

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 %	
	2022	2021	2022	2021	2022	2021
St Helier, King Street	35.2%	-4.0%	34.0%	77.0%	14.7%	20.8%
South West	76.5%	-10.2%	21.8%	213.2%	1.1%	6.9%
UK	82.7%	-20.9%	32.2%	191.1%	3.3%	6.3%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors for the year to date is 2,481,318 which is 35.2% up on the previous year.

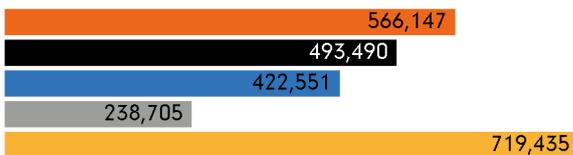
The total number of visitors to St Helier, King Street in month commencing 2 May 2022 was 566,147.

The busiest day in month commencing 2 May 2022 was Saturday 7 May with 28,611 visitors.

The peak hour of the month was 15:00 on Saturday 7 May 2022 with footfall of 3,489.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



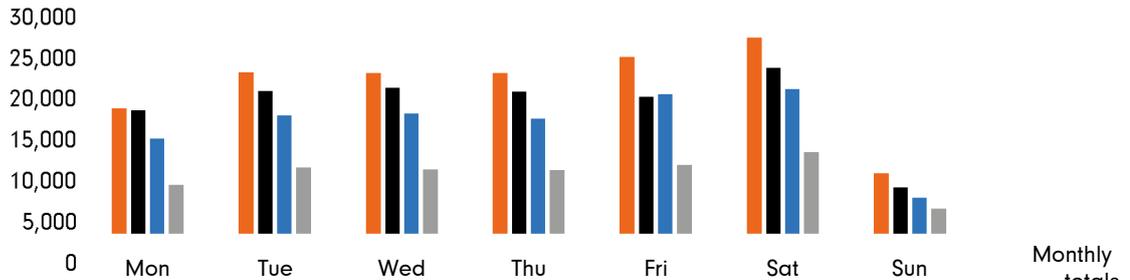
Number of days this month	14	3	11
Number of days same month last year	7	2	19
Number of days same month two years ago	23	3	2

Average temperature

	Maximum temperature	Minimum temperature
2022	17°	11°
2021	14°	9°
2020	17°	10°

Footfall by day

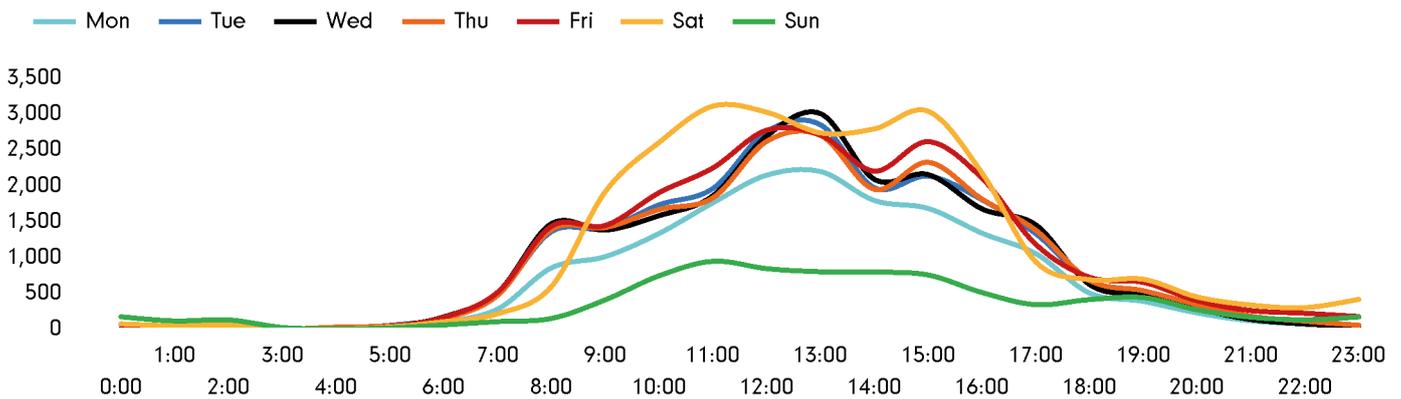
The figures shown below are calculated using weekly averages.



