

GEO-Sense Footfall Headline Report

Leighton Buzzard

April 2022

141178

Total visits this period

footfall is
-11.39%
down based
on last
month

4707

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-11.39%** decreased
- The total number of visitors was **141178** of which **111430** (79%) have visited previously and **29748** (21%) were new
- The average number of visitors per day has decreased by **-4%** based on the year to date average
- Footfall for the year to date has decreased by **-9.6%** (-54520) based on the same period last year
- The busiest zone during April was the **High Street(4)** with **71280** visitors, **50.49%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 26th** with **6958**, **5%** of the total of which **1173** (17%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **183** minutes

Intelli-Sense Analytics

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