

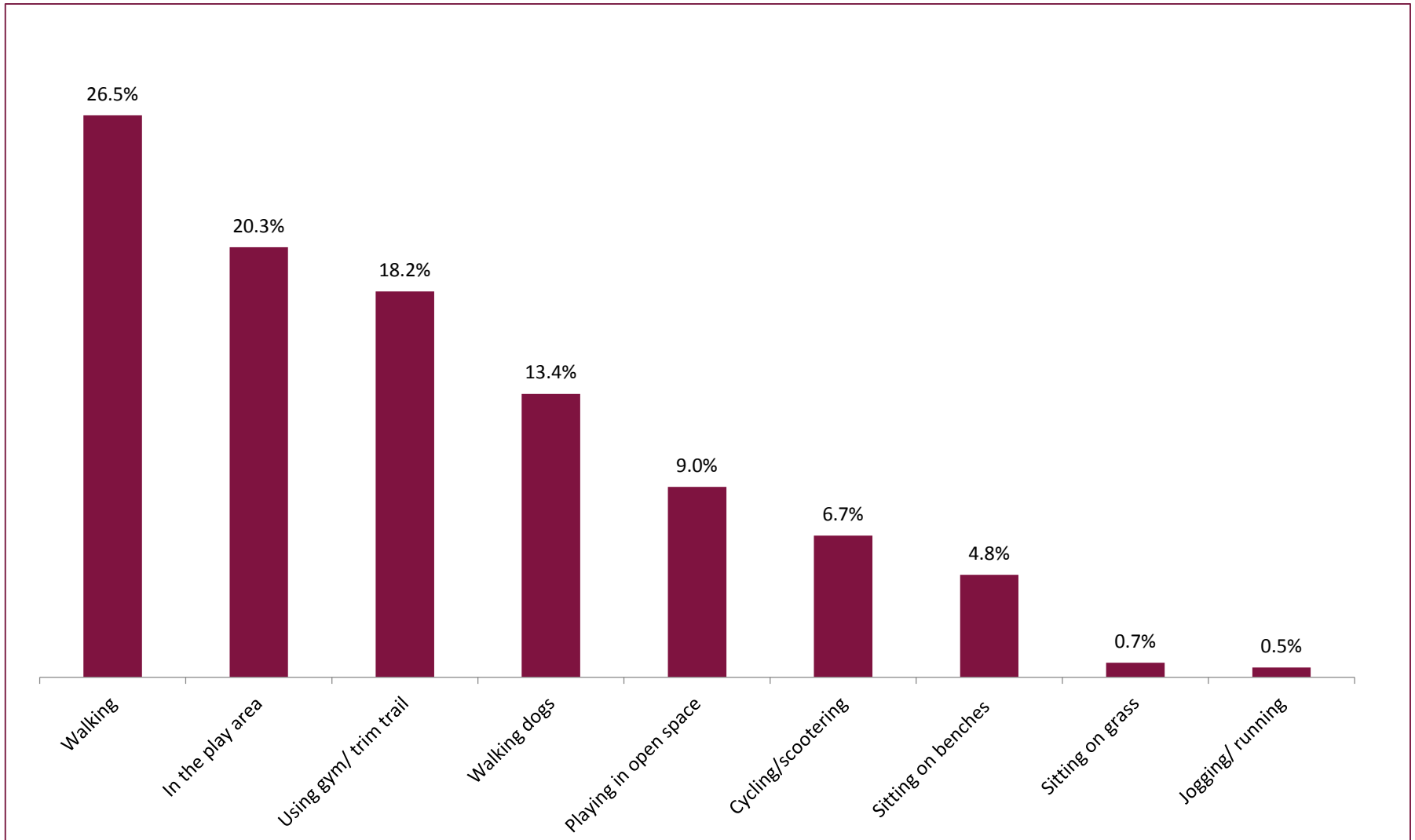
# IMBER ROAD PLAY AREA



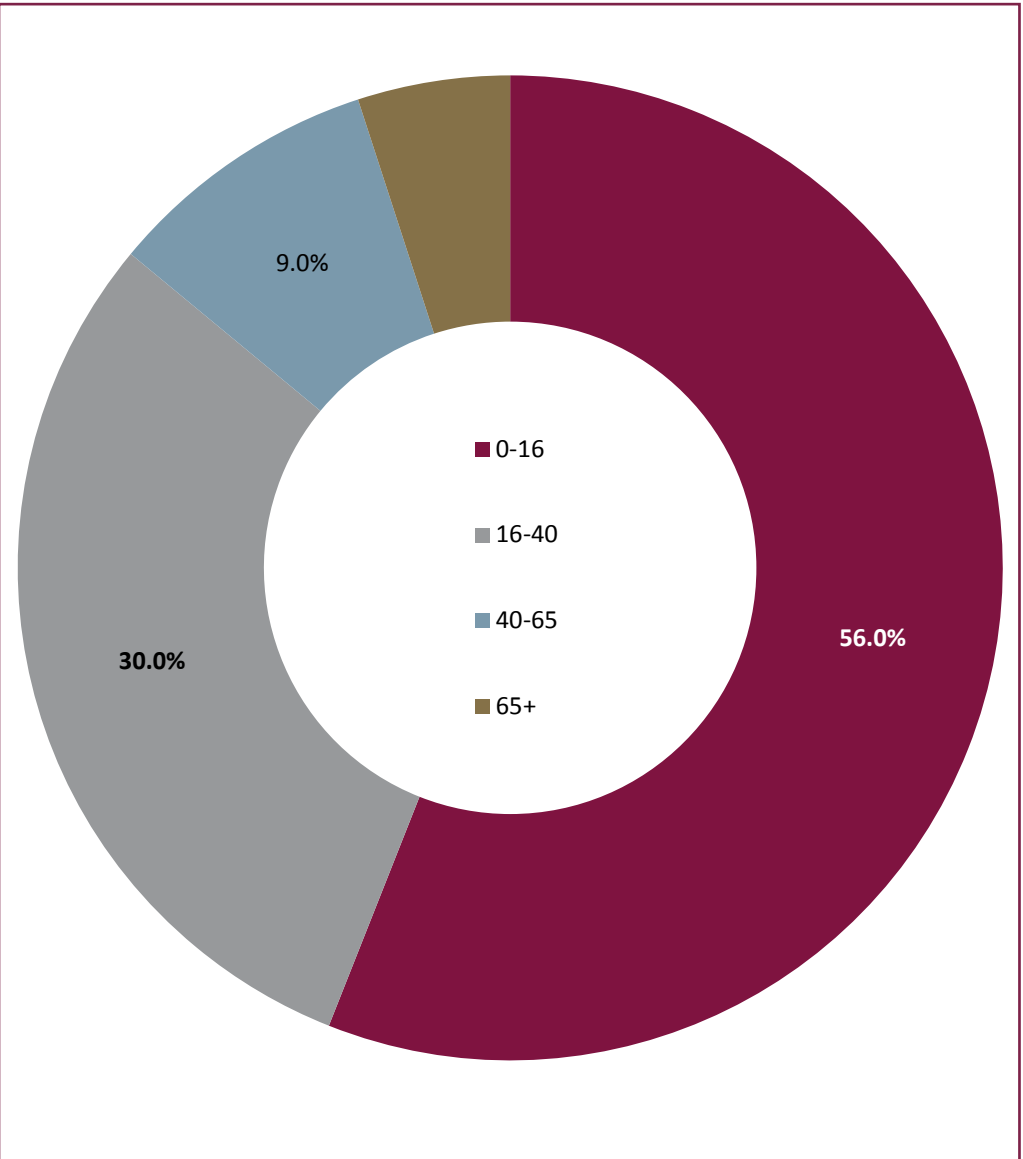
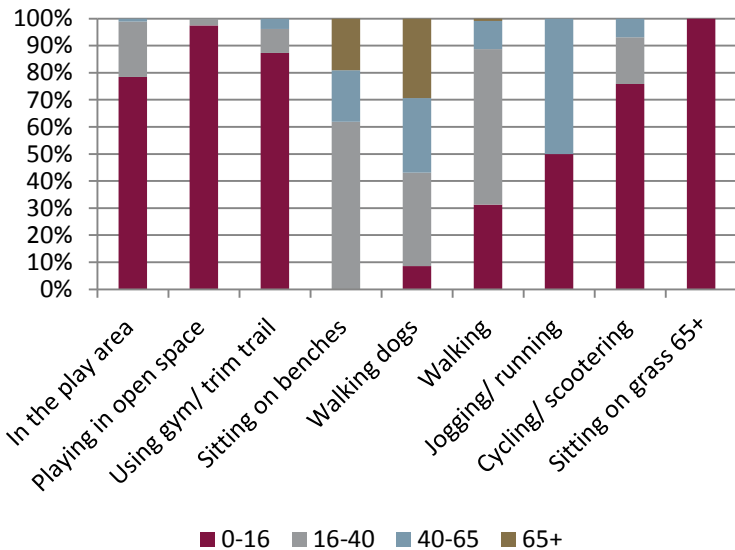
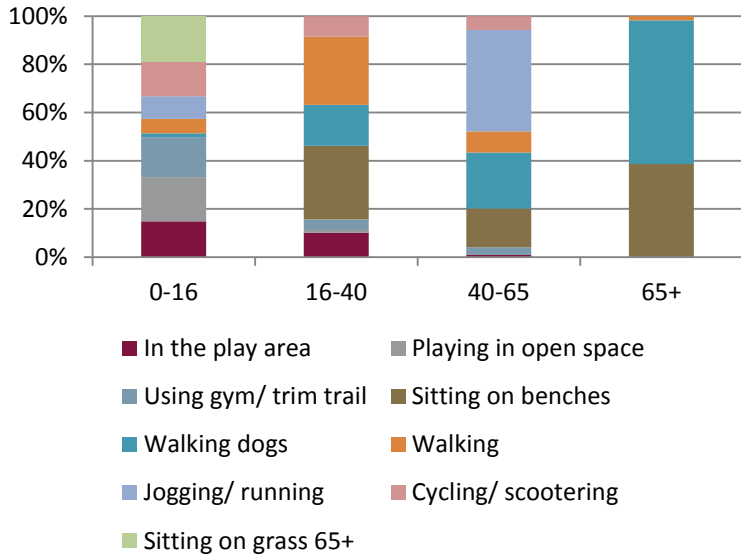
# KEY FINDINGS: IMBER ROAD PLAY AREA

- 🏰 Imber Road Play Area was visited 85 times during this survey and a total of 434 people were observed. An average of 