

# Footfall Report for: St Helier, King Street

Weeks This Month: 4  
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	-0.8 %	7.0 %	-9.0 %	-3.8 %	-7.3 %	2.3 %
South West	-3.1 %	-3.4 %	-7.6 %	-5.0 %	-4.2 %	-1.7 %
UK	-2.1 %	-2.6 %	-4.6 %	-3.8 %	-2.2 %	-2.4 %

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 0.8% down on the previous year.

The number of visitors counted for month commencing 28 October 2019 was 612,457.

The busiest day in month commencing 28 October 2019 was Saturday 23 November with 30,106 visitors.

The peak hour of the month was 13:00 on Wednesday 30 October 2019 with footfall of 3,981

## 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	5	5	18
Number of days same month last year	17	2	9

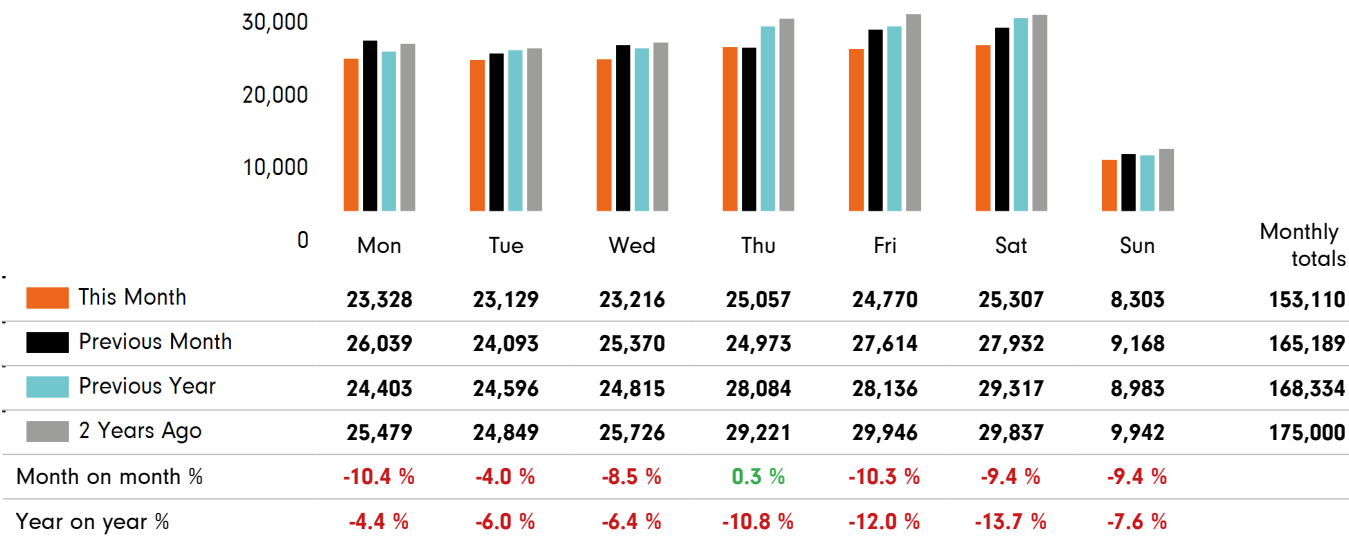
### Average temperature

	Maximum temperature	Minimum temperature
2019	11°	8°
2018	12°	8°

# SPRINGBOARD.

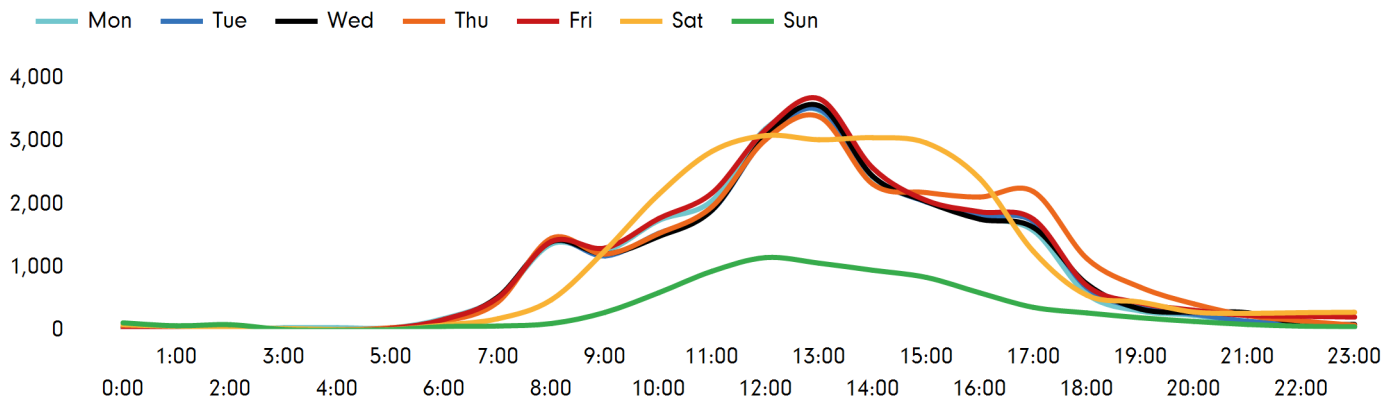
Footfall by day

The figures shown below are calculated using weekly averages.



