

GEO-Sense Footfall Headline Report

Newcastle-under-Lyme

February 2023

282,863

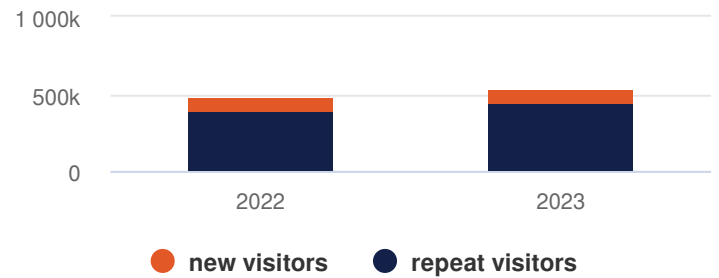
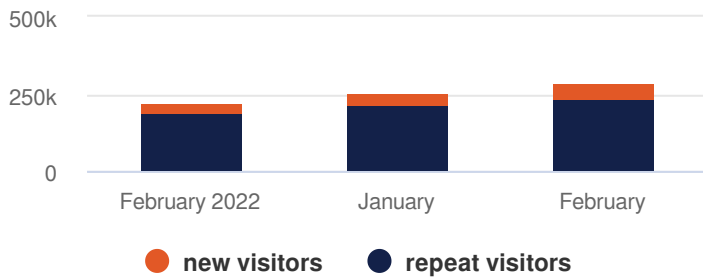
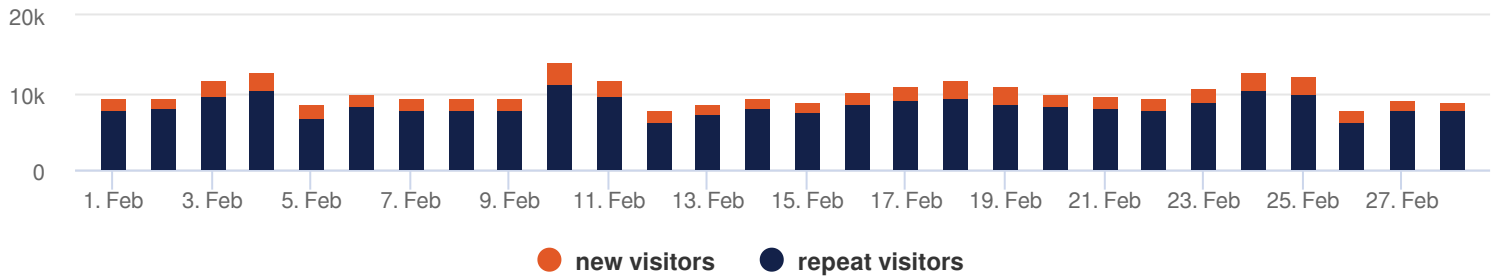
Total visits this period

Footfall is
12%
up based
on last
month

10,102

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **12%** increase
- The total number of visitors was **282,863** of which **234,992** (83%) have visited previously and **47,871** (17%) were new
- The average number of visitors per day has increase by **23%** based on the year to date average
- Footfall for the year to date has increased by **11%** (59,534) based on the same period last year
- The busiest zone during February was the **High St - Poundland (1)** with **93,204** visitors, **33%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 10th** with **13,994**, 5% of the total of which **2,752** (20%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **172** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>