

GEO-Sense Footfall Headline Report

Newcastle-under-Lyme

January 2023

253,653

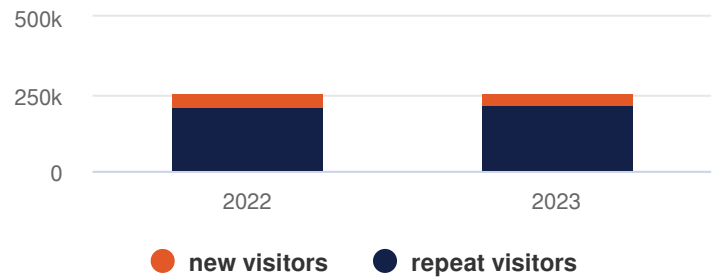
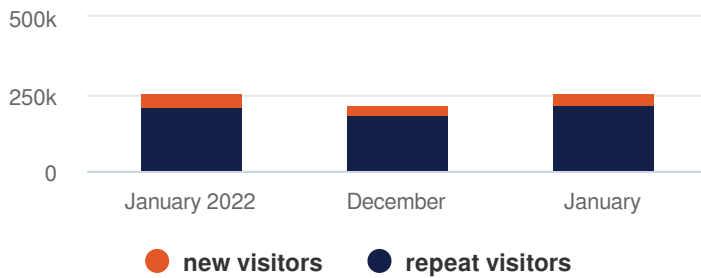
Total visits this period

Footfall is
19%
up based
on last
month

8,182

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **19%** increase
- The total number of visitors was **253,653** of which **211,108** (83%) have visited previously and **42,545** (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 decreased by **0%** (-590) based on the same period last year
- The busiest zone during January was the **High St - Poundland (1)** with **83,910** visitors, **33%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 7th** with **11,090**, **4%** of the total of which **2,233** (20%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **173** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>