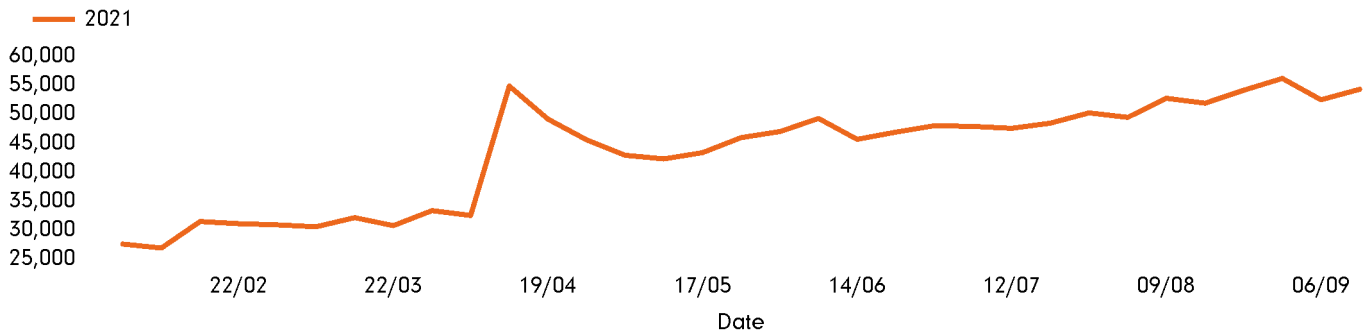
## Footfall by day



## Footfall by hour

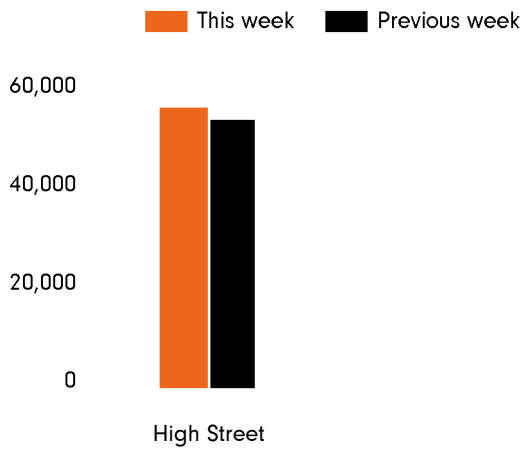


## Footfall by week



## Footfall by location

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|                |               |
|----------------|---------------|
| This Week      | <b>54,317</b> |
| Previous Week  | <b>52,504</b> |
| Previous Year  |               |
| Week on week % | <b>3.5 %</b>  |
| 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 37, 2021 Vs Week 1, 2020 to Week 37, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week37, 2021 Vs Week 37, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week37 2021 Vs Week 36 2021