

Geo-Sense Footfall Headline Report

Eastleigh

December 2024

261,614

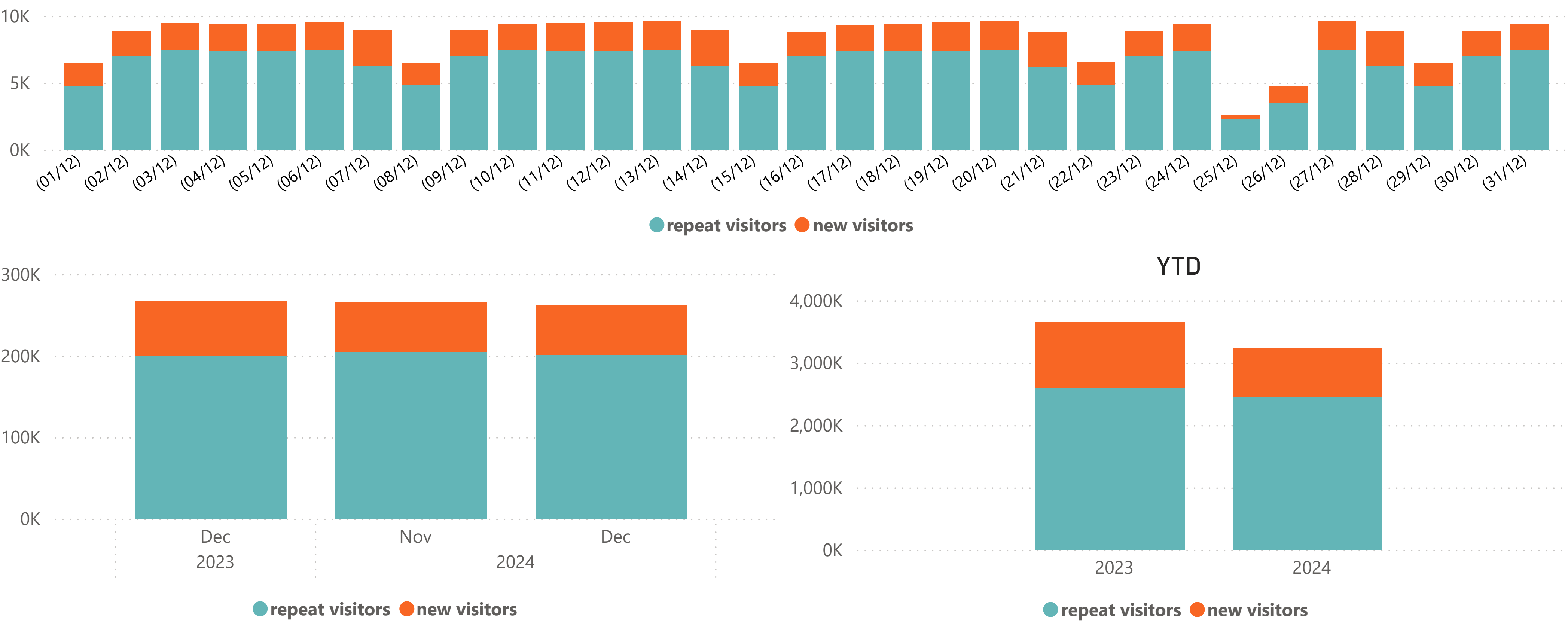
Total visits this period

Footfall is
-1%
down based on
last month

8,439

Average visitors per day

Overall footfall statistics



Headlines

- . The change in footfall compared to the previous month is a **-1 % decrease**
- . The total number of visitors was **261,614** of which **200,867 (77%)** have visited previously and **60,747 (23 %)** were new
- . This months average visitors per day is **down** by **-5%** based on the year to date average visitors per day
- . Total footfall for the year to date has **decreased** by **-11% (-411,957)** based on the same period last year
- . The busiest zone during **December** was **Train Station (S05)** with **109,744** visitors **42%** of the total venue visitors

Busiest Days

- . The busiest day this month was **Friday 13th** with **9,649**, **4 %** of the total visitors of which **2,176 (23%)** were new visitors
- . During this day the busiest time of day was between **1:00 PM** and **2:00 PM**
- . Average dwell for the day was **262** minutes.