

GEO-Sense Footfall Headline Report

Eastleigh

October 2022

242,433

Total visits this period

Footfall is
2%
up based
on last
month

7,820

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 **242,433** of which **173,778** (72%) have visited previously and **68,655** (28%) were new
- The average number of visitors per day has decrease by **-20%** based on the year to date average
- Footfall for the year to date has increased by **-15%** (-429,041) based on the same period last year
- The busiest zone during October was the **Train Station (S05)** with **113,235** visitors, **47%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 29th** with **9,533**, **4%** of the total of which **1,256** (13%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **150** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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