

# GEO-Sense Footfall Headline Report

## Eastleigh

## April 2020

### 121831

Total visits this period

footfall is  
**-62.65%**  
down based  
on last  
month

### 4061

Average visitors per day

### Overall footfall statistics



### Headlines

- The change in footfall compared to the previous month is a **-62.65%** increase
- The total number of visitors was **121831** of which **98334** (81%) have visited previously and **23497** (19%) were new
- The average number of visitors per day has decreased by **-70.16%** based on the year to date average
- Footfall for the year to date has increased by **55.41%** (753675) based on the same period last year
- The busiest zone during April was the **Park (S10)** with **46489** visitors, **38.16%** of the total venue visitors

### Busiest Days

- The busiest day this month was **Thursday 9th** with **5181**, 4% of the total of which **1039** (20%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **157** minutes

Intelli-Sense Analytics

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