

GEO-Sense Footfall Headline Report

Eastleigh

January 2021

146739

Total visits this period

footfall is
-41.08%
down based
on last
month

4734

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-41.08%** increase
- The total number of visitors was **146739** of which **95659** (65%) have visited previously and **51080** (35%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has decreased by **-232.6%** (-341321) based on the same period last year
- The busiest zone during January was the **Train Station (S05)** with **61593** visitors, **41.97%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 22nd** with **6240**, **4%** of the total of which **2436** (39%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **143** minutes

Intelli-Sense Analytics

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