

# Footfall Report for: Godalming Town Centre

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Godalming Town Centre	59.4%		59.9%		8.7%	7.8%
South East	119.9%	-51.6%	93.2%	-23.6%	5.6%	23.9%
UK	146.0%	-60.1%	126.7%	-32.6%	11.0%	24.1%

Benchmark calculations (Year on Year and Month on Month) 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 for the year to date is 630,029 which is 59.4% up on the previous year.

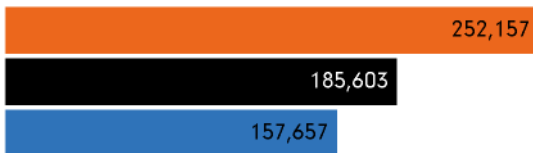
The total number of visitors to Godalming Town Centre in month commencing 28 February 2022 was 252,157.

The busiest day in month commencing 28 February 2022 was Saturday 2 April with 18,173 visitors.

The peak hour of the month was 12:00 on Saturday 2 April 2022 with footfall of 2,895.

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month     ■ Previous Year  
■ Previous Month

## Weather



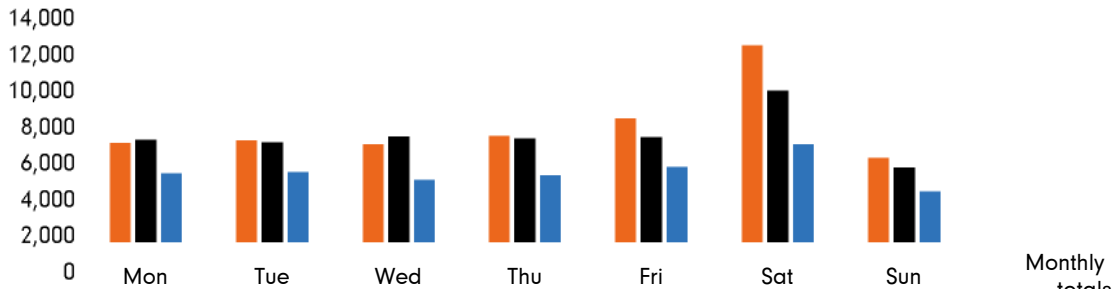
Number of days this month	15	2	16	2
Number of days same month last year	18	4	13	

### Average temperature

	Maximum temperature	Minimum temperature
2022	12°	3°
2021	11°	3°

## Footfall by day

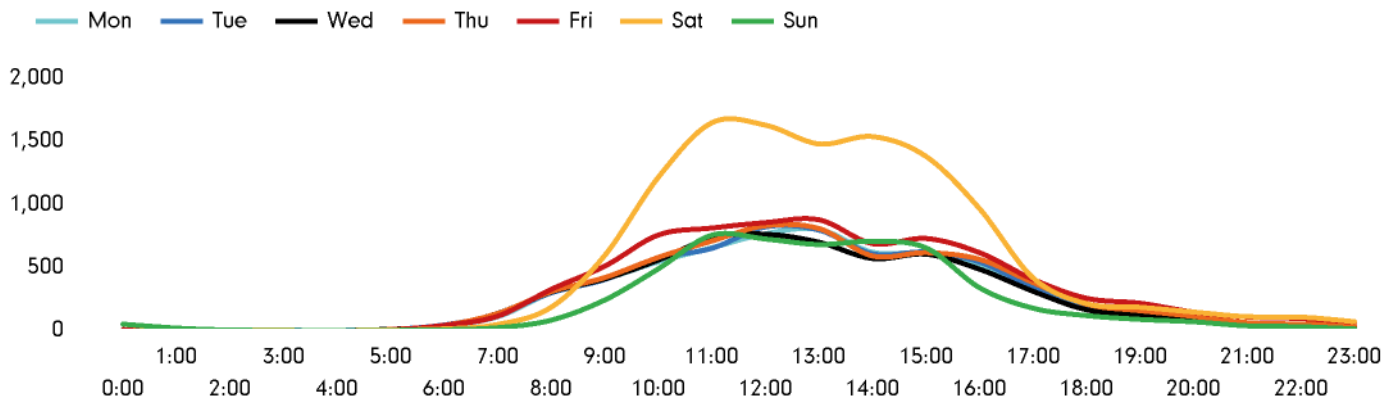
The figures shown below are calculated using weekly averages.



This Month	6,230	6,362	6,149	6,655	7,665	12,031	5,339	50,431
Previous Month	6,426	6,255	6,599	6,489	6,552	9,333	4,746	46,400
Previous Year	4,424	4,485	4,038	4,303	4,792	6,147	3,342	31,531
Month on month %	-3.1%	1.7%	-6.8%	2.6%	17.0%	28.9%	12.5%	
Year on year %	40.8%	41.9%	52.3%	54.7%	60.0%	95.7%	59.8%	

