

GEO-Sense Footfall Headline Report

Eastleigh

December 2019

476508

Total visits this period

footfall is
-8.56%
down based
on last
month

15371

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-8.56%** increase
- The total number of visitors was **476508** of which **364236** (76%) have visited previously and **112272** (24%) were new
- The average number of visitors per day has increased by **22.08%** based on the year to date average
- Footfall for the year to date has increased by **73.55%** (3443406) based on the same period last year
- The busiest zone during December was the **High St - A-Plan (S07)** with **179271** visitors, **37.62%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 20th** with **20269**, 4% of the total of which **4947** (24%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **133** minutes

Intelli-Sense Analytics

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