

GEO-Sense Footfall Headline Report

Eastleigh

July 2020

245436

Total visits this period

footfall is
31.48%
up based on last
month

7917

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **31.48%** increase
- The total number of visitors was **245436** of which **180585** (74%) have visited previously and **64851** (26%) were new
- The average number of visitors per day has decreased by **-15.05%** based on the year to date average
- Footfall for the year to date has decreased by **-11%** (-213481) based on the same period last year
- The busiest zone during July was the **Train Station (S05)** with **86761** visitors, **35.35%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 17th** with **9196**, 4% of the total of which **2602** (28%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **148** minutes

Intelli-Sense Analytics

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