

# GEO-Sense Footfall Headline Report

## Newcastle-under-Lyme

## October 2022

### 263,707

Total visits this period

Footfall is  
**19%**  
up based  
on last  
month

### 8,507

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 **263,707** of which **212,496** (81%) have visited previously and **51,211** (19%) were new
- The average number of visitors per day has increase by **16%** based on the year to date average
- Footfall for the year to date has decreased by **-1%** (-17,735) based on the same period last year
- The busiest zone during October was the **Hassle St / Stubbs St (4)** with **108,413** visitors, **41%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Saturday 22nd** with **10,877**, **4%** of the total of which **2,728** (25%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **159** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

<https://proximityfutures.com>