

GEO-Sense Footfall Headline Report

Eastleigh

September 2022

237,912

Total visits this period

Footfall is
-16%
down
based on
last month

7,930

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-16%** decrease
- The total number of visitors was **237,912** of which **165,667** (70%) have visited previously and **72,244** (30%) 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 **-8%** (-222,658) based on the same period last year
- The busiest zone during September was the **Train Station (S05)** with **101,423** visitors, **43%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 2nd** with **9,888**, **4%** of the total of which **3,802** (38%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **178** minutes

Intelli-Sense Analytics

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