

GEO-Sense Footfall Headline Report

Eastleigh

January 2022

373665

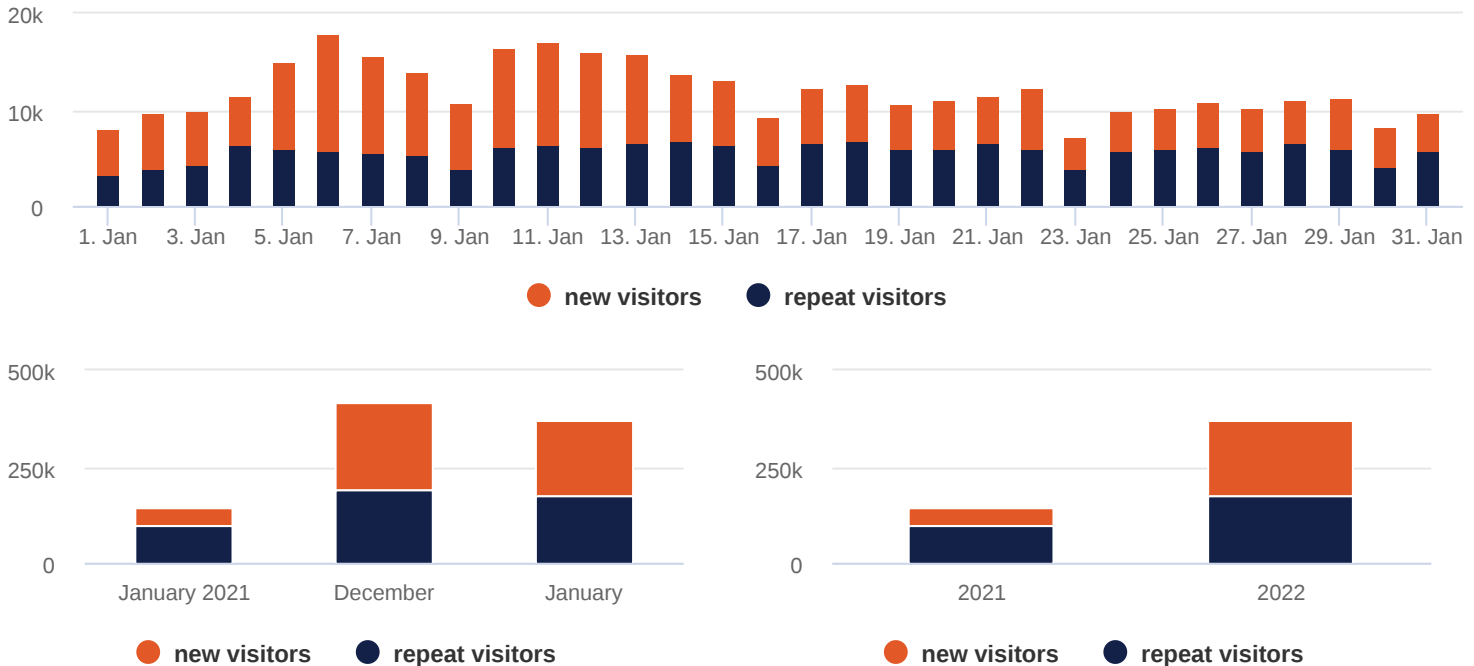
Total visits this period

footfall is
-10.39%
down based
on last
month

12054

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-10.39%** increase
- The total number of visitors was **373665** of which **175222** (47%) have visited previously and **198443** (53%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has increased by **43.06%** (160893) based on the same period last year
- The busiest zone during January was the **Train Station (S05)** with **122537** visitors, **32.79%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 6th** with **17939**, **5%** of the total of which **12139** (68%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **161** minutes

Intelli-Sense Analytics

powered by GEO-Sense

www.geo-sense.co.uk

www.geo-sense.co.uk

