

GEO-Sense Footfall Headline Report

Eastleigh

April 2023

346,768

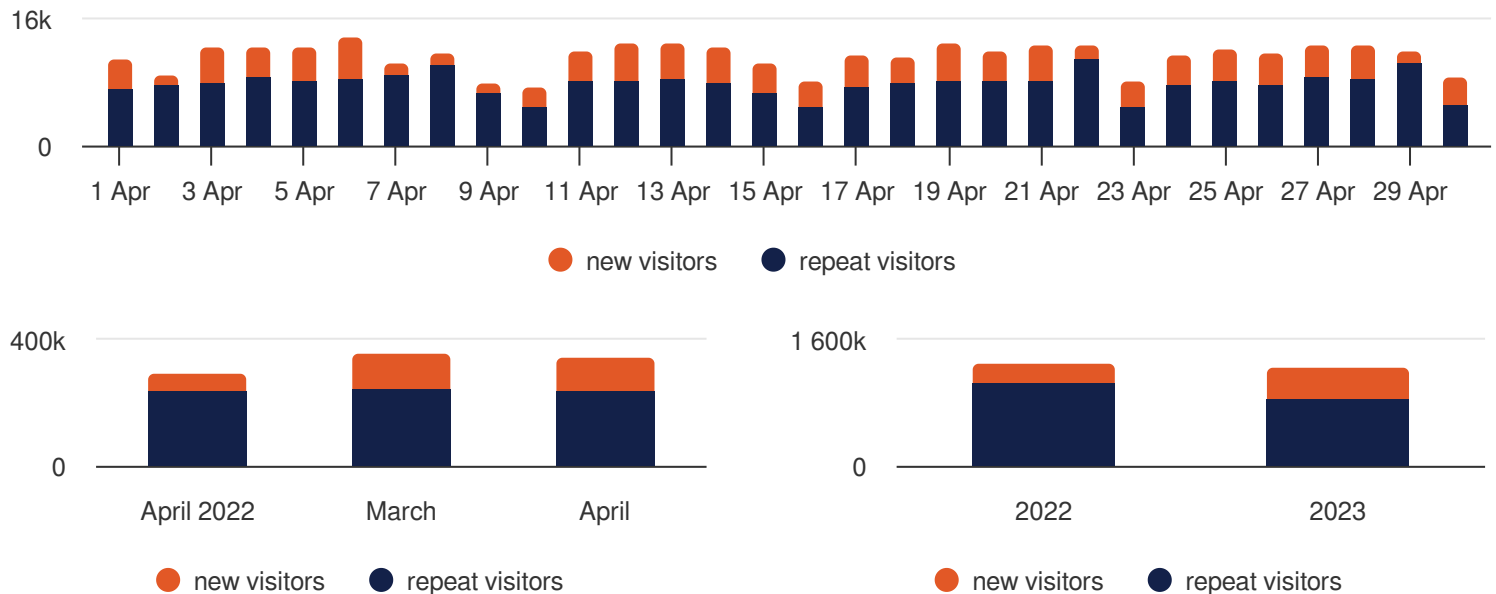
Total visits this period

Footfall is
-4%
down
based on
last month

11,559

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-4%** decrease
- The total number of visitors was **346,768** of which **240,845** (69%) have visited previously and **105,923** (31%) were new
- The average number of visitors per day has increase by **13%** based on the year to date average
- Footfall for the year to date has decreased by **-4%** (-46,133) based on the same period last year
- The busiest zone during April was the **Train Station (S05)** with **138,381** visitors, **40%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 6th** with **13,895**, **4%** of the total of which **5,185** (37%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **212** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>