

Footfall Report for: St Helier, King Street

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
St Helier, King Street	-40.6 %	-0.1 %	-24.3 %	0.3 %	-0.2 %	-14.6 %
South West	-40.2 %	-2.8 %	-24.7 %	-4.4 %	-9.3 %	-10.1 %
UK	-43.5 %	-1.9 %	-39.8 %	-4.7 %	-10.6 %	-3.3 %

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 40.6% down on the previous year.

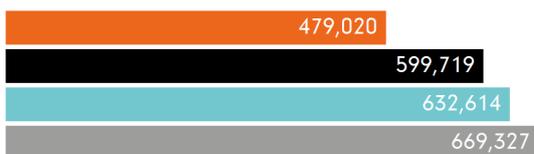
The number of visitors counted for month commencing 5 October 2020 was 479,020.

The busiest day in month commencing 5 October 2020 was Saturday 17 October with 24,329 visitors.

The peak hour of the month was 13:00 on Friday 30 October 2020 with footfall of 3,582

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



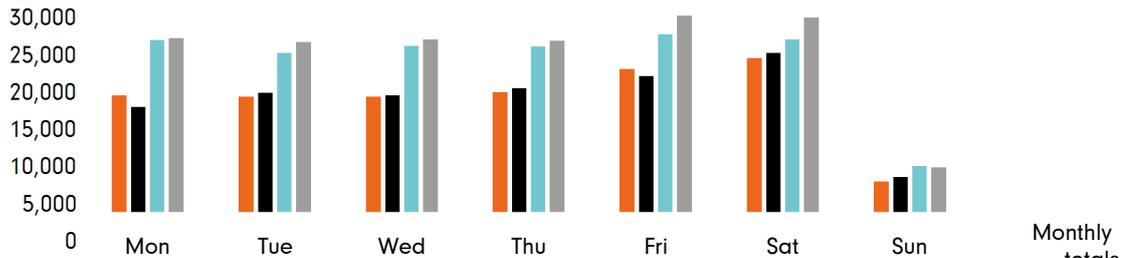
Number of days this month	10	1	17
Number of days same month last year	5	3	20

Average temperature

	Maximum temperature	Minimum temperature
2020	15°	11°
2019	15°	12°

Footfall by day

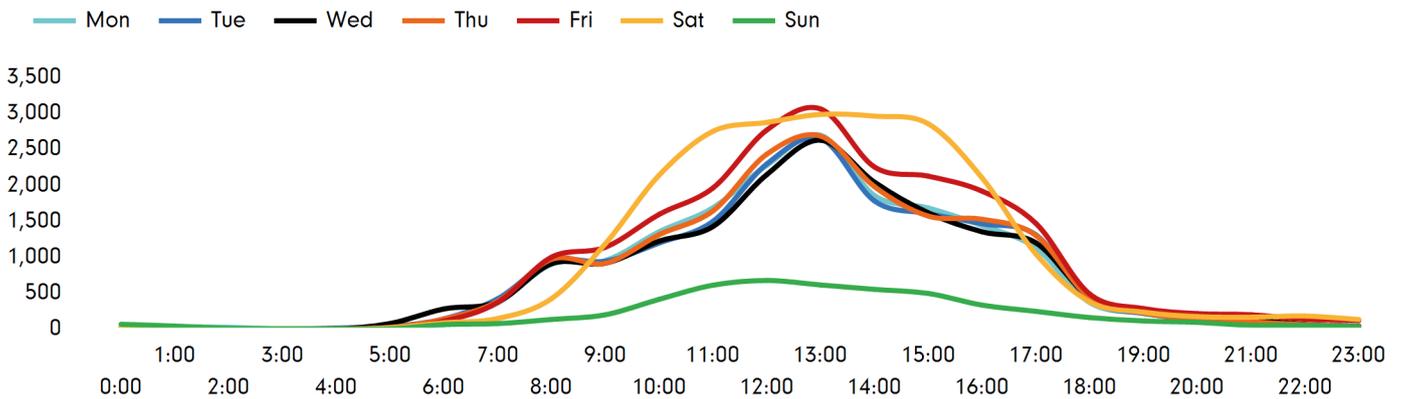
The figures shown below are calculated using weekly averages.



This Month	17,540	17,352	17,387	17,993	21,345	22,991	5,148	119,756
Previous Month	15,942	17,982	17,593	18,604	20,382	23,716	5,725	119,944
Previous Year	25,550	23,730	24,690	24,676	26,420	25,702	7,387	158,155
2 Years Ago	25,816	25,315	25,680	25,433	29,128	28,815	7,146	167,333
Month on month %	10.0 %	-3.5 %	-1.2 %	-3.3 %	4.7 %	-3.1 %	-10.1 %	
Year on year %	-31.4 %	-26.9 %	-29.6 %	-27.1 %	-19.2 %	-10.5 %	-30.3 %	

