

GEO-Sense Footfall Headline Report

Newcastle-under-Lyme

July 2022

200,550

Total visits this period

Footfall is
17%
up based
on last
month

6,469

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **17%** increase
- The total number of visitors was **200,550** of which **167,938** (84%) have visited previously and **32,612** (16%) were new
- The average number of visitors per day has decrease by **-16%** based on the year to date average
- Footfall for the year to date has increased by **12%** (197,558) based on the same period last year
- The busiest zone during July was the **High St - Poundland (1)** with **57,362** visitors, **29%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 29th** with **8,397**, **4%** of the total of which **1,373** (16%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **158** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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