

GEO-Sense Footfall Headline Report

Eastleigh

November 2022

247,260

Total visits this period

Footfall is
2%
up based
on last
month

8,242

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 **247,260** of which **178,665** (72%) have visited previously and **68,595** (28%) 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 **-14%** (-441,021) based on the same period last year
- The busiest zone during November was the **Train Station (S05)** with **104,963** visitors, **42%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 19th** with **16,653**, **7%** of the total of which **2,100** (13%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **187** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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