

GEO-Sense Footfall Headline Report

Kettering

August 2022

146,242

Total visits this period

Footfall is
-4%
down
based on
last month

4,718

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-4%** decrease
- The total number of visitors was **146,242** of which **114,364** (78%) have visited previously and **31,878** (22%) were new
- The average number of visitors per day has decrease by **-18%** based on the year to date average
- Footfall for the year to date has increased by **-11%** (-155,996) based on the same period last year
- The busiest zone during August was the **High St - Peacocks (S4)** with **53,855** visitors, **37%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 19th** with **5,934**, **4%** of the total of which **819** (14%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **228** minutes

Intelli-Sense Analytics

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