

January 2021. 04 Jan 2021 - 31 Jan 2021

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 %	
	2021	2020	2021	2020	2021	2020
St Helier, King Street	-60.8 %	-5.8 %	-60.8 %	-5.8 %	-49.0 %	-27.6 %
South West	-70.4 %	-7.1 %	-70.8 %	-7.1 %	-64.0 %	-25.6 %
UK	-72.7 %	-1.6 %	-72.8 %	-1.6 %	-54.4 %	-17.3 %

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

The total number of visitors for the year to date is 215,029 which is 60.8% down on the previous year.

The total number of visitors to St Helier, King Street in month commencing 4 January 2021 was 215,029.

The busiest day in month commencing 4 January 2021 was Friday 29 January with 10,264 visitors.

The peak hour of the month was 14:00 on Saturday 9 January 2021 with footfall of 1,515.

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	4	3	21
Number of days same month last year	15	4	16

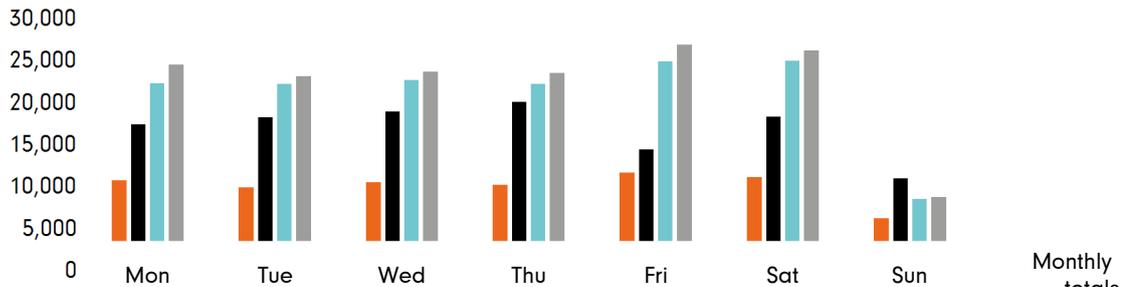
Average temperature

	Maximum temperature	Minimum temperature
2021	8°	5°
2020	9°	6°

SPRINGBOARD.

Footfall by day

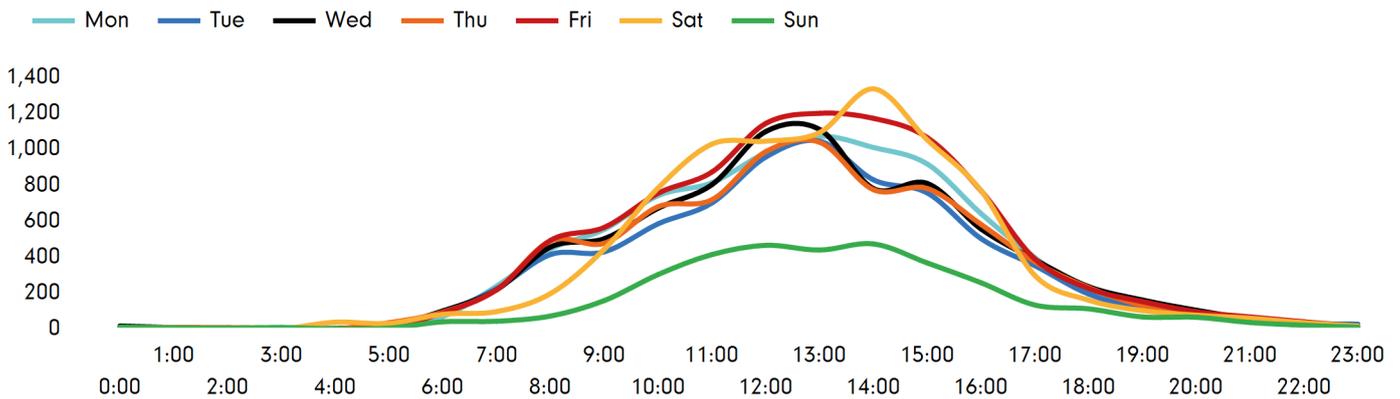
The figures shown below are calculated using weekly averages.



This Month	8,424	7,478	8,199	7,872	9,405	8,812	3,569	53,759
Previous Month	15,611	16,490	17,264	18,464	12,336	16,567	8,623	105,355
Previous Year	20,871	20,775	21,297	20,771	23,711	23,743	6,051	137,219
2 Years Ago	23,256	21,766	22,336	22,222	25,844	25,102	6,253	146,779
Month on month %	-46.0 %	-54.6 %	-52.5 %	-57.4 %	-23.8 %	-46.8 %	-58.6 %	
Year on year %	-59.6 %	-64.0 %	-61.5 %	-62.1 %	-60.3 %	-62.9 %	-41.0 %	

