

GEO-Sense Footfall Headline Report

Eastleigh

February 2021

146104

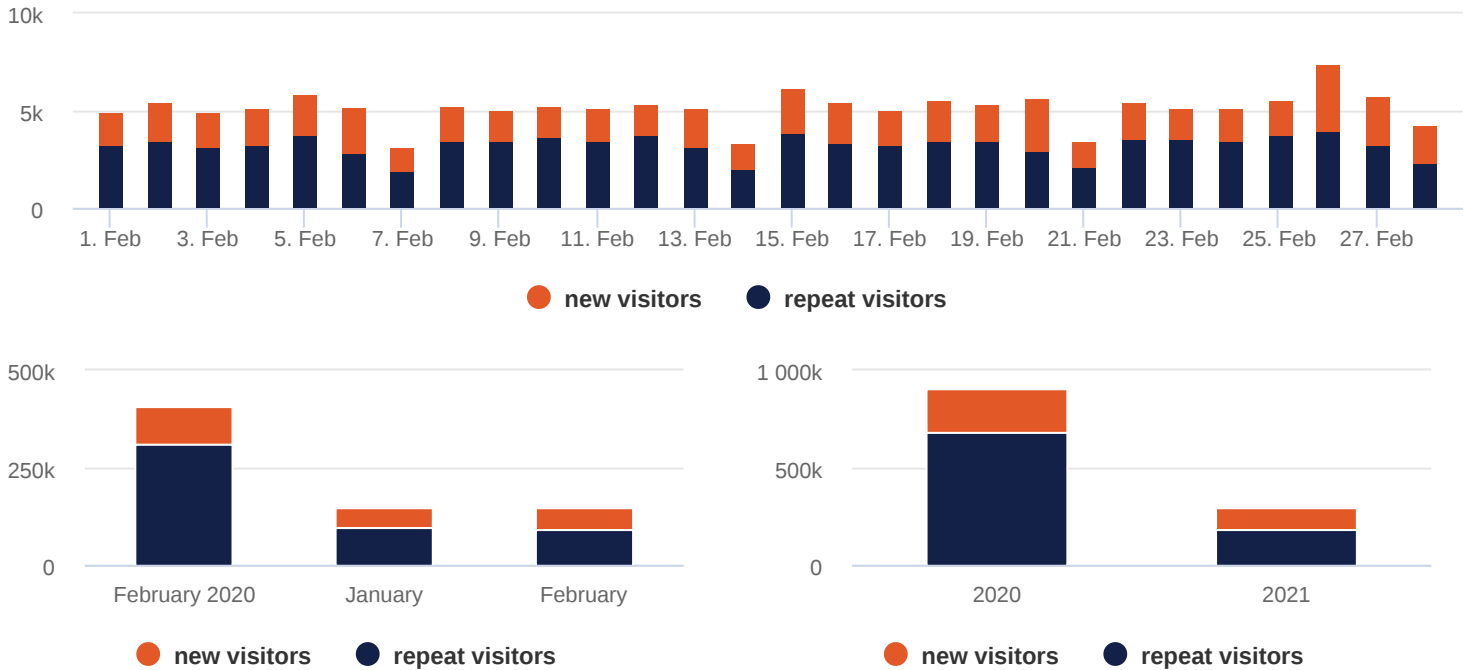
Total visits this period

footfall is
-0.43%
down based
on last
month

5218

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-0.43%** increase
- The total number of visitors was **146104** of which **91392** (63%) have visited previously and **54712** (37%) were new
- The average number of visitors per day has increased by **10.24%** based on the year to date average
- Footfall for the year to date has decreased by **-211.48%** (-619294) based on the same period last year
- The busiest zone during February was the **Train Station (S05)** with **60740** visitors, **41.57%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 26th** with **7406**, 5% of the total of which **3460** (47%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **142** minutes

Intelli-Sense Analytics

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