

GEO-Sense Footfall Headline Report

Eastleigh

January 2020

488060

Total visits this period

footfall is
2.42%
up based on last
month

15744

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **2.42%** increase
- The total number of visitors was **488060** of which **364043** (75%) have visited previously and **124017** (25%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has increased by **67.9%** (331374) based on the same period last year
- The busiest zone during January was the **Train Station (S05)** with **183839** visitors, **37.67%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 24th** with **21726**, **4%** of the total of which **8087** (37%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **129** minutes

Intelli-Sense Analytics

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