

# GEO-Sense Footfall Headline Report

Lincoln

August 2023

345,594

Total visits this period

Footfall is  
**-5%**  
down  
based on  
last month

11,148

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-5%** decrease
- The total number of visitors was **345,594** of which **234,459** (68%) have visited previously and **111,135** (32%) were new
- The average number of visitors per day has decrease by **-13%** based on the year to date average
- Footfall for the year to date has increased by **8%** (239,981) based on the same period last year
- The busiest zone during August was the **High Street - South** with **95,925** visitors, **28%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Saturday 26th** with **14,483**, **4%** of the total of which **2,001** (14%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **210** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>