

Geo-Sense Footfall Headline Report

Eastleigh

July 2024

258,754

Total visits this period

Footfall is

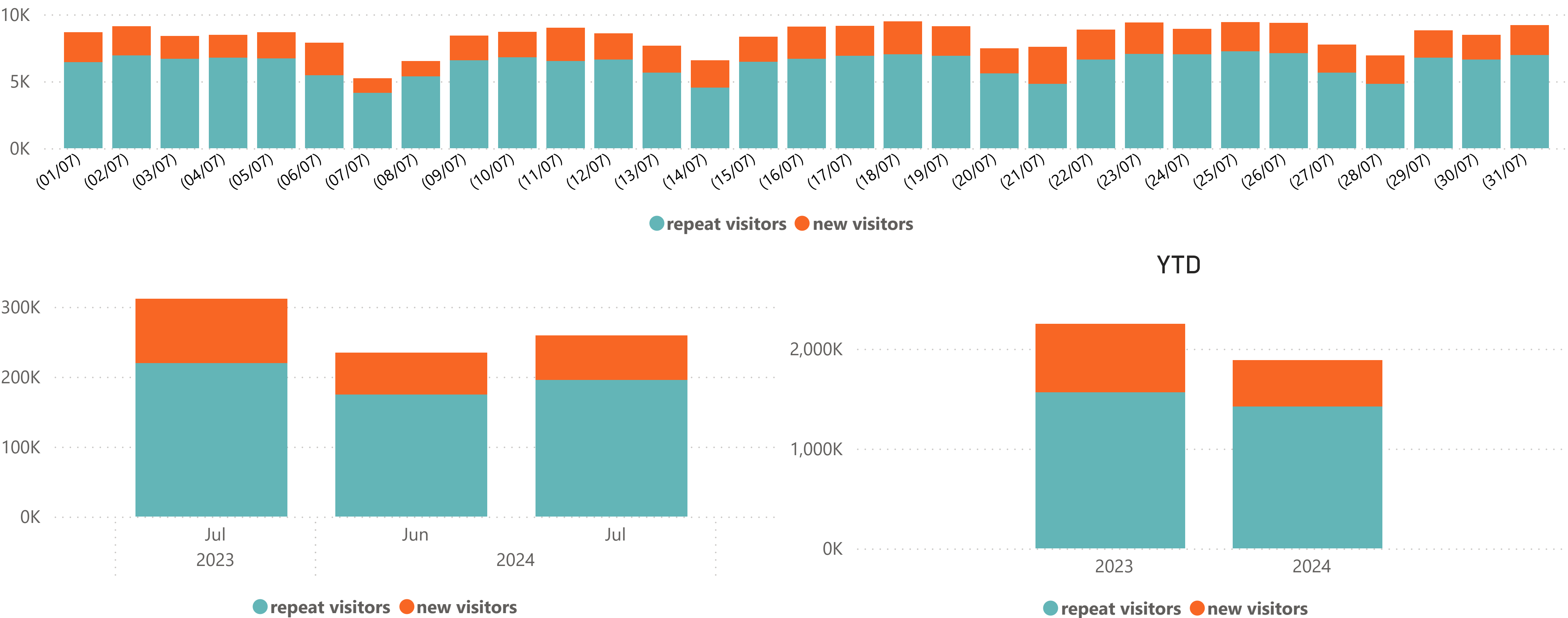
11%

up based on last month

8,347

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **11 % increase**
- The total number of visitors was **258,754** of which **195,314 (75%)** have visited previously and **63,440 (25 %)** were new
- This month's average visitors per day is **down** by **-6 %** based on the year to date average visitors per day
- Total footfall for the year to date has **decreased** by **-16% (-364,181)** based on the same period last year
- The busiest zone during **July** was **Train Station (S05)** with **115,263** visitors **45%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 18th** with **9,464**, **4 %** of the total of which **2,457 (26%)** were new visitors
- During this day the busiest time of day was between **15:00 and 16:00**
- Average Dwell for the day was **277** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>