

GEO-Sense Footfall Headline Report

Slough

December 2020

310143

Total visits this period

footfall is
-2.73%
down based
on last
month

10005

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-2.73%** increase
- The total number of visitors was **310143** of which **197150** (64%) have visited previously and **112993** (36%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has decreased by **0%** (0) based on the same period last year
- The busiest zone during December was the **Brunel Way - Taxi Rank (2)** with **116584** visitors, **37.59%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 18th** with **12515**, **4%** of the total of which **4875** (39%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **150** minutes

Intelli-Sense Analytics

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