

GEO-Sense Footfall Headline Report

Shrewsbury

October 2022

157,575

Total visits this period

Footfall is
-9%
down
based on
last month

5,083

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-9%** decrease
- The total number of visitors was **157,575** of which **127,541** (81%) have visited previously and **30,034** (19%) were new
- The average number of visitors per day has decrease by **-30%** based on the year to date average
- Footfall for the year to date has increased by **-14%** (-293,808) based on the same period last year
- The busiest zone during October was the **Market Sq** with **82,424** visitors, **52%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 25th** with **8,859**, **6%** of the total of which **2,420** (27%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **228** minutes

Intelli-Sense Analytics

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