

GEO-Sense Footfall Headline Report

Eastleigh

July 2023

300,905

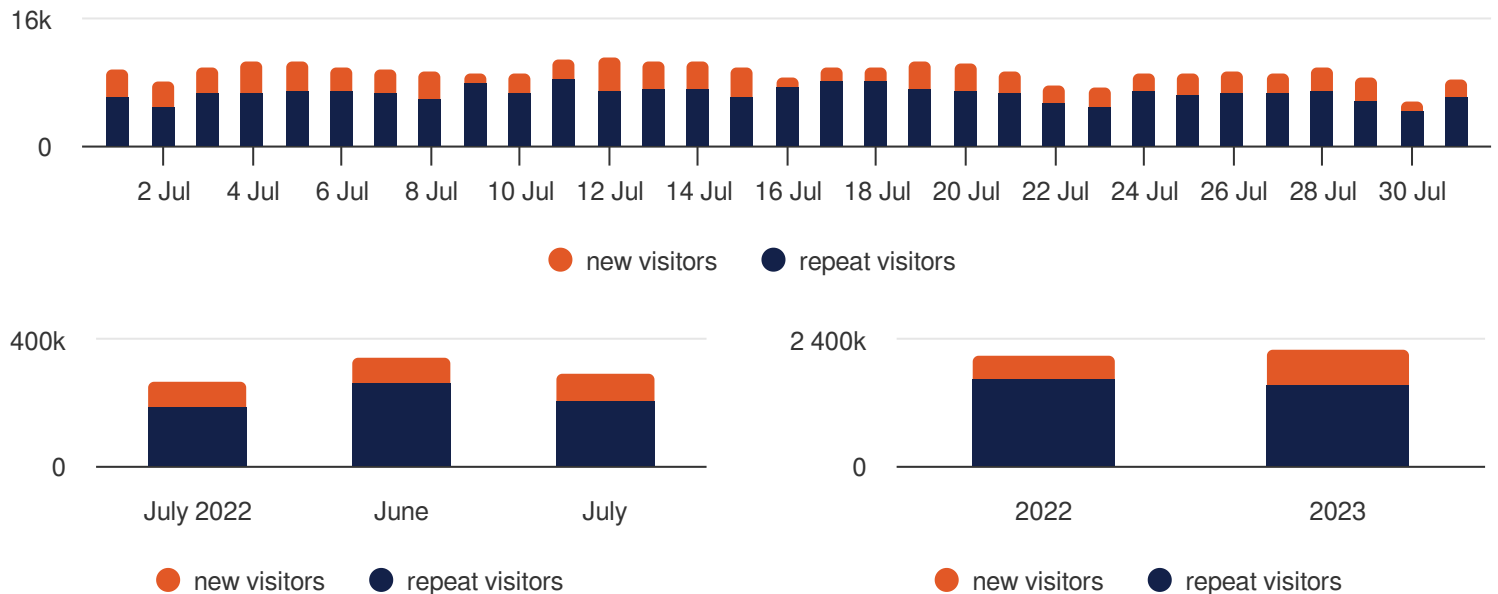
Total visits this period

Footfall is
-14%
down
based on
last month

9,707

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-14%** decrease
- The total number of visitors was **300,905** of which **212,044** (70%) have visited previously and **88,861** (30%) were new
- The average number of visitors per day has decrease by **-9%** based on the year to date average
- Footfall for the year to date has increased by **5%** (111,074) based on the same period last year
- The busiest zone during July was the **Train Station (S05)** with **131,007** visitors, **44%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 12th** with **11,493**, **4%** of the total of which **4,275** (37%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **246** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>