

# Footfall Report for: St Helier, King Street

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
St Helier, King Street	-1.2 %	5.9 %	-4.6 %	-2.1 %	24.2 %	18.4 %
South West	-3.3 %	-3.6 %	-5.5 %	-5.7 %	12.8 %	10.8 %
UK	-2.2 %	-2.5 %	-3.6 %	-2.1 %	5.8 %	4.9 %

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

## Headlines

Footfall for the year to date is 1.2% down on the previous year.

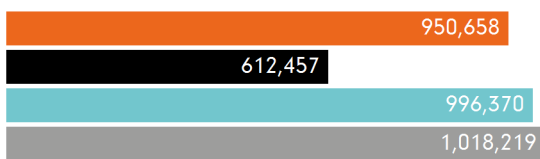
The number of visitors counted for month commencing 25 November 2019 was 950,658.

The busiest day in month commencing 25 November 2019 was Monday 23 December with 44,980 visitors.

The peak hour of the month was 13:00 on Monday 23 December 2019 with footfall of 6,346

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month    ■ Previous Year  
■ Previous Month    ■ 2 Years Ago

## Weather



Number of days this month	8	5	22
Number of days same month last year	11	3	21

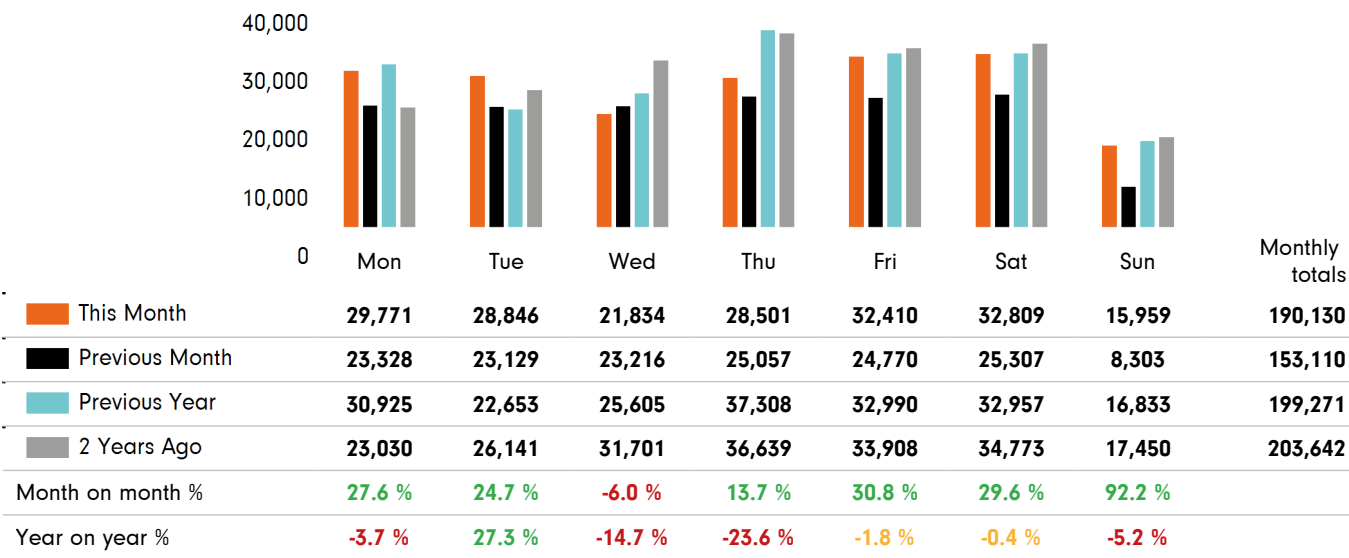
### Average temperature

	Maximum temperature	Minimum temperature
2019	10°	7°
2018	11°	8°

# SPRINGBOARD.

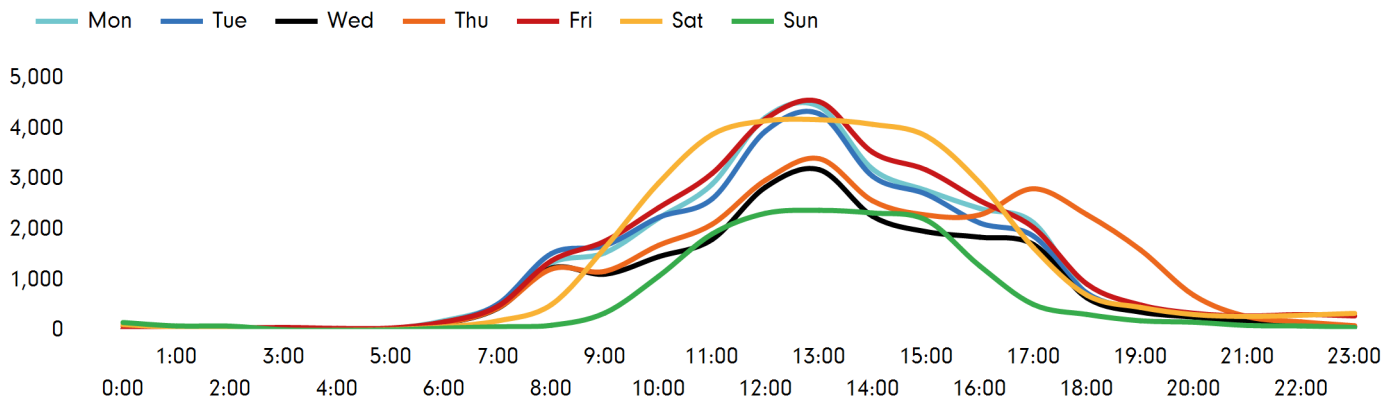
Footfall by day

The figures shown below are calculated using weekly averages.