This Month	17,159	21,845	21,804	21,797	23,871	26,442	8,618	141,536
Previous Month	16,911	19,439	19,868	19,317	18,671	22,443	6,723	123,372
Previous Year	13,187	16,203	16,489	15,750	18,964	19,666	5,378	105,637
2 Years Ago	7,103	9,396	9,142	9,017	9,677	11,366	3,975	59,676
Month on month %	1.5%	12.4%	9.7%	12.8%	27.9%	17.8%	28.2%	
Year on year %	30.1%	34.8%	32.2%	38.4%	25.9%	34.5%	60.2%	

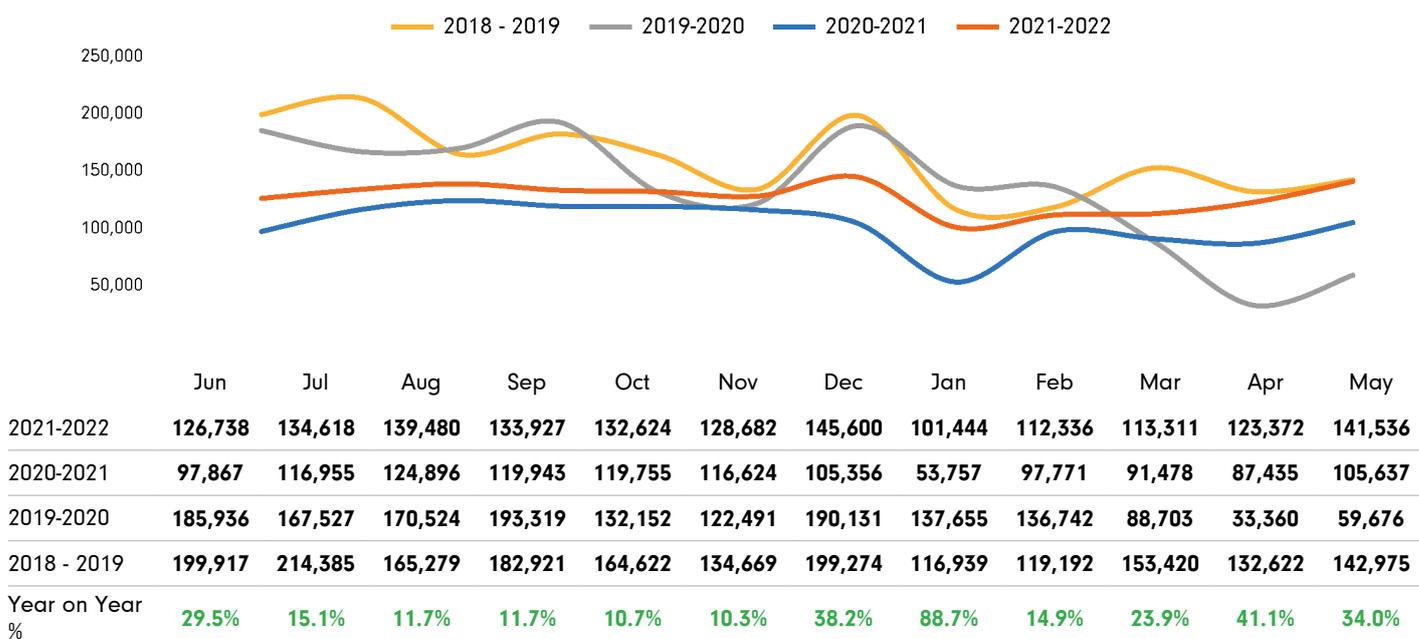
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

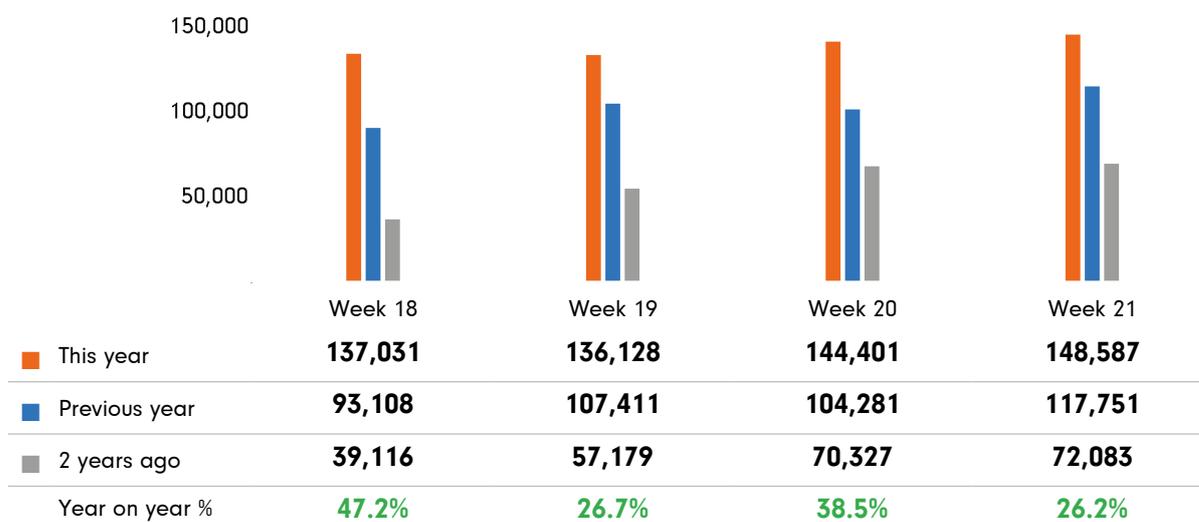
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for May compares May 2022 to May 2021