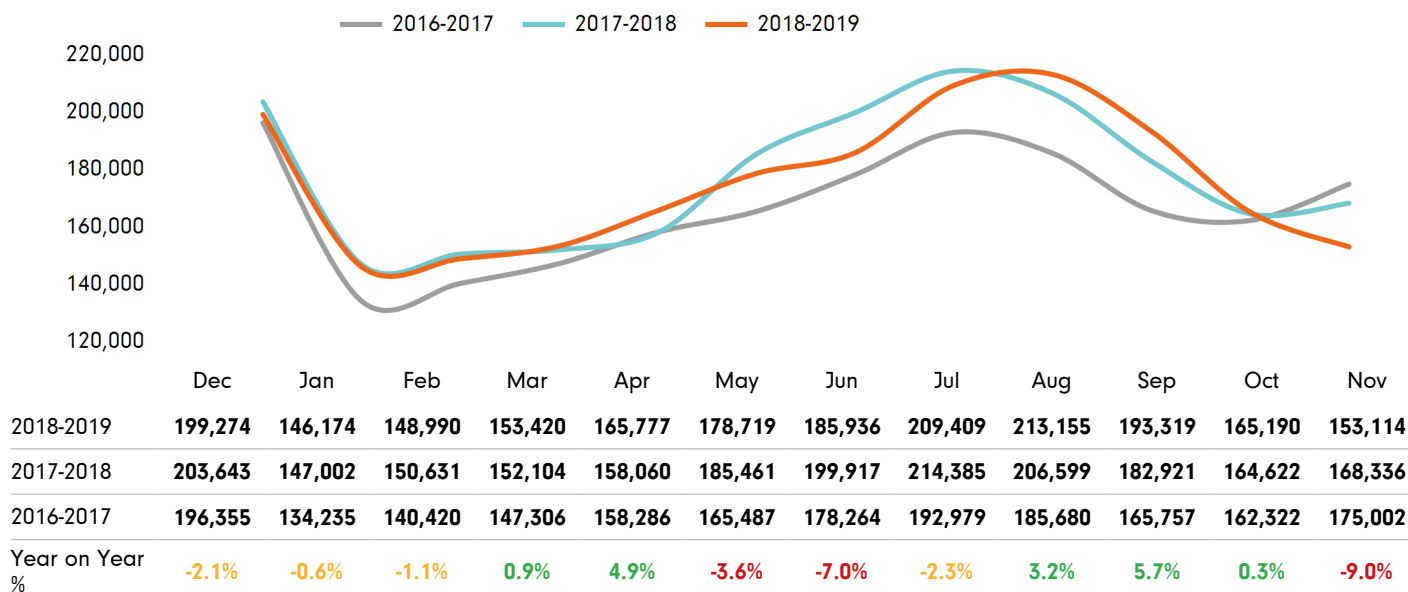
Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

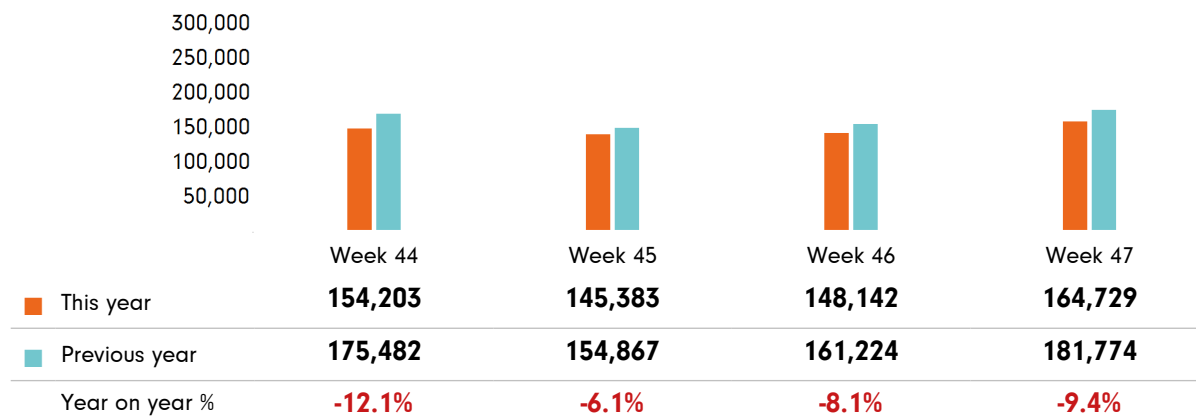
The figures shown below are calculated using weekly averages.



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

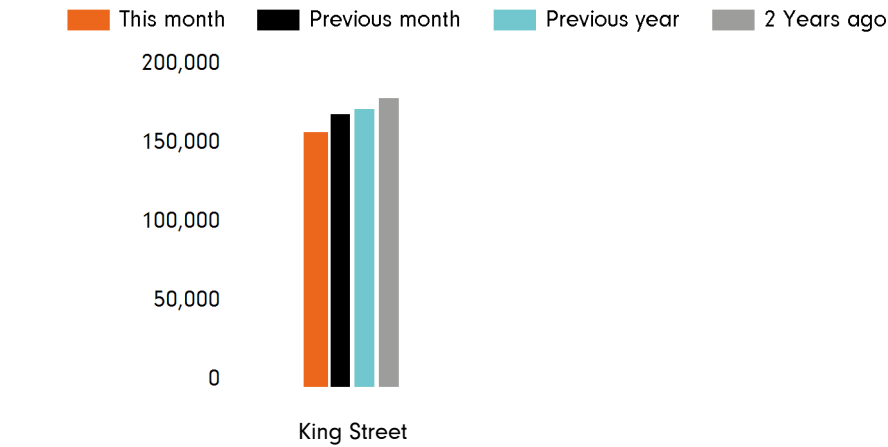
## Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	153,114
Previous Month	165,190
Previous Year	168,337
2 Years Ago	175,003
Year on Year %	-9.0 %

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 November , 2019 Vs January, 2018 to November , 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2019 Vs 10 2019