

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	72.7%		72.7%		-1.5%	
South East	157.8%	-66.2%	143.7%	-62.5%	0.4%	9.6%
UK	170.6%	-72.3%	169.0%	-71.0%	0.6%	5.5%

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 2,460,992 which is 72.7% up on the previous year.

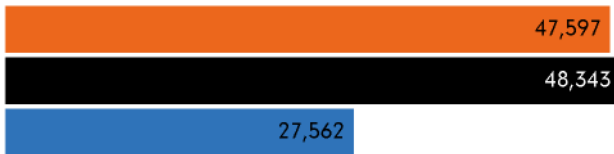
The total number of visitors for the year to date is 239,866 which is 72.7% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 31 January 2022 was 47,597.

The busiest day in week commencing 31 January 2022 was Saturday with 9,749 visitors.






















The peak hour of the week was 11:00 on Saturday 5 February 2022 with footfall of 1,483.

Footfall by week

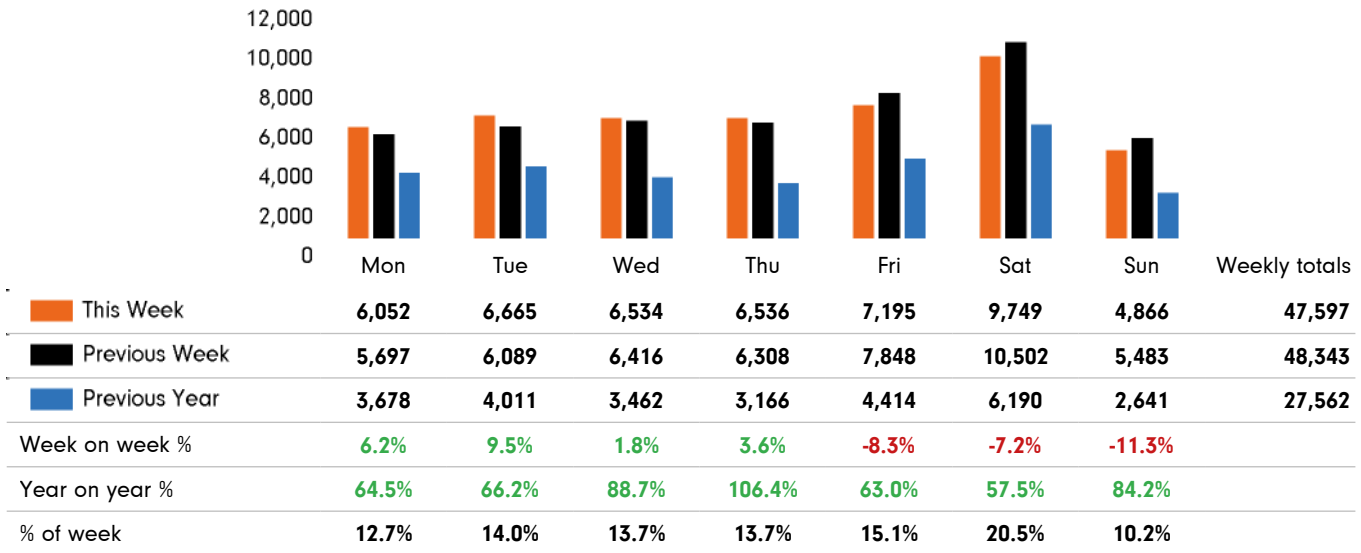


■ This Week
 ■ Previous Week