Footfall by week of month

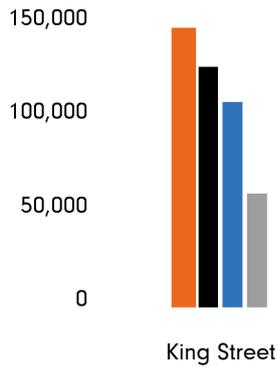
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	141,536
Previous Month	123,372
Previous Year	105,637
2 Years Ago	59,676
Year on Year %	34.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to May, 2022 Vs January, 2021 to May, 2021

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. May, 2022 Vs May, 2021

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2022 Vs 4 2022

May 2022. 02 May 2022 - 29 May 2022

2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

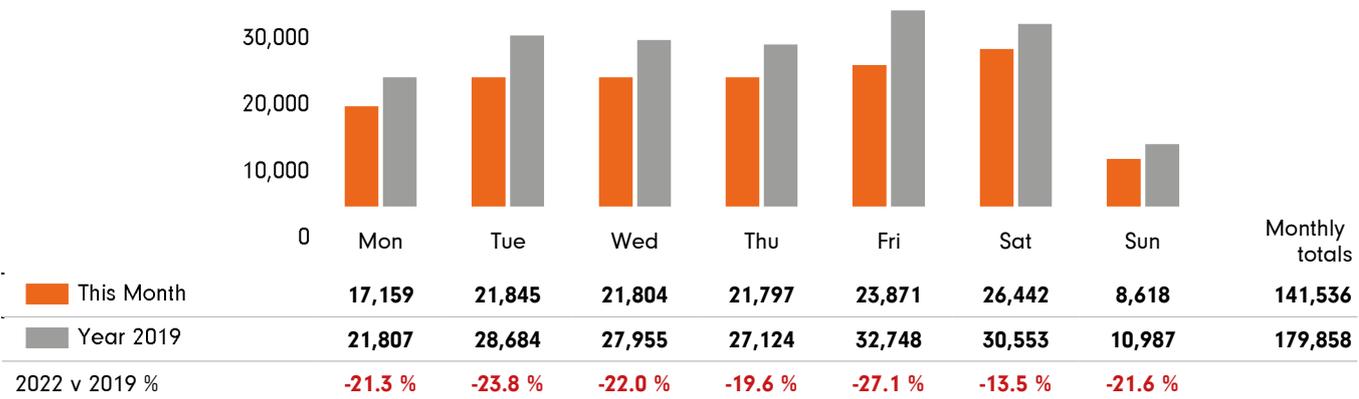
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
St Helier, King Street	-26.3 %	-21.3 %
South West	-17.4 %	-16.5 %
UK	-20.4 %	-16.2 %

St Helier, King Street is compared to the high street index.

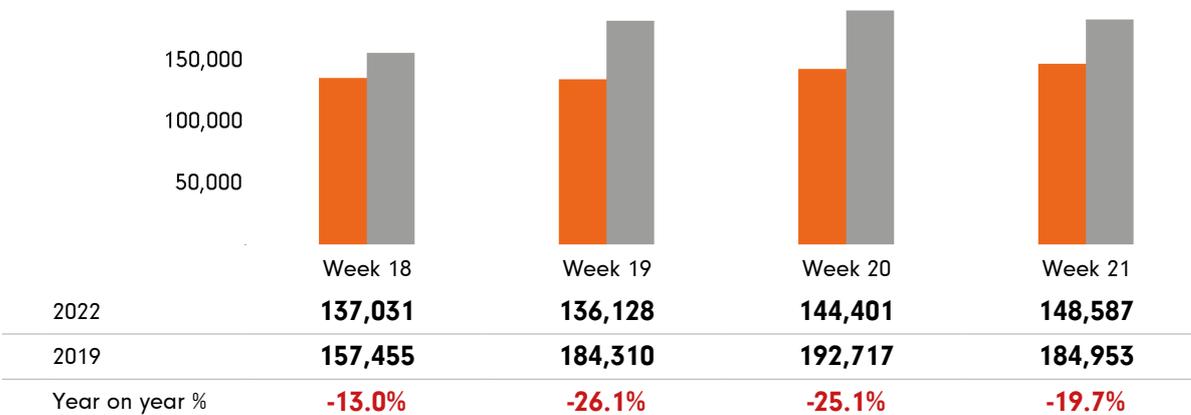
Footfall by day

The figures shown below are calculated using weekly averages.



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.

