

GEO-Sense Footfall Headline Report

Newcastle-under-Lyme

February 2022

222,739

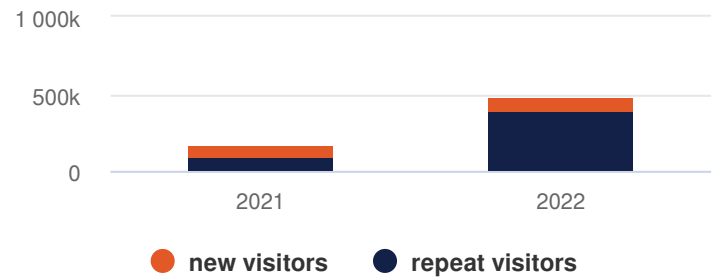
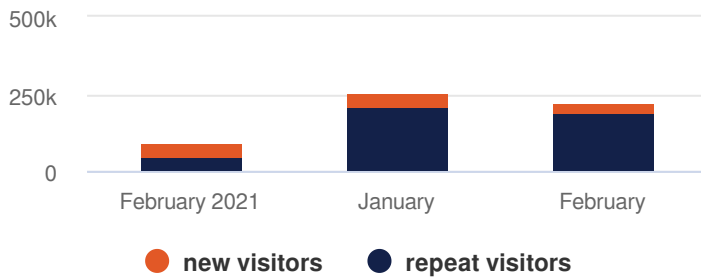
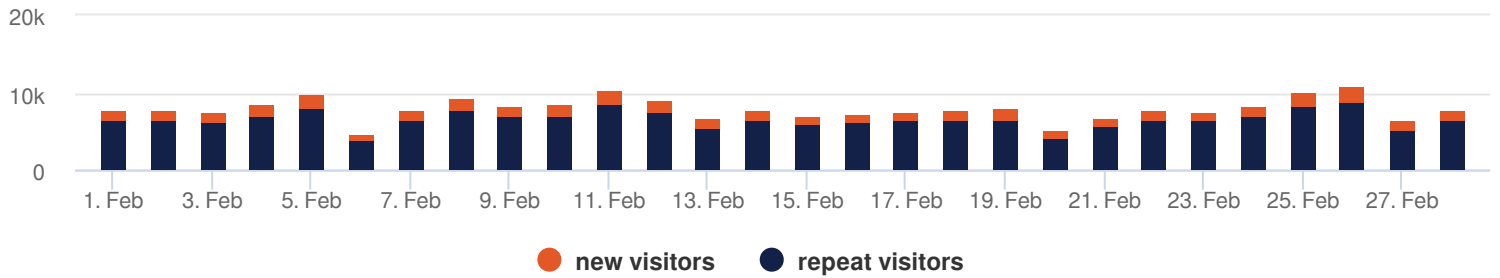
Total visits this period

Footfall is
-12%
down
based on
last month

7,955

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-12%** decrease
- The total number of visitors was **222,739** of which **185,202** (83%) have visited previously and **37,537** (17%) were new
- The average number of visitors per day has decrease by **-3%** based on the year to date average
- Footfall for the year to date has increased by **64%** (306,644) based on the same period last year
- The busiest zone during February was the **Hassle St / Stubbs St (4)** with **96,442** visitors, **43%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 26th** with **10,828**, **5%** of the total of which **2,073** (19%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **151** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>