

GEO-Sense Footfall Headline Report

Eastleigh

March 2020

326190

Total visits this period

footfall is
-23.08%
down based
on last
month

10522

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-23.08%** increase
- The total number of visitors was **326190** of which **252969** (78%) have visited previously and **73221** (22%) were new
- The average number of visitors per day has decreased by **-30.79%** based on the year to date average
- Footfall for the year to date has increased by **62.86%** (778474) based on the same period last year
- The busiest zone during March was the **Train Station (S05)** with **122610** visitors, **37.59%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 6th** with **16229**, 5% of the total of which **3791** (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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