 ■ Previous Year

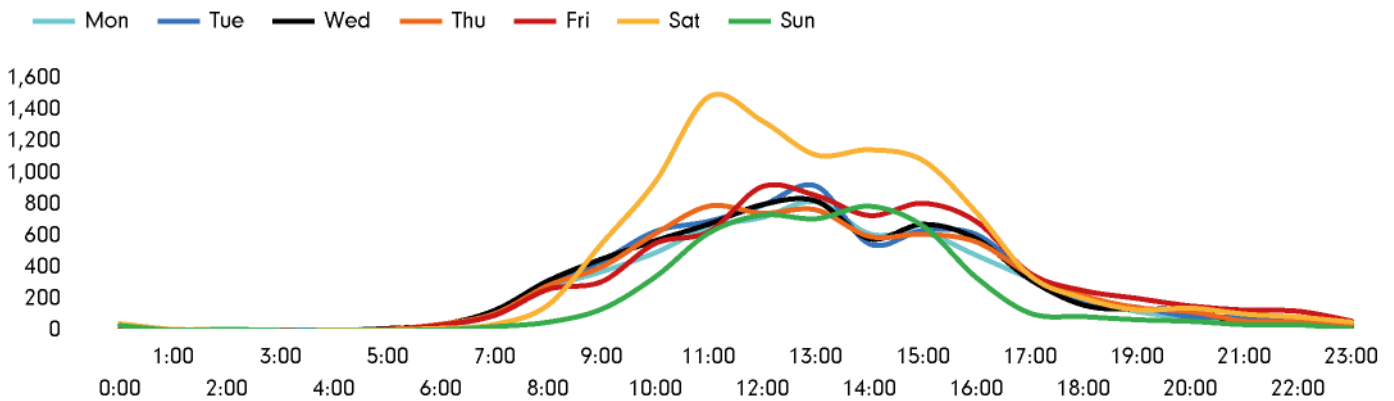
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 8°	 13°	 11°	 11°	 10°	 10°	 10°
Previous week	 5°	 3°	 6°	 11°	 10°	 12°	 8°
Previous year	 5°	 12°	 10°	 9°	 10°	 6°	 3°

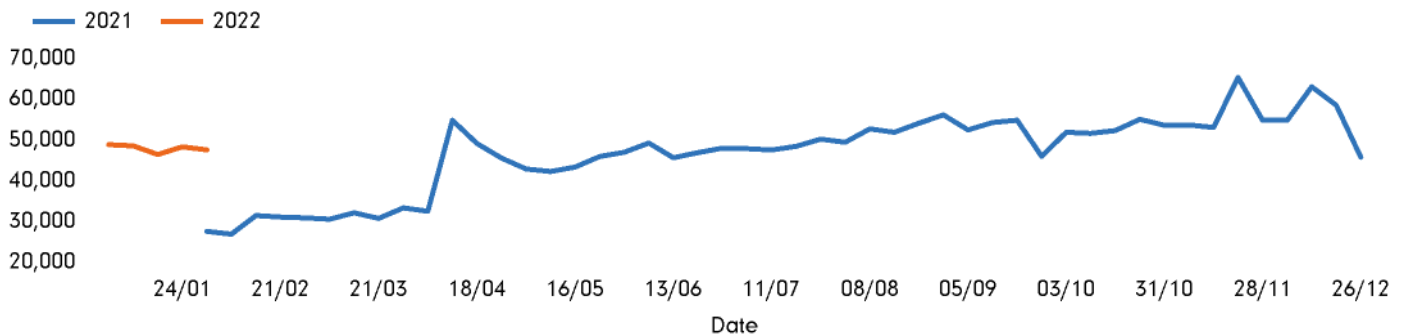
Footfall by day



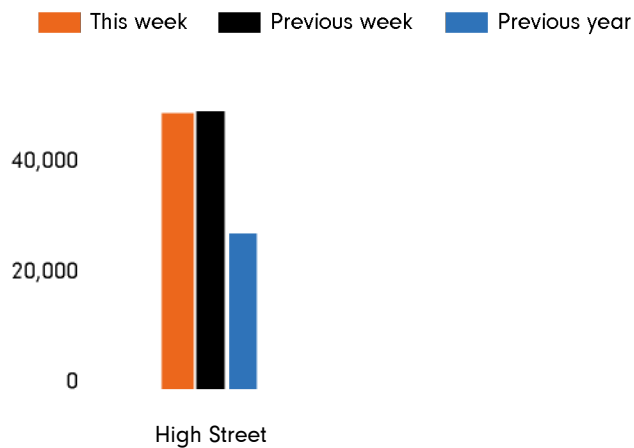
Footfall by hour



Footfall by week



Footfall by location



This Week	47,597
Previous Week	48,343
Previous Year	27,562
Week on week %	-1.5 %
Year on Year %	72.7 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2022 to Week 5, 2022 Vs Week 1, 2021 to Week 5, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week5, 2022 Vs Week 5, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week5 2022 Vs Week 4 2022