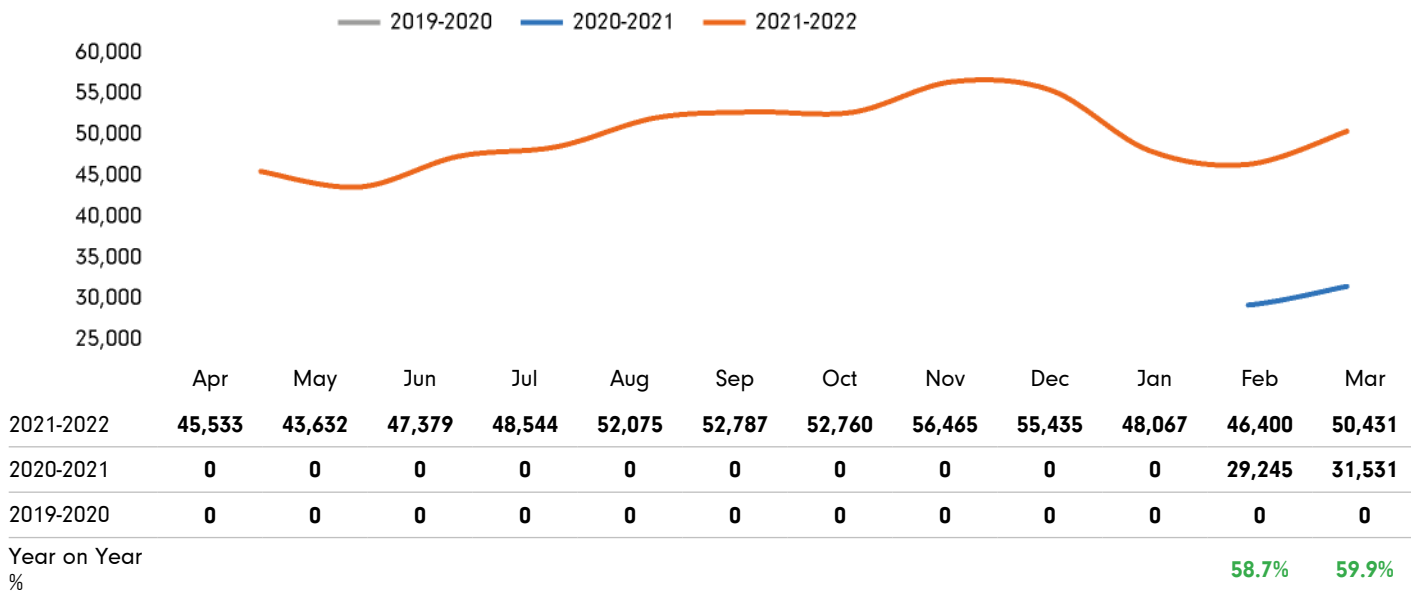
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

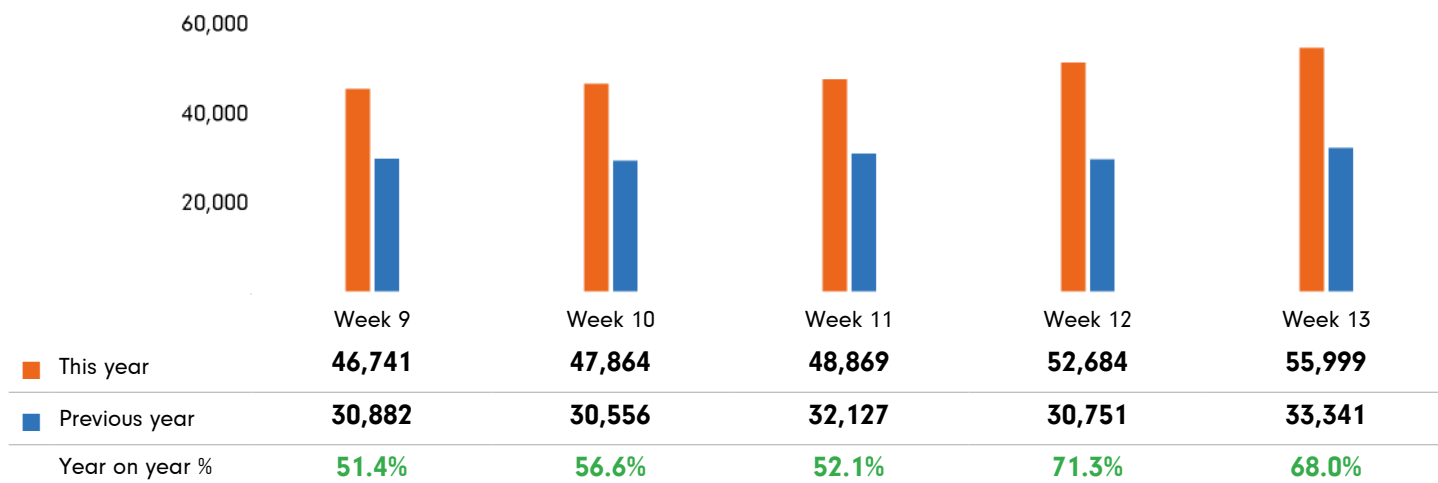
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for March compares March 2022 to March 2021

## Footfall by week of month

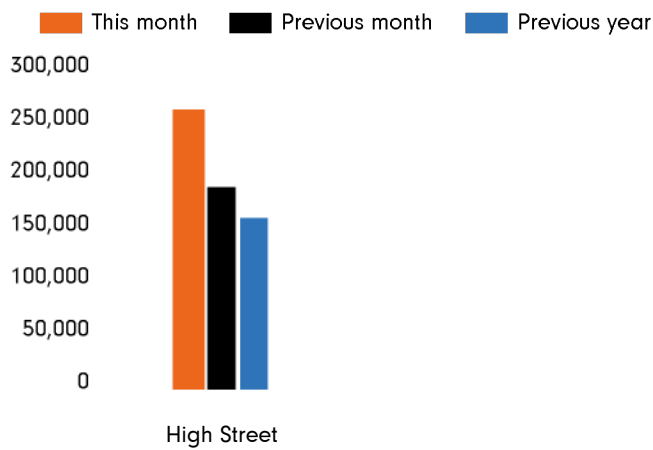
The figures shown below are calculated using weekly totals.



## Footfall by location

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The figures shown below are calculated using weekly averages.



This Month	<b>252,157</b>
Previous Month	<b>185,603</b>
Previous Year	<b>157,657</b>
Year on Year %	<b>59.9 %</b>

### Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2022 Vs 2 2022