

# 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 | 37.9%          |        | 18.1%          |        | -3.5%          | -5.9% |
| South East            | 77.0%          | -21.2% | 25.8%          | 220.0% | 0.4%           | -5.9% |
| UK                    | 98.3%          | -34.7% | 43.3%          | 206.9% | 1.0%           | -8.4% |

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 2,630,404 which is 37.9% up on the previous year.

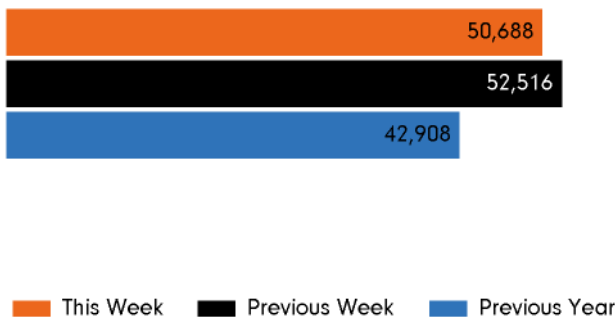
The total number of visitors for the year to date is 881,396 which is 37.9% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 2 May 2022 was 50,688.






















The busiest day in week commencing 2 May 2022 was Saturday with 9,846 visitors.

The peak hour of the week was 11:00 on Saturday 7 May 2022 with footfall of 1,188.

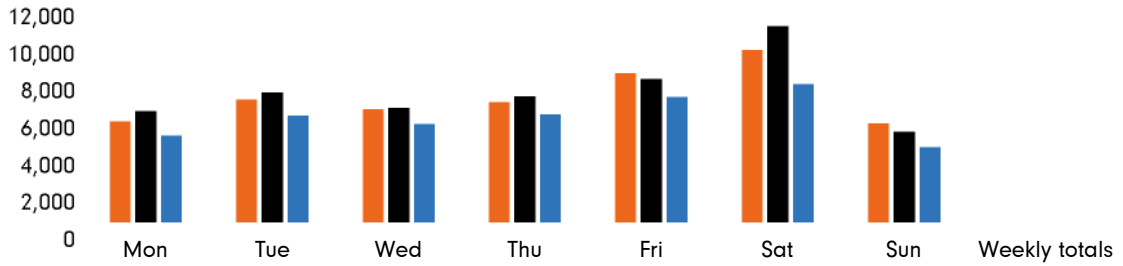
## Footfall by week



## Weather

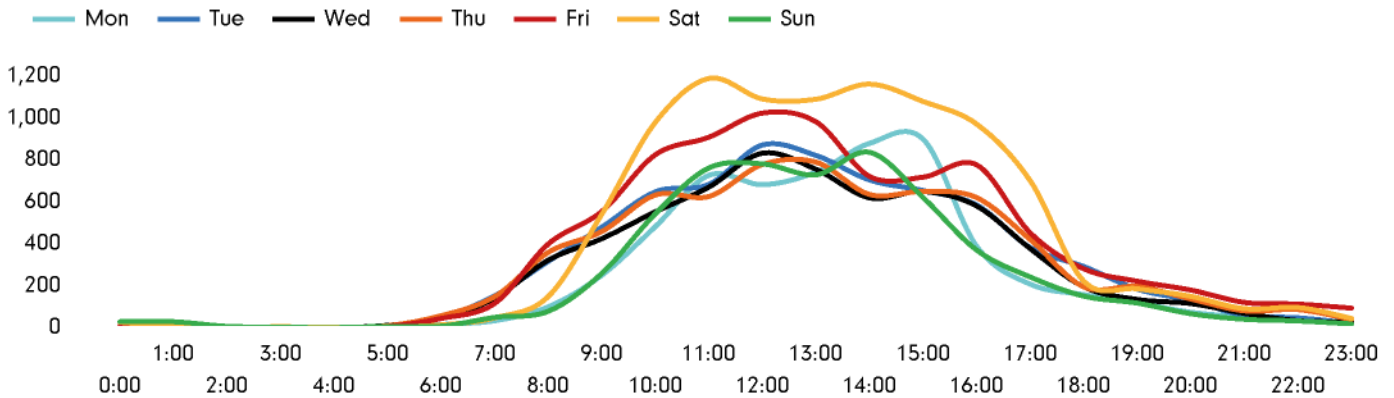
|               | Mon  | Tue  | Wed  | Thu  | Fri  | Sat  | Sun  |
|---------------|--|--|--|--|--|--|--|
| This week     | <br>15° | <br>15° | <br>16° | <br>19° | <br>22° | <br>19° | <br>19° |
| Previous week | <br>15° | <br>16° | <br>14° | <br>17° | <br>14° | <br>16° | <br>12° |
| Previous year | <br>12° | <br>13° | <br>12° | <br>11° | <br>14° | <br>17° | <br>18° |

