

GEO-Sense Footfall Headline Report

Eastleigh

May 2020

149306

Total visits this period

footfall is
22.55%
up based on last
month

4816

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **22.55%** increase
- The total number of visitors was **149306** of which **114617** (77%) have visited previously and **34689** (23%) were new
- The average number of visitors per day has decreased by **-57.15%** based on the year to date average
- Footfall for the year to date has increased by **25.55%** (385607) based on the same period last year
- The busiest zone during May was the **Park (S10)** with **55579** visitors, **37.22%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 22nd** with **6228**, 4% of the total of which **1574** (25%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **148** minutes

Intelli-Sense Analytics

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