

# GEO-Sense Footfall Headline Report

Slough

August 2022

361,724

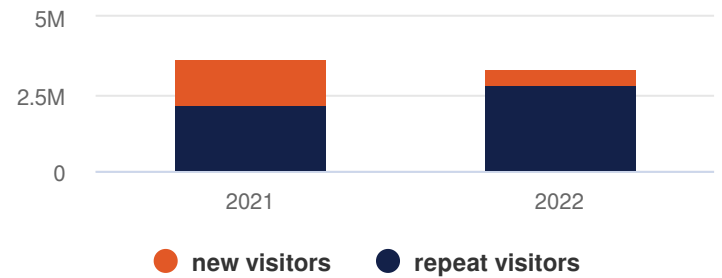
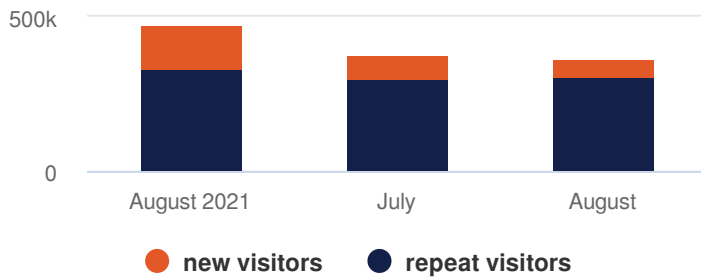
Total visits this period

Footfall is  
**-3%**  
down  
based on  
last month

11,669

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-3%** decrease
- The total number of visitors was **361,724** of which **303,237** (84%) have visited previously and **58,486** (16%) were new
- The average number of visitors per day has decrease by **-16%** based on the year to date average
- Footfall for the year to date has increased by **-10%** (-319,860) based on the same period last year
- The busiest zone during August was the **Brunel Way - Taxi Rank (2)** with **107,891** visitors, **30%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 26th** with **13,256**, 4% of the total of which **1,843** (14%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **182** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>