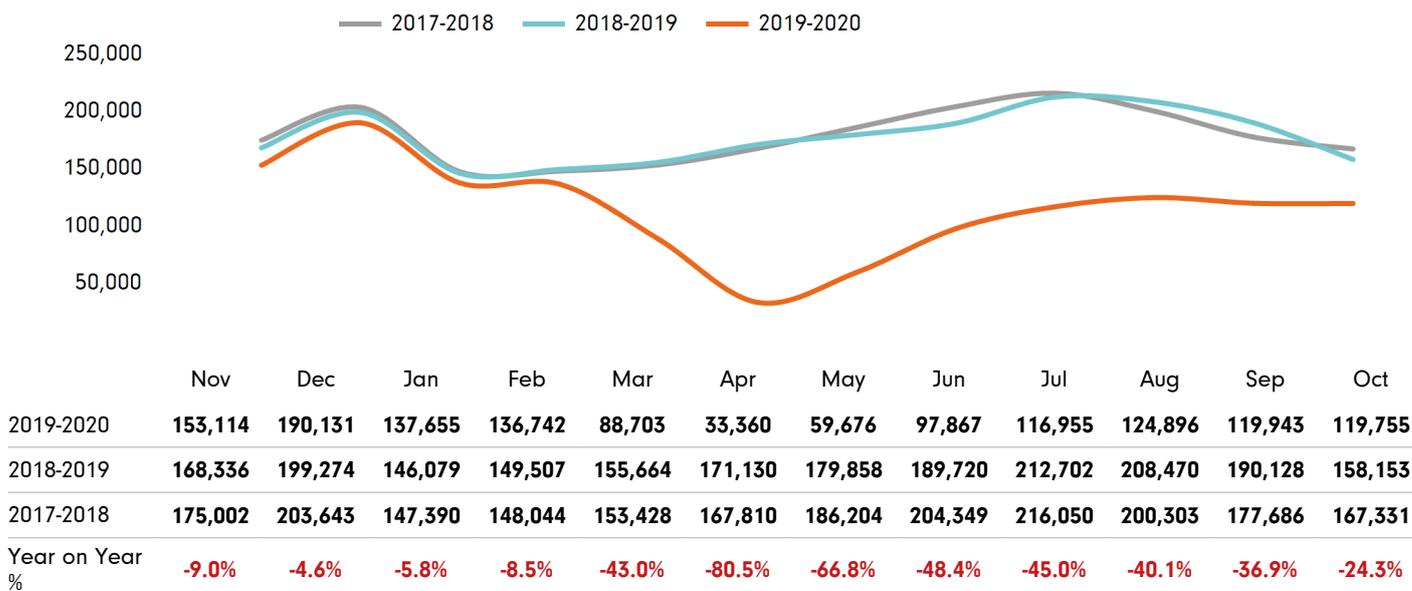
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

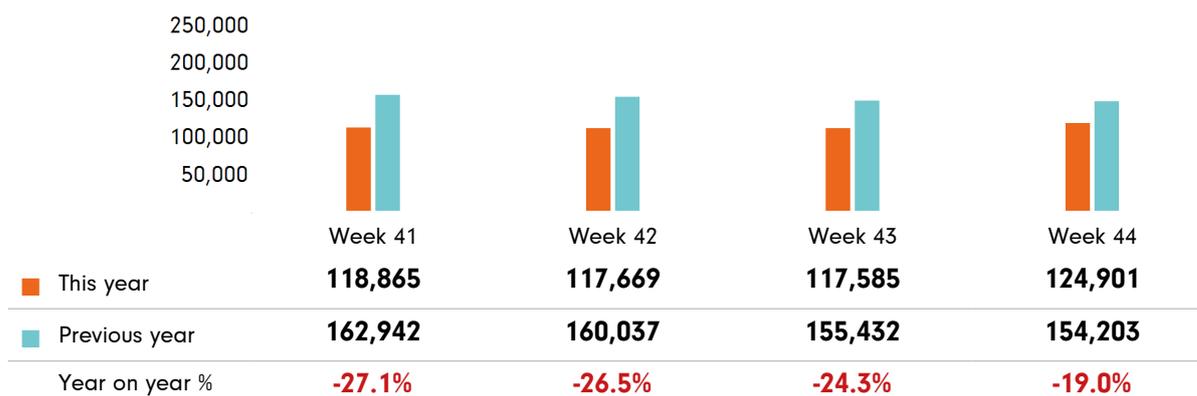
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for October compares October 2020 to October 2019

Footfall by week of month

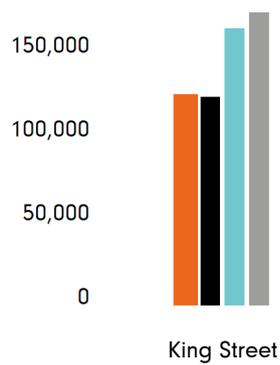
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year ■ 2 Years ago



This Month	119,755
Previous Month	119,943
Previous Year	158,153
2 Years Ago	167,331
Year on Year %	-24.3 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2020 to October, 2020 Vs January, 2019 to October, 2019

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. October, 2020 Vs October, 2019

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2020 Vs 9 2020