

# GEO-Sense Footfall Headline Report

Lincoln

January 2024

273,280

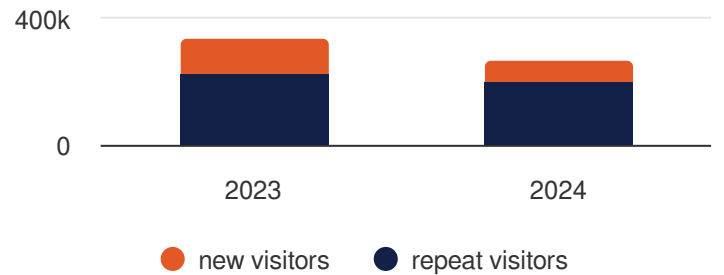
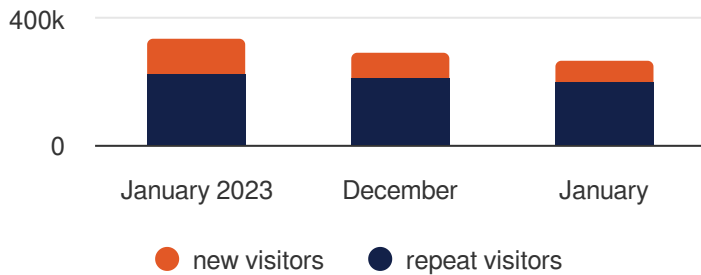
Total visits this period

Footfall is  
**-8%**  
down  
based on  
last month

8,815

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-8%** decrease
- The total number of visitors was **273,280** of which **202,969** (74%) have visited previously and **70,311** (26%) were new
- The average number of visitors per day has increase by **0%** based on the year to date average
- Footfall for the year to date has decreased by **-25%** (-69,418) based on the same period last year
- The busiest zone during January was the **High Street - North** with **71,098** visitors, **26%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Wednesday 24th** with **10,276**, **4%** of the total of which **2,871** (28%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **234** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>