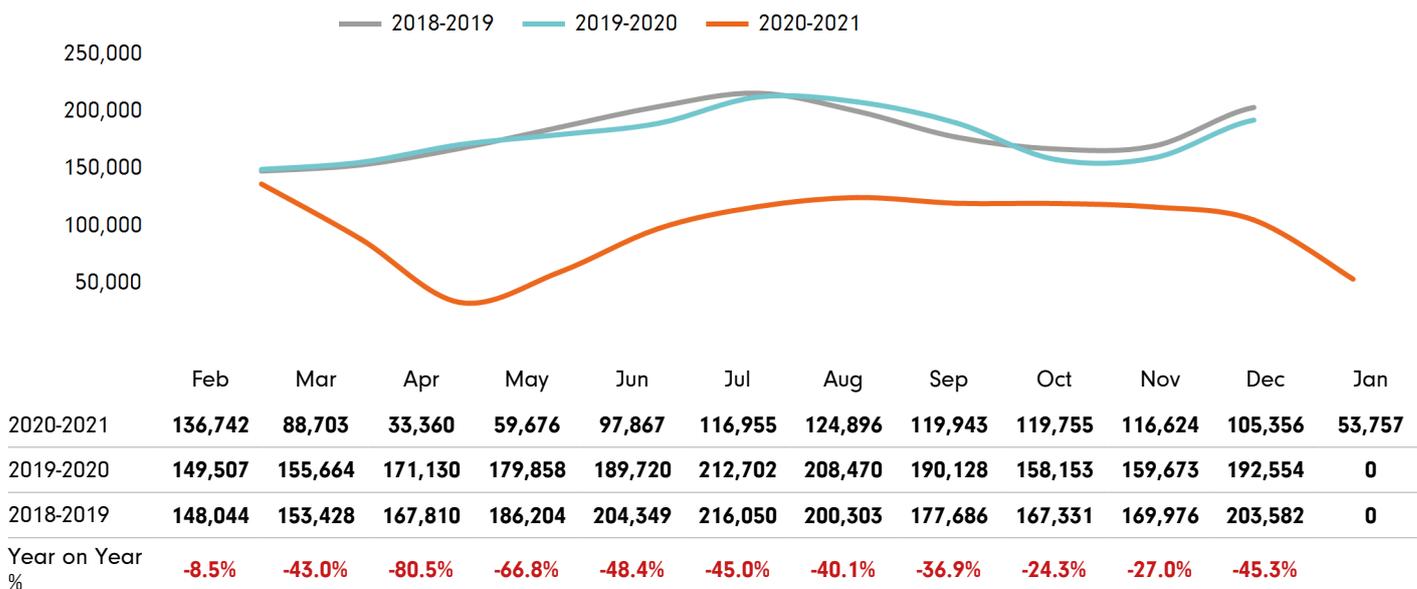
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

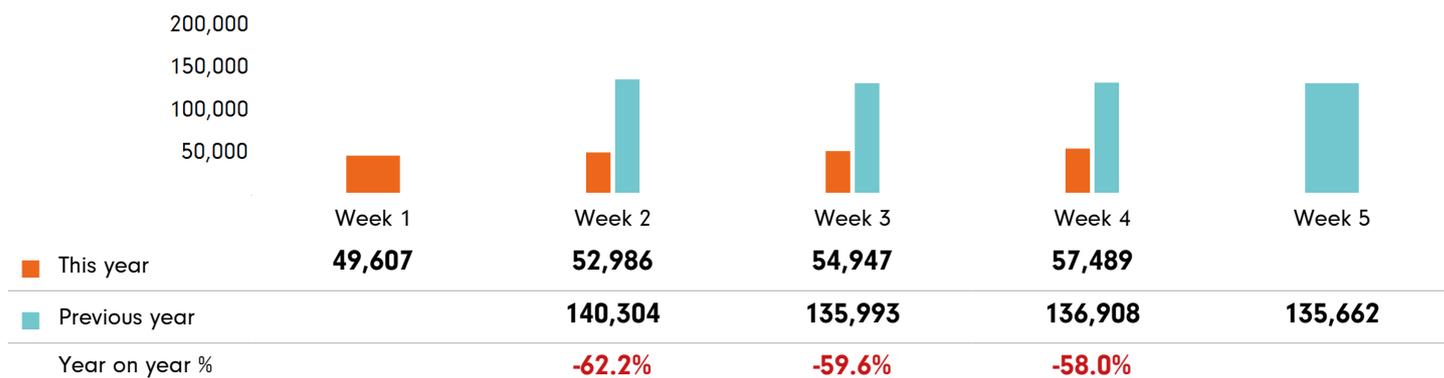
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for January compares January 2021 to January 2020

Footfall by week of month

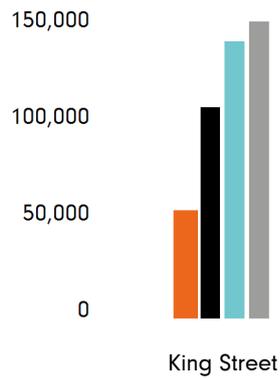
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	53,757
Previous Month	105,356
Previous Year	137,216
2 Years Ago	146,779
Year on Year %	-60.8 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to January, 2021 Vs January, 2020 to January, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2021 Vs January, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2021 Vs December 2020