

GEO-Sense Footfall Headline Report

Eastleigh

January 2024

237,475

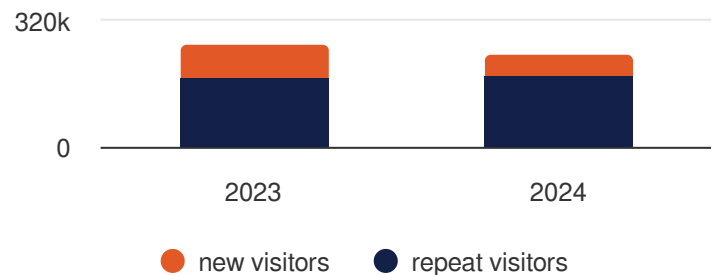
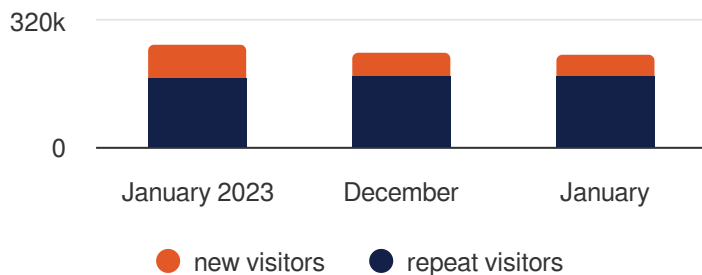
Total visits this period

Footfall is
-3%
down
based on
last month

7,660

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-3%** decrease
- The total number of visitors was **237,475** of which **185,008** (78%) have visited previously and **52,467** (22%) were new
- The average number of visitors per day has increase by **0%** based on the year to date average
- Footfall for the year to date has decreased by **-11%** (-26,354) based on the same period last year
- The busiest zone during January was the **Train Station (S05)** with **107,140** visitors, **45%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 25th** with **9,112**, 4% of the total of which **2,356** (26%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **277** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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