

# GEO-Sense Footfall Headline Report

## Newcastle-under-Lyme

## April 2022

### 238,146

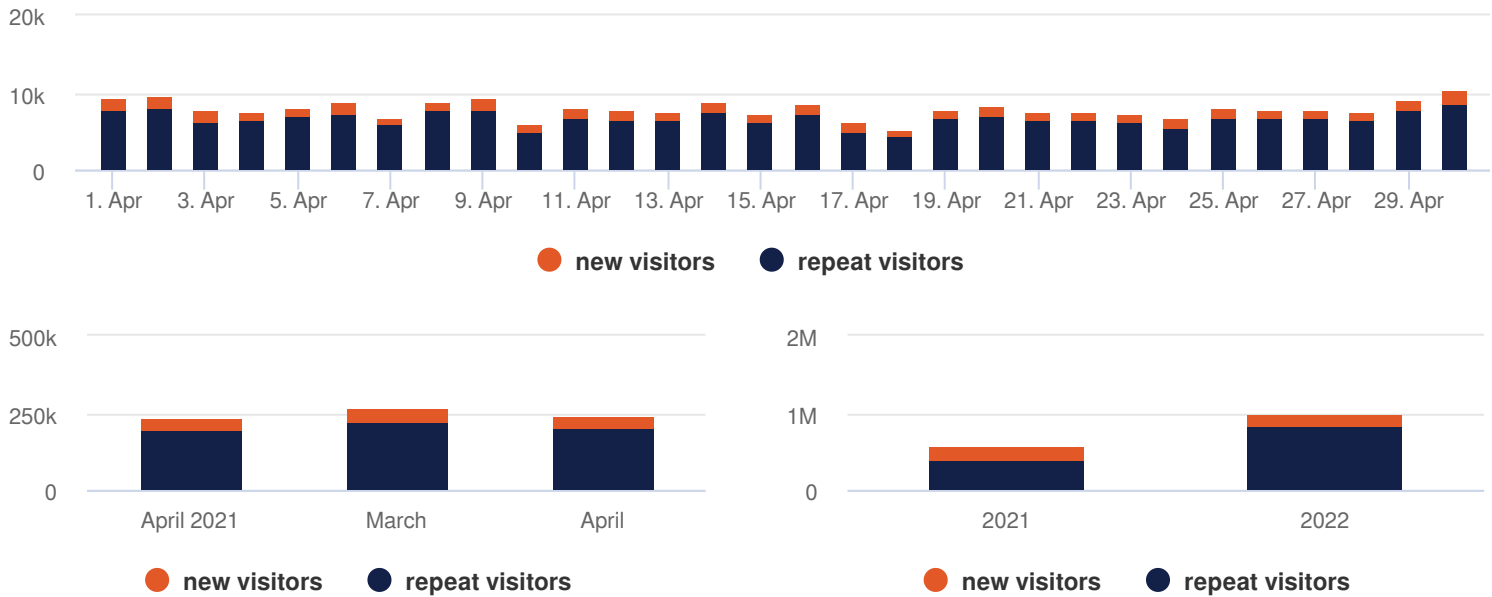
Total visits this period

Footfall is  
**-10%**  
down  
based on  
last month

### 7,938

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-10%** decrease
- The total number of visitors was **238,146** of which **200,991** (84%) have visited previously and **37,155** (16%) were new
- The average number of visitors per day has decrease by **-4%** based on the year to date average
- Footfall for the year to date has increased by **43%** (419,936) based on the same period last year
- The busiest zone during April was the **Hassle St / Stubbs St (4)** with **94,685** visitors, **40%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Saturday 30th** with **10,326**, **4%** of the total of which **1,805** (17%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **161** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

<https://proximityfutures.com>