

Geo-Sense Footfall Headline Report

Eastleigh

January 2025

242,754

Total visits this period

Footfall is
-7%
down based on
last month

7,831

Average visitors per day

Overall footfall statistics



Headlines

- . The change in footfall compared to the previous month is a **-7 % decrease**
- . The total number of visitors was **242,754** of which **188,160 (78%)** have visited previously and **54,594 (22 %)** were new
- . This months average visitors per day is **down** by **-3%** based on the year to date average visitors per day
- . Total footfall for the year to date has **decreased** by **-6% (-15,080)** based on the same period last year
- . The busiest zone during **January** was **Train Station (S05)** with **112,664** visitors **46%** of the total venue visitors

Busiest Days

- . The busiest day this month was **Friday 10th** with **9,627**, **4 %** of the total visitors of which **2,169 (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 **278** minutes.

Intelli-Sense Analytics

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