

GEO-Sense Footfall Headline Report

Kettering

September 2022

136,460

Total visits this period

Footfall is
-7%
down
based on
last month

4,549

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 **136,460** of which **97,773** (72%) have visited previously and **38,686** (28%) were new
- The average number of visitors per day has decrease by **-19%** based on the year to date average
- Footfall for the year to date has increased by **-14%** (-215,392) based on the same period last year
- The busiest zone during September was the **High St - Peacocks (S4)** with **50,295** visitors, **37%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 3rd** with **6,565**, **5%** of the total of which **1,074** (16%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **227** minutes

Intelli-Sense Analytics

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