

GEO-Sense Footfall Headline Report

Newcastle-under-Lyme

June 2022

171,089

Total visits this period

Footfall is
-25%
down
based on
last month

5,900

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-25%** decrease
- The total number of visitors was **171,089** of which **135,484** (79%) have visited previously and **35,605** (21%) were new
- The average number of visitors per day has decrease by **-26%** based on the year to date average
- Footfall for the year to date has increased by **20%** (272,566) based on the same period last year
- The busiest zone during June was the **Tony Price Butcher (9)** with **50,414** visitors, **29%** of the total venue visitors

Busiest Days

- The busiest day this month was **Monday 6th** with **8,474**, **5%** of the total of which **1,317** (16%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **172** minutes

Intelli-Sense Analytics

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