

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	7.2%	-40.6%	10.7%	-24.3%	-1.0%	-0.2%
South West	16.5%	-40.2%	23.4%	-24.7%	-2.8%	-9.3%
UK	11.0%	-43.5%	41.3%	-39.8%	2.3%	-10.6%

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 4,766,019 which is 7.2% up on the previous year.

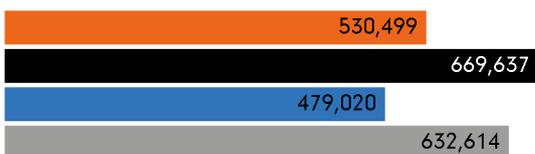
The total number of visitors to St Helier, King Street in month commencing 4 October 2021 was 530,499.

The busiest day in month commencing 4 October 2021 was Saturday 9 October with 24,209 visitors.

The peak hour of the month was 13:00 on Friday 29 October 2021 with footfall of 3,469.

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 17 1 10

Number of days same month last year 10 1 17

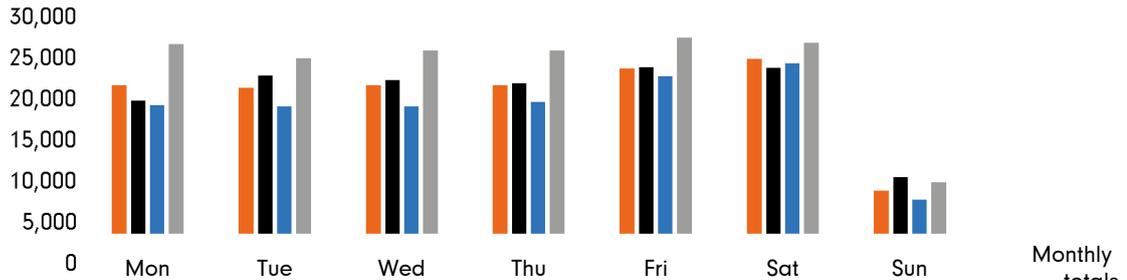
Number of days same month two years ago 4 5 19

Average temperature

	Maximum temperature	Minimum temperature
2021	16°	12°
2020	15°	11°
2019	15°	12°

Footfall by day

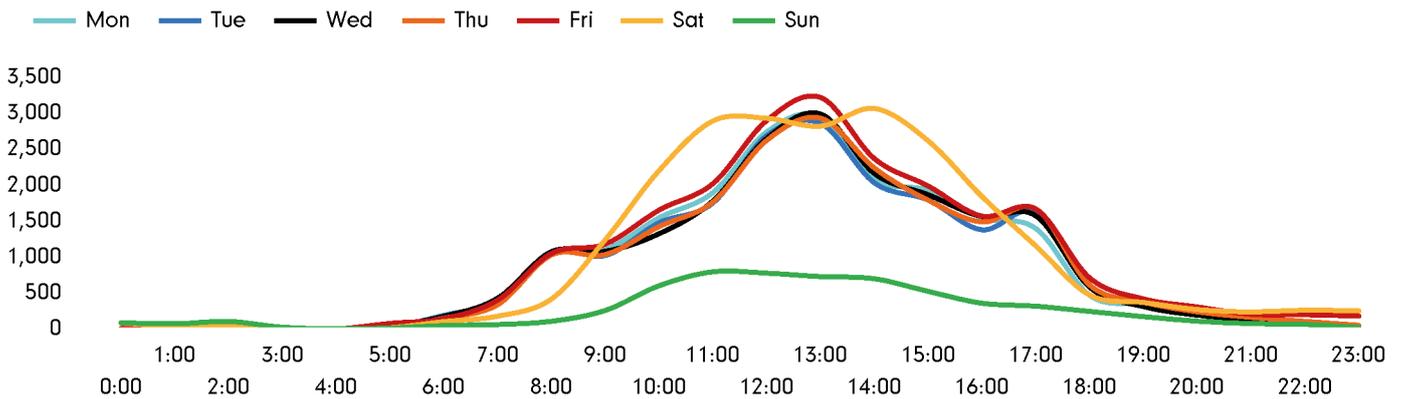
The figures shown below are calculated using weekly averages.



This Month	20,181	19,792	20,158	20,166	22,355	23,609	6,365	132,626
Previous Month	18,159	21,433	20,839	20,396	22,515	22,462	8,125	133,929
Previous Year	17,540	17,352	17,387	17,993	21,345	22,991	5,148	119,756
2 Years Ago	25,550	23,730	24,690	24,676	26,420	25,702	7,387	158,155
Month on month %	11.1%	-7.7%	-3.3%	-1.1%	-0.7%	5.1%	-21.7%	
Year on year %	15.1%	14.1%	15.9%	12.1%	4.7%	2.7%	23.6%	

