

GEO-Sense Footfall Headline Report

Slough

February 2023

418,876

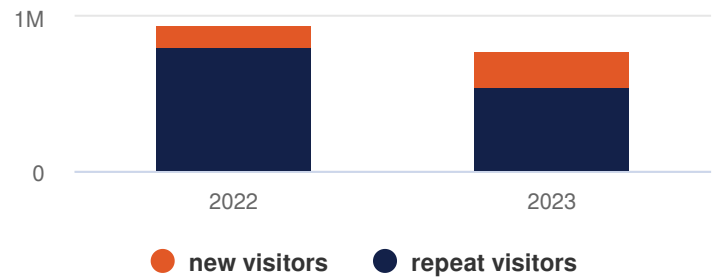
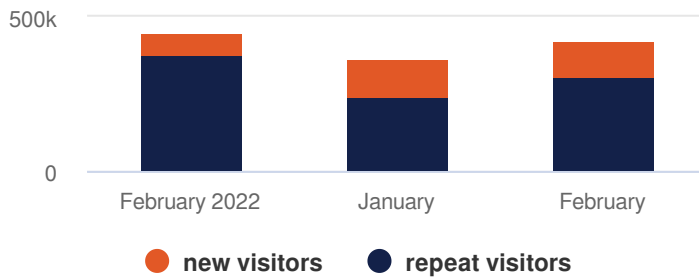
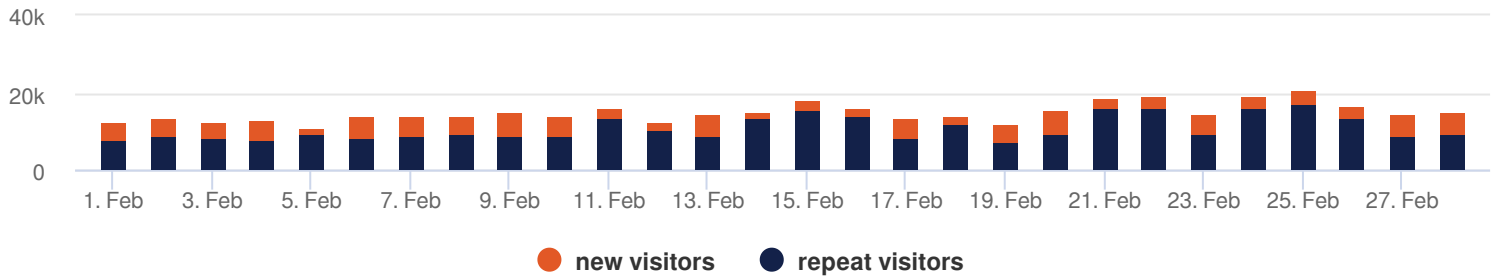
Total visits this period

Footfall is
16%
up based
on last
month

14,960

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **16%** increase
- The total number of visitors was **418,876** of which **304,748** (73%) have visited previously and **114,128** (27%) were new
- The average number of visitors per day has increase by **28%** based on the year to date average
- Footfall for the year to date has decreased by **-21%** (-165,201) based on the same period last year
- The busiest zone during February was the **High St - Near Wilco (5)** with **129,297** visitors, **31%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 25th** with **20,935**, **5%** of the total of which **3,802** (18%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **187** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>