

# GEO-Sense Footfall Headline Report

## Kettering

## May 2022

### 159,434

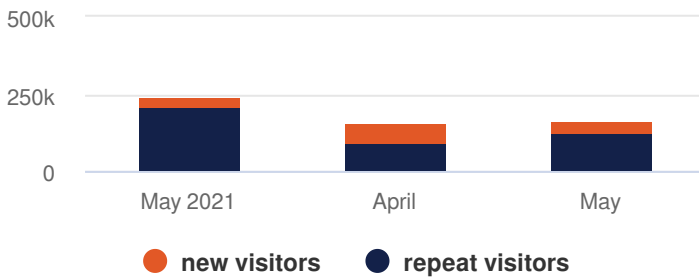
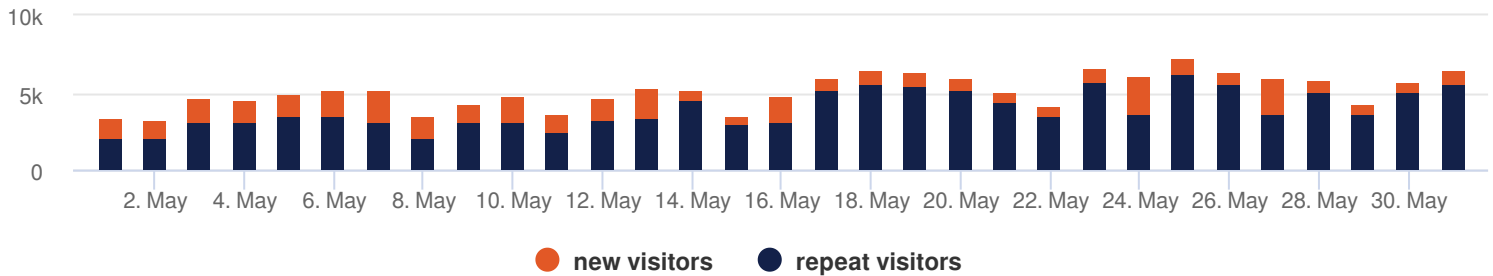
Total visits this period

Footfall is  
**3%**  
up based  
on last  
month

### 5,144

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **3%** increase
- The total number of visitors was **159,434** of which **122,024** (77%) have visited previously and **37,410** (23%) 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 **-2%** (-19,733) based on the same period last year
- The busiest zone during May was the **Market Place (S2)** with **54,620** visitors, **34%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Wednesday 25th** with **7,316**, **5%** of the total of which **1,103** (15%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **234** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

<https://proximityfutures.com>