## Footfall by day

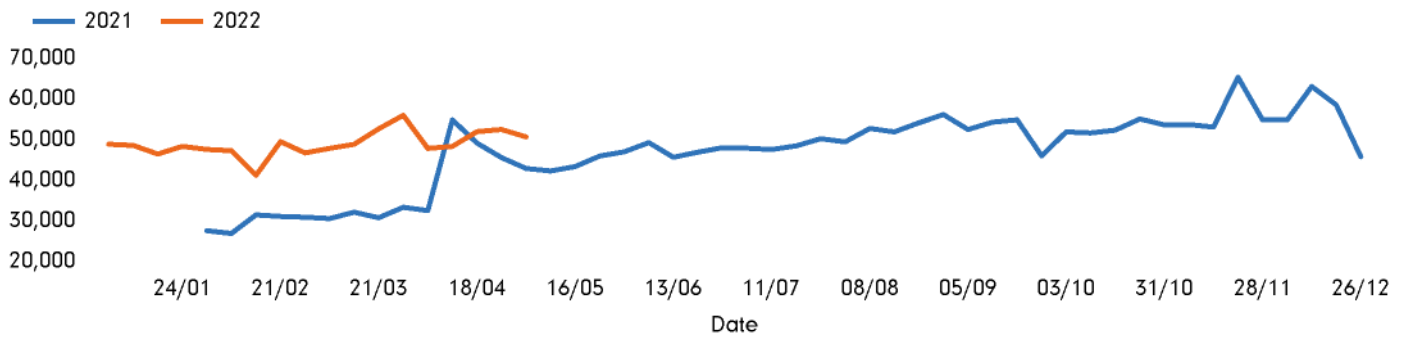


|                |       |       |       |       |       |        |       |  |
|----------------|-------|-------|-------|-------|-------|--------|-------|--|
| Week on week % | -8.5% | -5.1% | -0.9% | -4.5% | 3.9%  | -11.8% | 9.1%  |  |
| Year on year % | 16.0% | 14.9% | 14.2% | 10.6% | 18.3% | 24.0%  | 30.1% |  |
| % of week      | 11.6% | 14.0% | 13.0% | 13.7% | 16.9% | 19.4%  | 11.4% |  |

## Footfall by hour

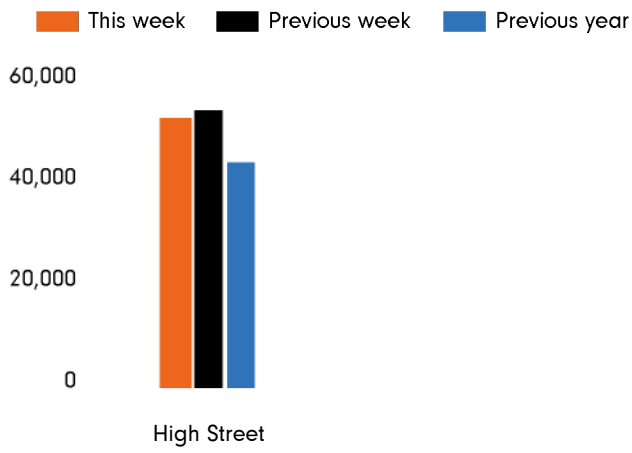


## Footfall by week



## Footfall by location

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|                |               |
|----------------|---------------|
| This Week      | <b>50,688</b> |
| Previous Week  | <b>52,516</b> |
| Previous Year  | <b>42,908</b> |
| Week on week % | <b>-3.5 %</b> |
| Year on Year % | <b>18.1 %</b> |

### 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 18, 2022 Vs Week 1, 2021 to Week 18, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week18, 2022 Vs Week 18, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 18 2022 Vs Week 17 2022