

GEO-Sense Footfall Headline Report

Newcastle-under-Lyme

January 2022

254,243

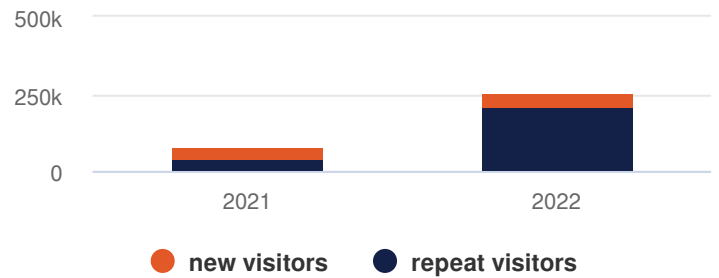
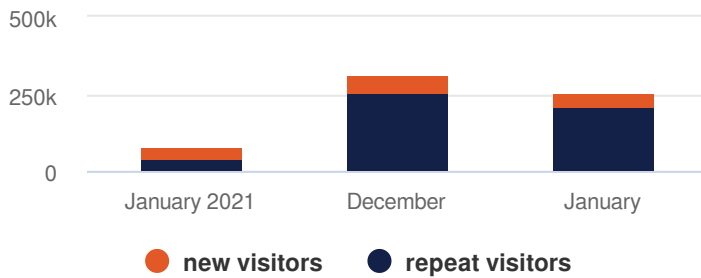
Total visits this period

Footfall is
-19%
down
based on
last month

8,201

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-19%** decrease
- The total number of visitors was **254,243** of which **210,877** (83%) have visited previously and **43,366** (17%) were new
- The average number of visitors per day has increase by **0%** based on the year to date average
- Footfall for the year to date has increased by **69%** (175,338) based on the same period last year
- The busiest zone during January was the **Hassle St / Stubbs St (4)** with **110,763** visitors, **44%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 29th** with **11,770**, **5%** of the total of which **2,318** (20%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **149** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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