5.1 people were present during each site visit, this was 44.3% lower than the overall average of 9.2 visitors per site
- 🏰 85.9% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Imber Road Play Area was between 0-16 years old equating to 56.0% of the total overall. This was followed by 16-40 year olds at 30.0%
  - 🏰 The two activities that all four age groups took part in were walking and walking dogs
- 🏰 Just over a quarter (26.5%) of people went to the site to go walking, the second most popular activity was using the play area (20.3%)
- 🏰 The busiest day of the week was Saturday
  - 🏰 29.7% of visits were on a Saturday. An average of 6.8 visitors were on site during each survey visit that took place on a Saturday
- 🏰 The quietest day of the week was Monday
  - 🏰 11.5% of visits were on a Monday. An average of 3.8 visitors were on site during each survey visit that took place on a Monday
- 🏰 The usage of the play area was fairly even throughout the spring (30.6%), summer (30.6%) and autumn (32.0%) months

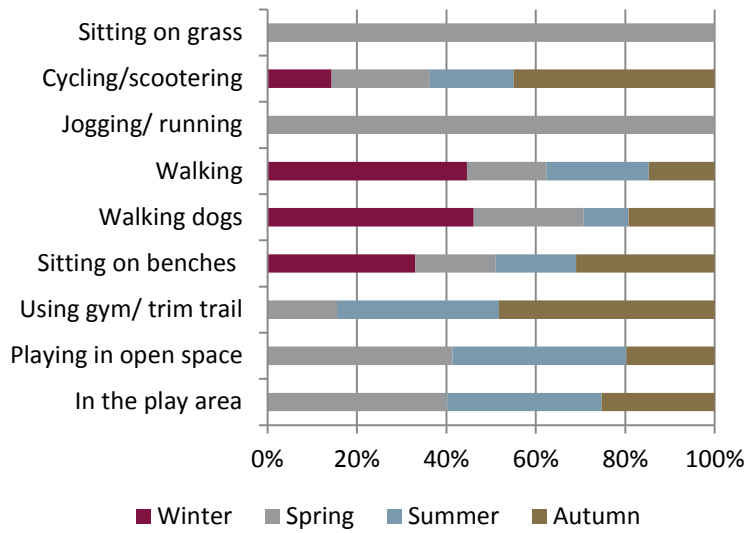
