

GEO-Sense Figures September 2022

# GEO-Sense Footfall Headline Report

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September 2022

**118,671**

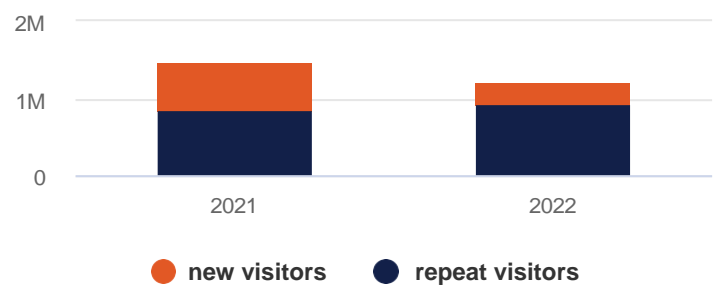
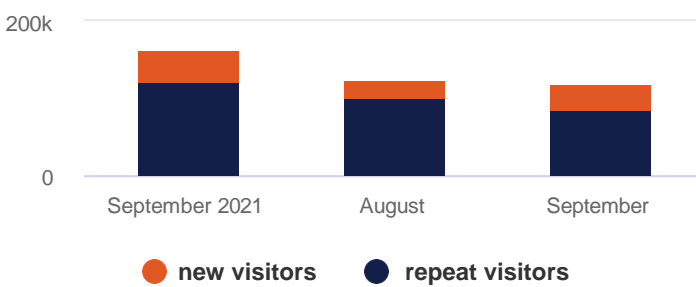
Total visits this period

Footfall is  
**-6%**  
down  
based on  
last month

**3,956**

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-6%** decrease
- The total number of visitors was **118,671** of which **84,761** (71%) have visited previously and **33,910** (29%) were new
- The average number of visitors per day has decrease by **-14%** based on the year-to-date average
- Footfall for the year to date has increased by **-21%** (-259,366) based on the same period last year
- The busiest zone during September was the **High Street (4)** with **55,302** visitors, **47%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 9th** with **5,107**, **4%** of the total of which **749** (15%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **205** minutes

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**Intelli-Sense Analytics**

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