

GEO-Sense Footfall Headline Report

Eastleigh

June 2022

273,582

Total visits this period

Footfall is
-2%
down
based on
last month

9,119

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-2%** decrease
- The total number of visitors was **273,582** of which **195,049** (71%) have visited previously and **78,533** (29%) were new
- The average number of visitors per day has decrease by **-13%** based on the year to date average
- Footfall for the year to date has increased by **5%** (92,316) based on the same period last year
- The busiest zone during June was the **Train Station (S05)** with **111,463** visitors, **41%** of the total venue visitors

Busiest Days

- The busiest day this month was **Monday 13th** with **12,309**, **4%** of the total of which **1,957** (16%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **178** minutes

Intelli-Sense Analytics

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