

# GEO-Sense Footfall Headline Report

Kettering

July 2022

152,195

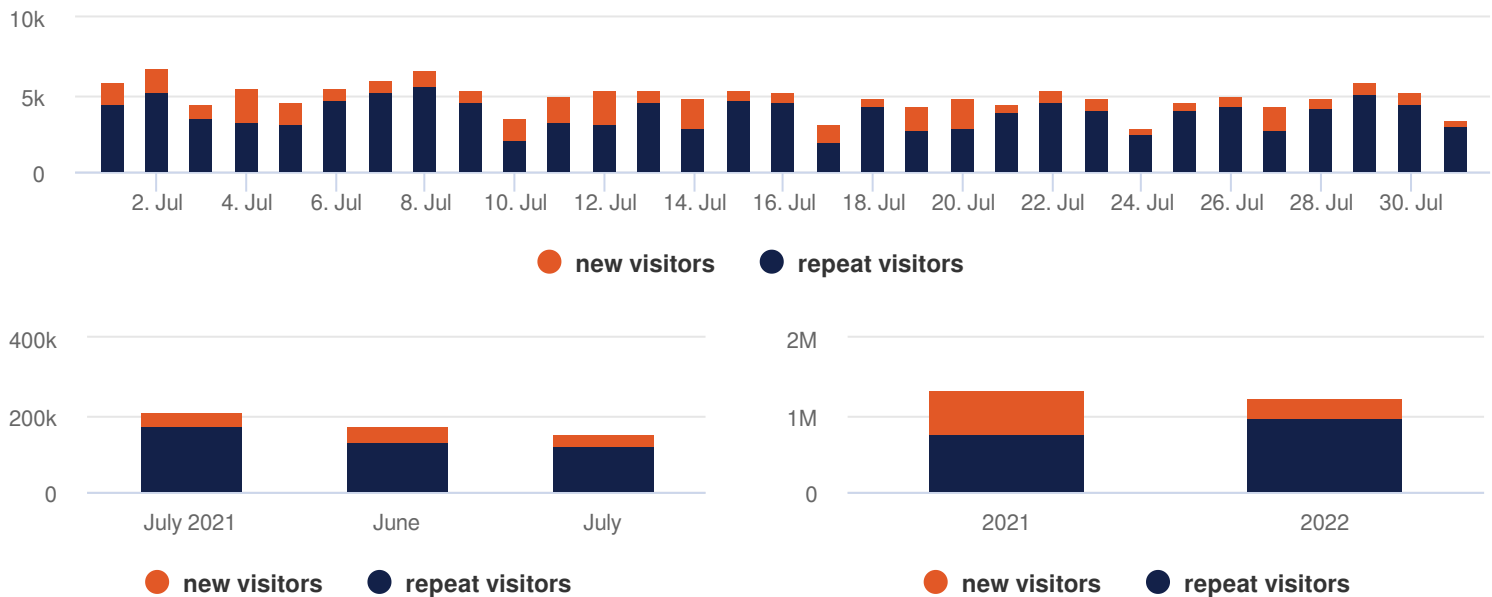
Total visits this period

Footfall is  
**-11%**  
down  
based on  
last month

4,910

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-11%** decrease
- The total number of visitors was **152,195** of which **119,311** (78%) have visited previously and **32,884** (22%) were new
- The average number of visitors per day has decrease by **-16%** based on the year to date average
- Footfall for the year to date has increased by **-10%** (-118,625) based on the same period last year
- The busiest zone during July was the **High St - Peacocks (S4)** with **52,613** visitors, **35%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Saturday 2nd** with **6,758**, **4%** of the total of which **1,548** (23%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **225** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>