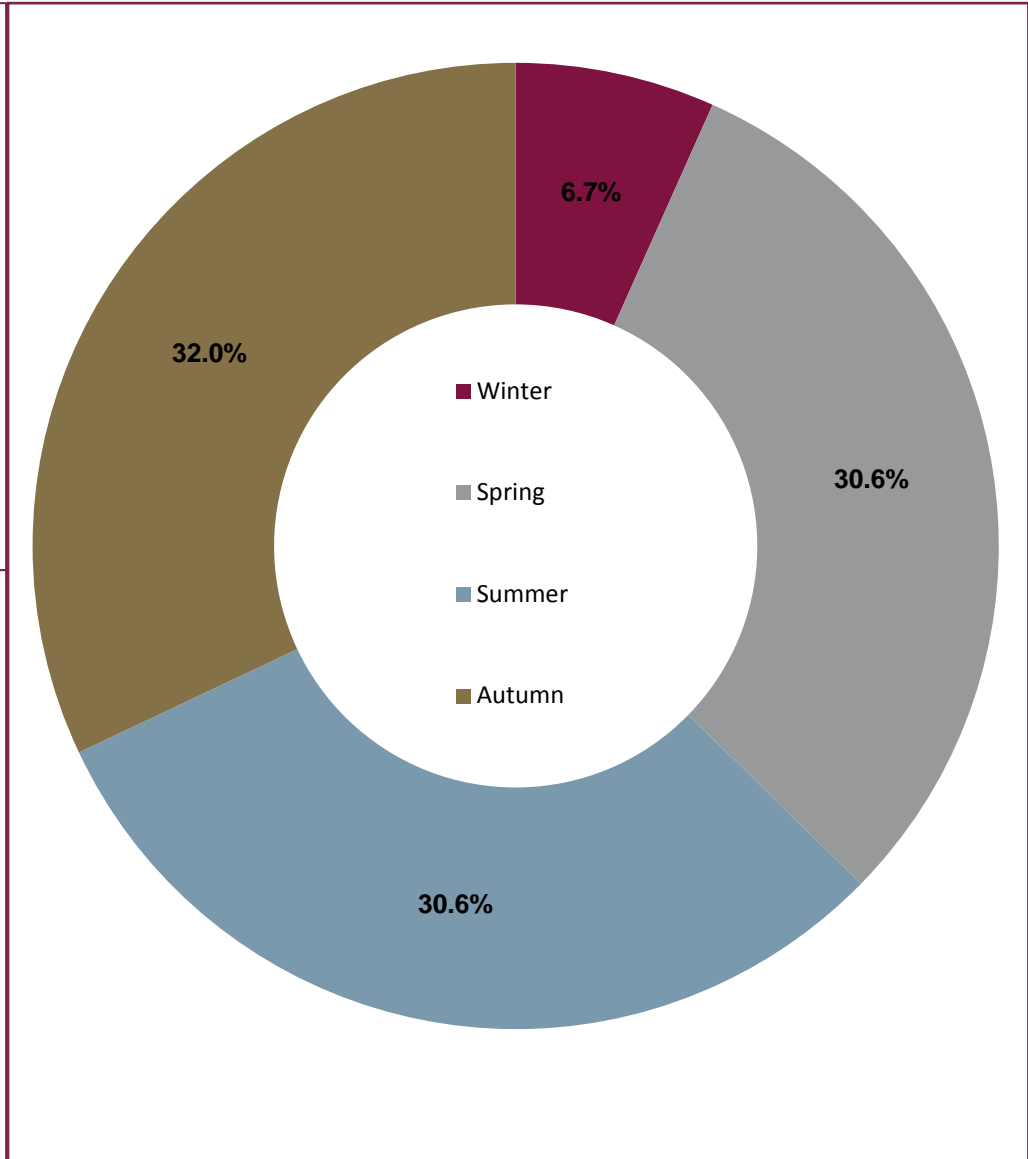
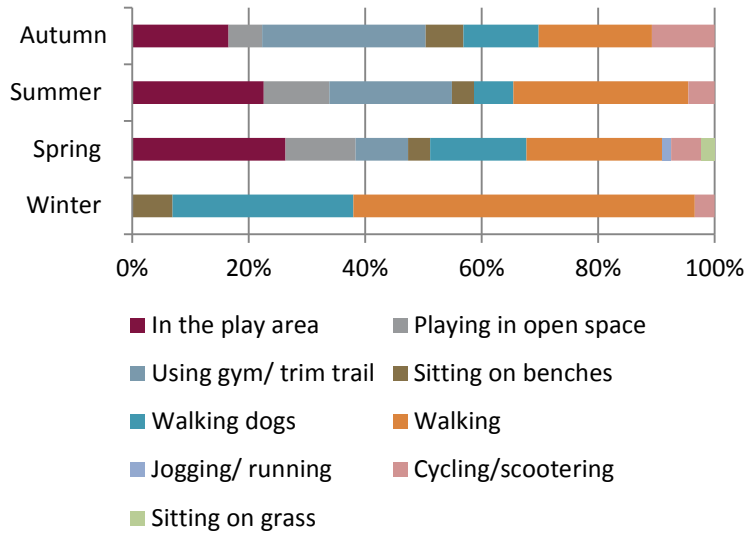
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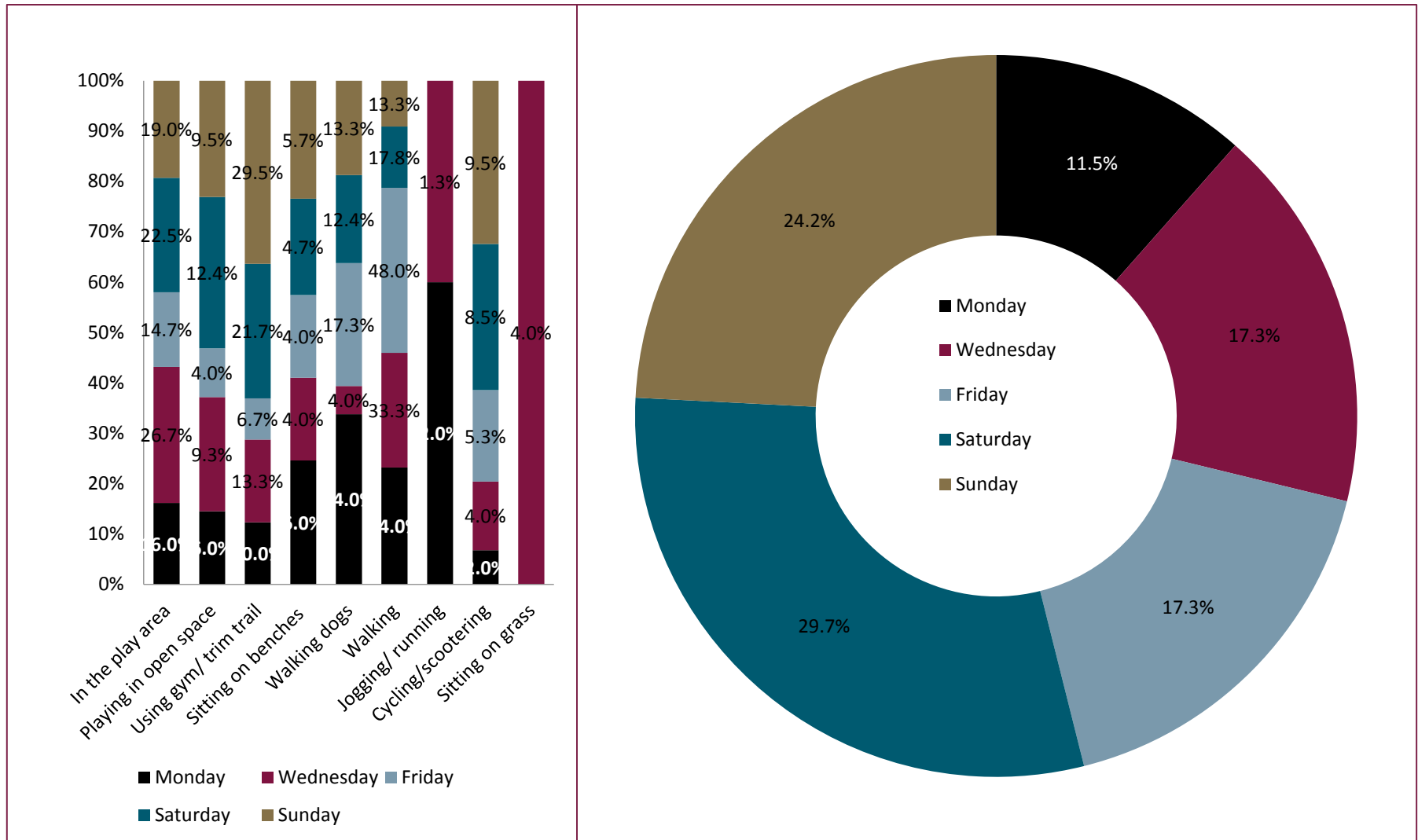
# IMBER ROAD PLAY AREA: AGE



# IMBER ROAD PLAY AREA: TIME OF YEAR



# IMBER ROAD PLAY AREA: ACTIVITY BY DAY OF THE WEEK



# IMBER ROAD PLAY AREA: TIME OF DAY

