

GEO-Sense Footfall Headline Report

Eastleigh

February 2020

424077

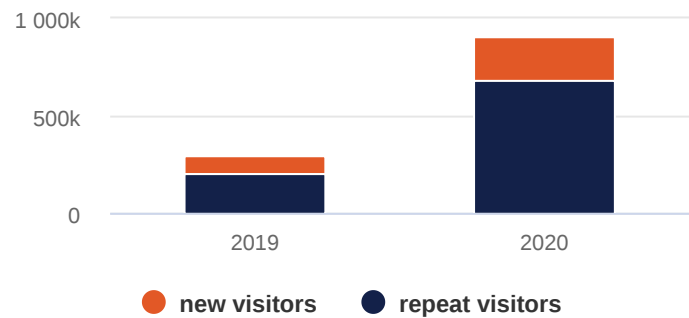
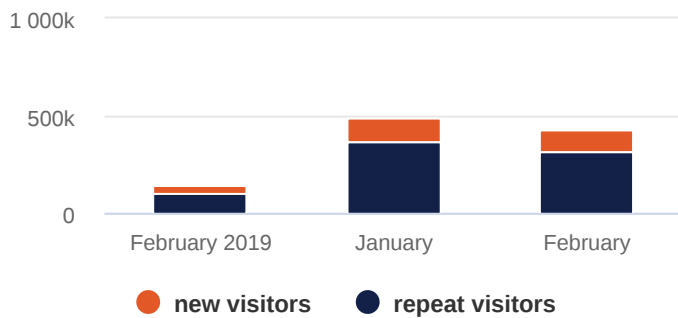
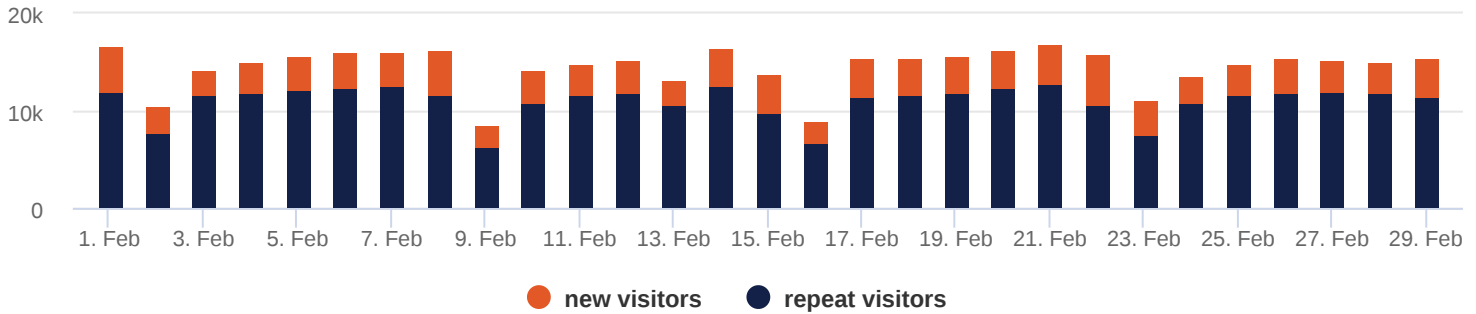
Total visits this period

footfall is
-13.11%
down based
on last
month

14623

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-13.11%** increase
- The total number of visitors was **424077** of which **321019** (76%) have visited previously and **103058** (24%) were new
- The average number of visitors per day has decreased by **-7.12%** based on the year to date average
- Footfall for the year to date has increased by **67.56%** (616253) based on the same period last year
- The busiest zone during February was the **Train Station (S05)** with **155838** visitors, **36.75%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 21st** with **16894**, 4% of the total of which **3965** (23%) 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

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