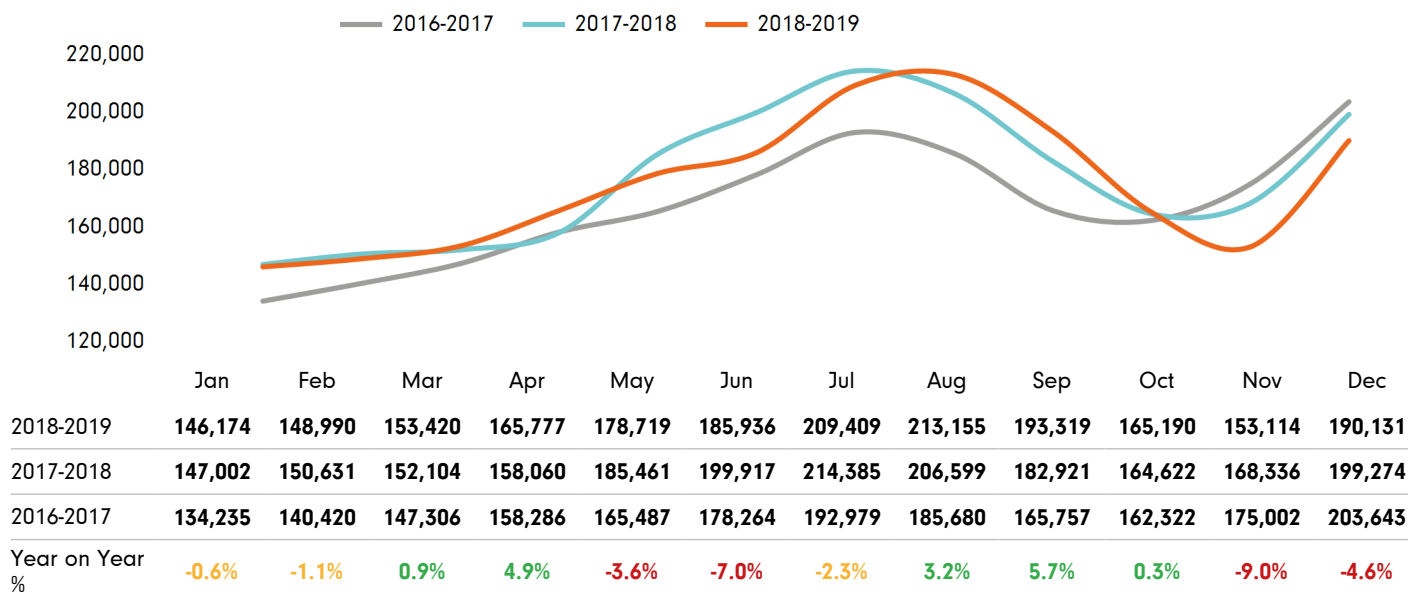
Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

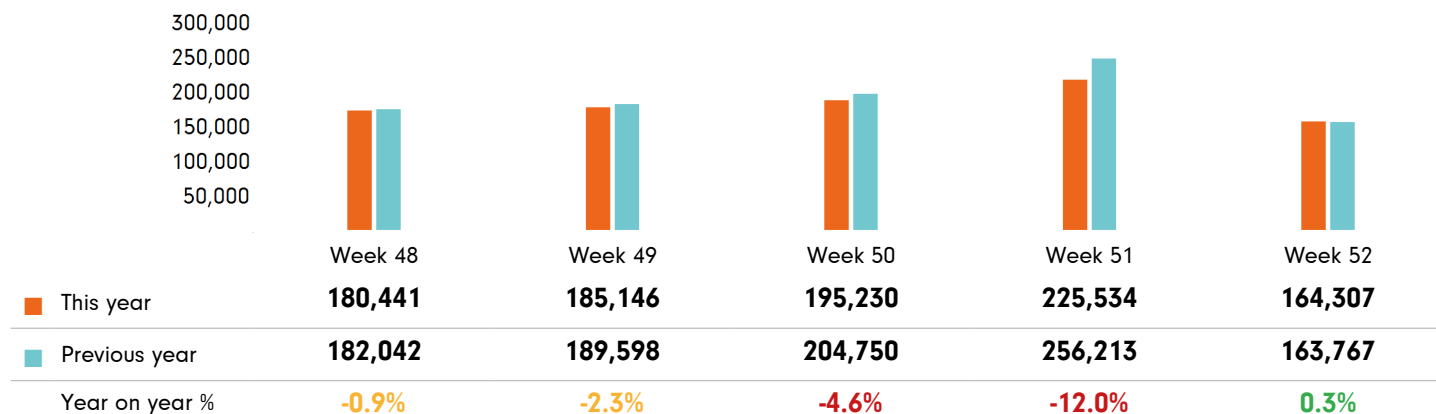
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for December compares December 2019 to December 2018

## Footfall by week of month

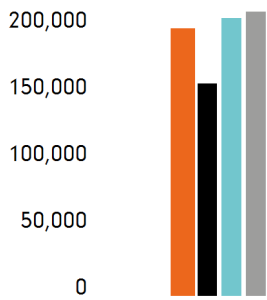
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

This month   Previous month   Previous year   2 Years ago



King Street

This Month	190,132
Previous Month	153,114
Previous Year	199,274
2 Years Ago	203,644
Year on Year %	-4.6 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2019 to December , 2019 Vs January, 2018 to December , 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. December, 2019 Vs December, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2019 Vs 11 2019