

# GEO-Sense Footfall Headline Report

## Leighton Buzzard

## November 2020

### 122549

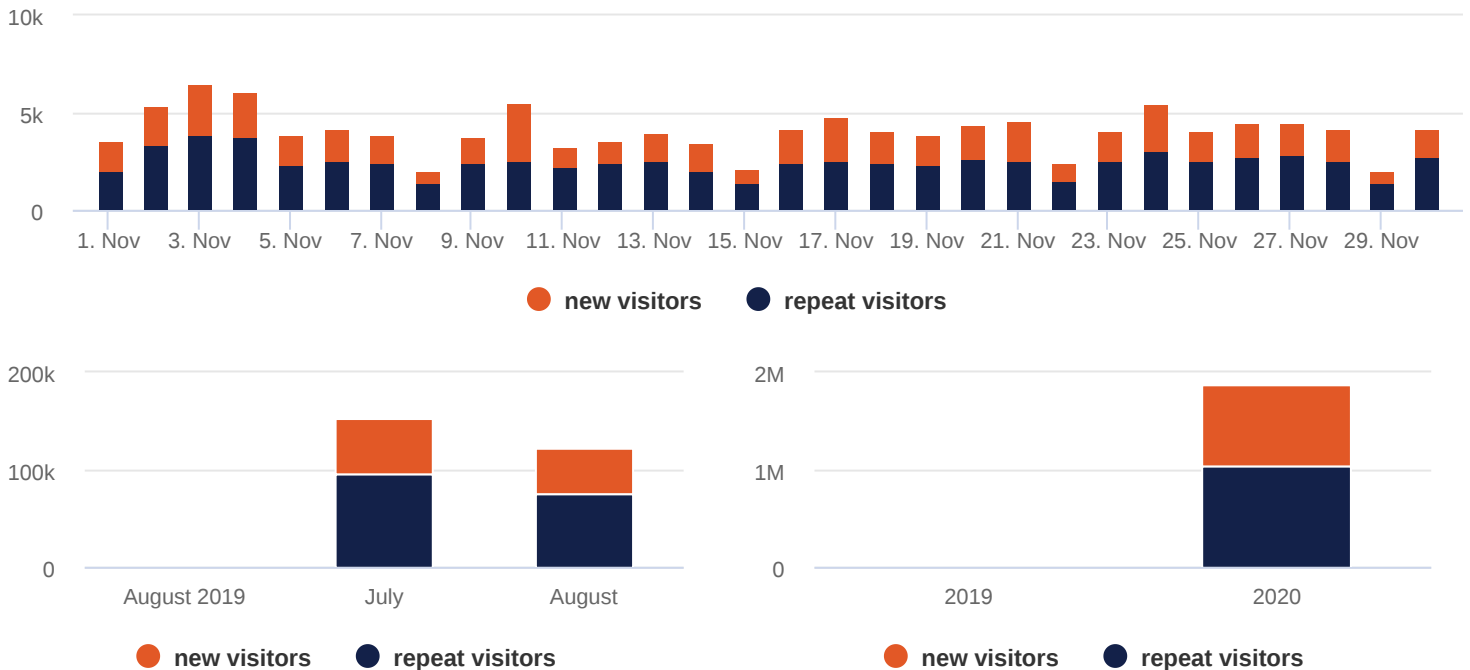
Total visits this period

footfall is  
**-19.97%**  
down based  
on last  
month

### 4085

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-19.97%** increase
- The total number of visitors was **122549** of which **74746** (61%) have visited previously and **47803** (39%) were new
- The average number of visitors per day has decreased by **-30.67%** based on the year to date average
- Footfall for the year to date has increased by **100%** (1883362) based on the same period last year
- The busiest zone during November was the **Lake Street(6)** with **64066** visitors, **52.28%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Tuesday 3rd** with **6561**, **5%** of the total of which **2649** (40%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **152** minutes

Intelli-Sense Analytics

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