

GEO-Sense Footfall Headline Report

Eastleigh

December 2022

252,342

Total visits this period

Footfall is
2%
up based
on last
month

8,140

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **2%** increase
- The total number of visitors was **252,342** of which **167,125** (66%) have visited previously and **85,217** (34%) were new
- The average number of visitors per day has decrease by **-14%** based on the year to date average
- Footfall for the year to date has increased by **-18%** (-605,680) based on the same period last year
- The busiest zone during December was the **Train Station (S05)** with **105,621** visitors, **42%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 20th** with **12,193**, 5% of the total of which **4,732** (39%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **187** minutes

Intelli-Sense Analytics

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