

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					15.0%	
South East	23.3%	-41.0%	31.3%	-34.7%	8.2%	0.3%
UK	18.2%	-44.8%	34.1%	-42.3%	4.4%	0.3%

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 45 weeks is 2,116,756.

The total number of visitors for the year to date is 2,116,756.

The total number of visitors to Godalming Town Centre in week commencing 13 December 2021 was 63,097.

The busiest day in week commencing 13 December 2021 was Saturday with 11,938 visitors.

The peak hour of the week was 14:00 on Saturday 18 December 2021 with footfall of 1,715.

Footfall by week

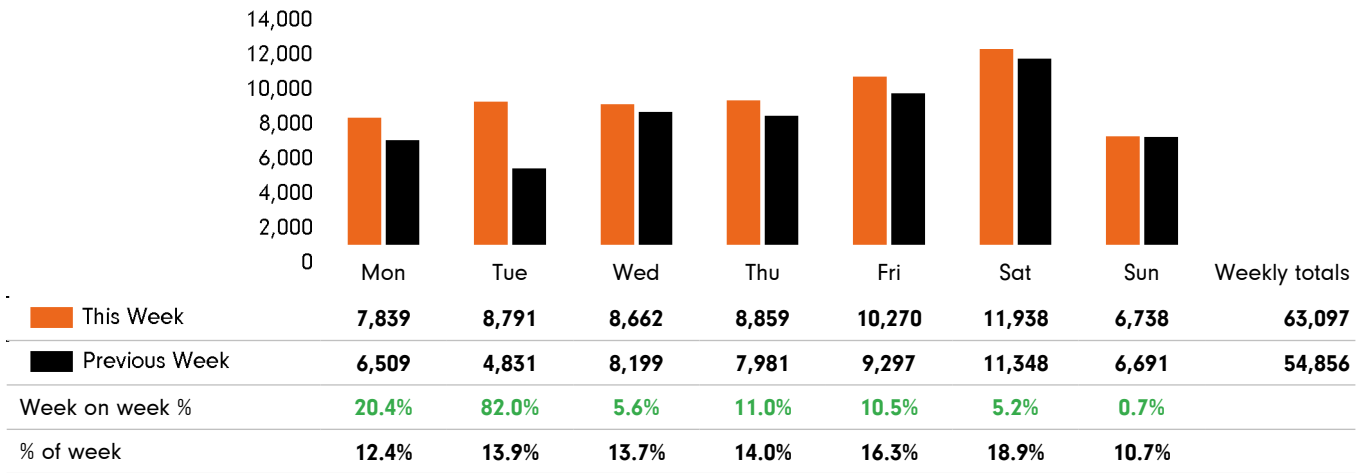


■ This Week ■ Previous Week

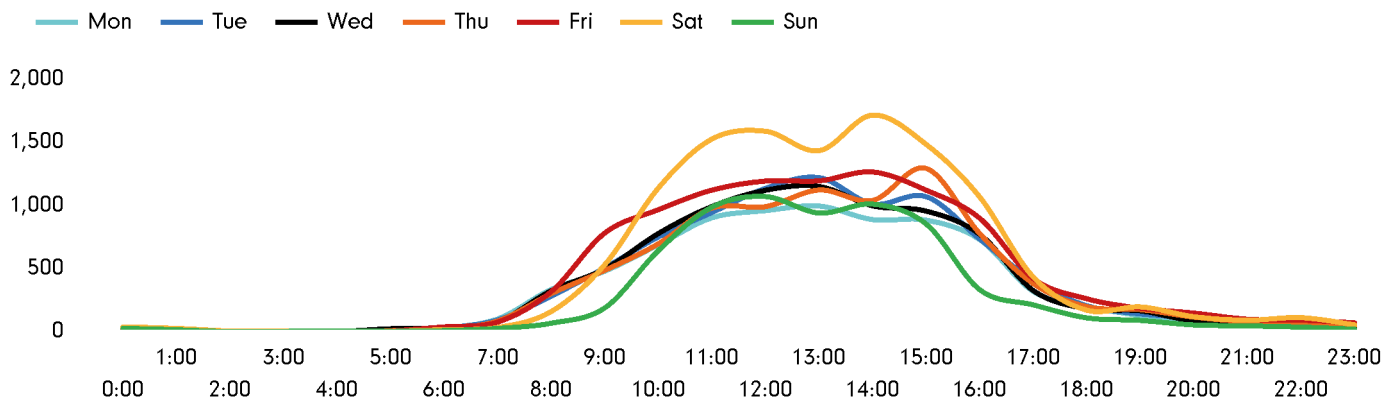
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	11°	12°	13°	11°	10°	9°	7°
Previous week	8°	9°	7°	7°	7°	9°	13°

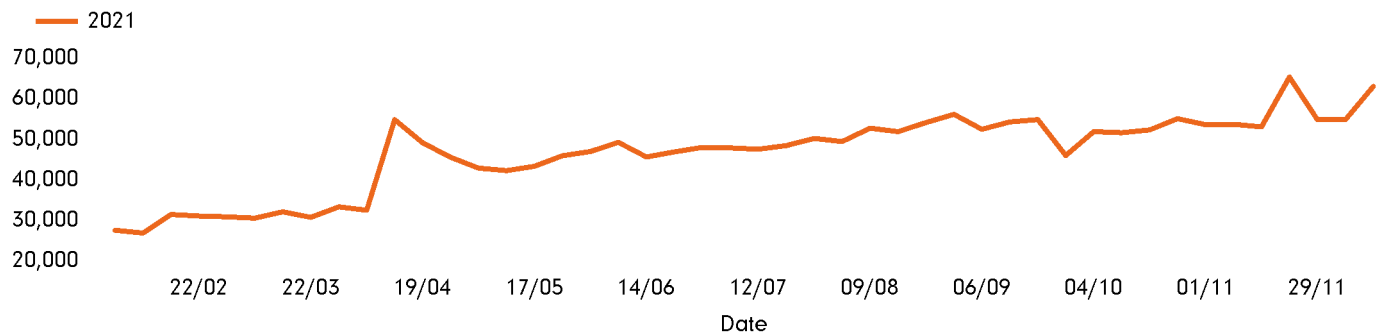
Footfall by day



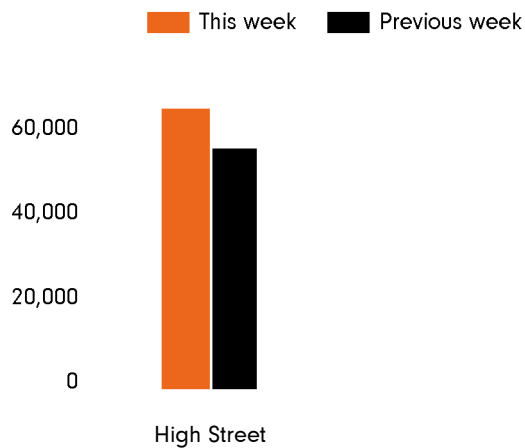
Footfall by hour



Footfall by week



Footfall by location



This Week	63,097
Previous Week	54,856
Previous Year	
Week on week %	15.0 %
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. Week 1, 2021 to Week 50, 2021 Vs Week 1, 2020 to Week 50, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 50, 2021 Vs Week 50, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 50 2021 Vs Week 49 2021