

# GEO-Sense Footfall Headline Report

## Slough

## November 2020

### 318833

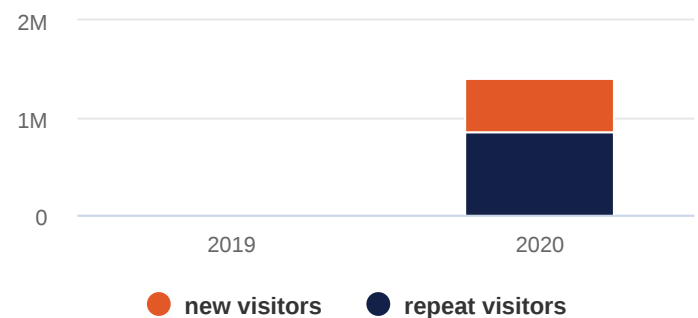
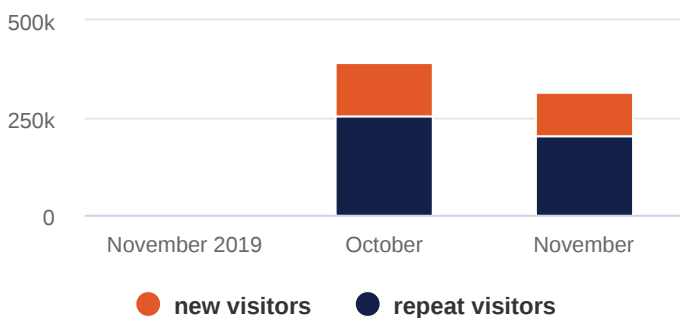
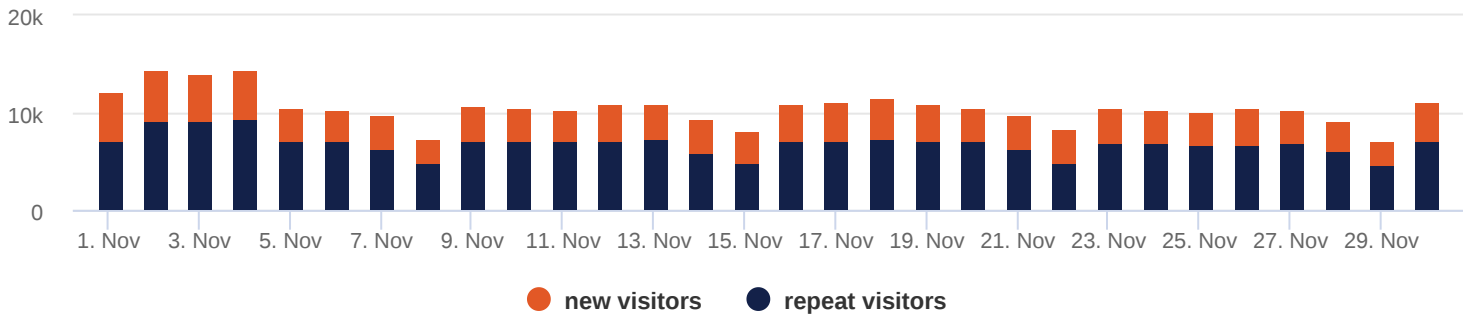
Total visits this period

footfall is  
**-18.84%**  
down based  
on last  
month

### 10628

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-18.84%** increase
- The total number of visitors was **318833** of which **206155** (65%) have visited previously and **112678** (35%) were new
- The average number of visitors per day has decreased by **-20.36%** based on the year to date average
- Footfall for the year to date has increased by **100%** (1399788) based on the same period last year
- The busiest zone during November was the **Brunel Way - Taxi Rank (2)** with **118918** visitors, **37.3%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Monday 2nd** with **14578**, 5% of the total of which **5364** (37%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **140** minutes

Intelli-Sense Analytics

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