

# GEO-Sense Footfall Headline Report

## Eastleigh

## August 2020

### 282853

Total visits this period

footfall is  
**15.25%**  
up based on last  
month

### 9124

Average visitors per day

### Overall footfall statistics



### Headlines

- The change in footfall compared to the previous month is a **15.25%** increase
- The total number of visitors was **282853** of which **196678** (70%) have visited previously and **86175** (30%) were new
- The average number of visitors per day has increased by **0.1%** based on the year to date average
- Footfall for the year to date has decreased by **-19.61%** (-436141) based on the same period last year
- The busiest zone during August was the **Train Station (S05)** with **97407** visitors, **34.44%** of the total venue visitors

### Busiest Days

- The busiest day this month was **Wednesday 26th** with **11251**, 4% of the total of which **3337** (30%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **135** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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