

GEO-Sense Footfall Headline Report

Eastleigh

November 2020

193335

Total visits this period

footfall is
-29.38%
down based
on last
month

6445

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-29.38%** increase
- The total number of visitors was **193335** of which **130376** (67%) have visited previously and **62959** (33%) were new
- The average number of visitors per day has decreased by **-29.06%** based on the year to date average
- Footfall for the year to date has decreased by **-41.88%** (-1241391) based on the same period last year
- The busiest zone during November was the **Train Station (S05)** with **73124** visitors, **37.82%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 4th** with **11399**, 6% of the total of which **3968** (35%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **135** minutes

Intelli-Sense Analytics

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