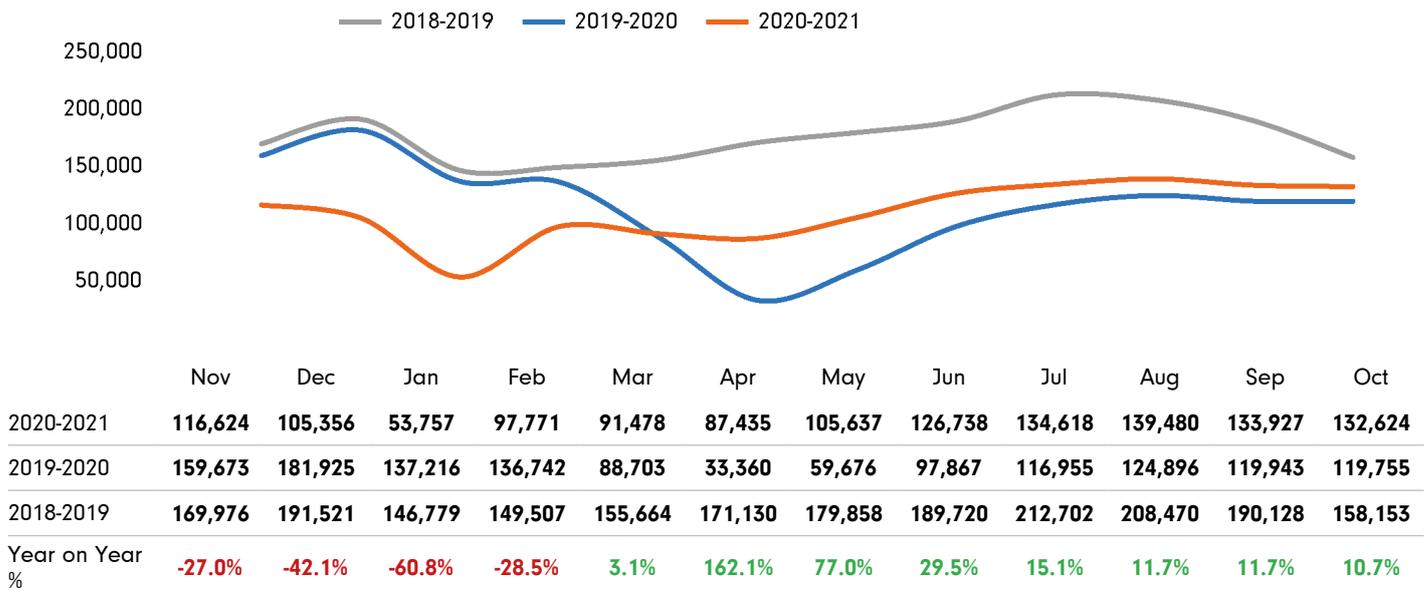
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

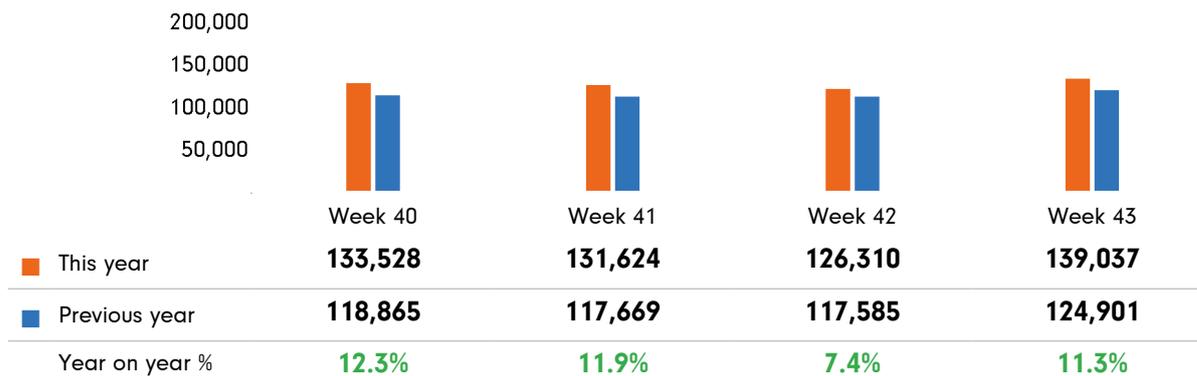
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

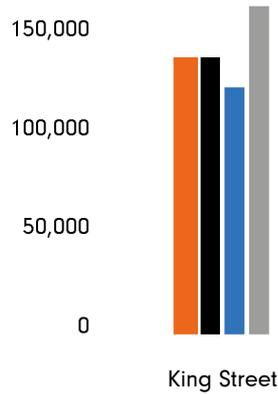
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	132,624
Previous Month	133,927
Previous Year	119,755
2 Years Ago	158,153
Year on Year %	10.7 %

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 October, 2021 Vs January, 2020 to October, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2021 Vs 9 2021

2021 versus 2019 comparison follows on subsequent pages

October 2021. 04 Oct 2021 - 31 Oct 2021
**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 2021 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 2021 against the similar time period in 2019

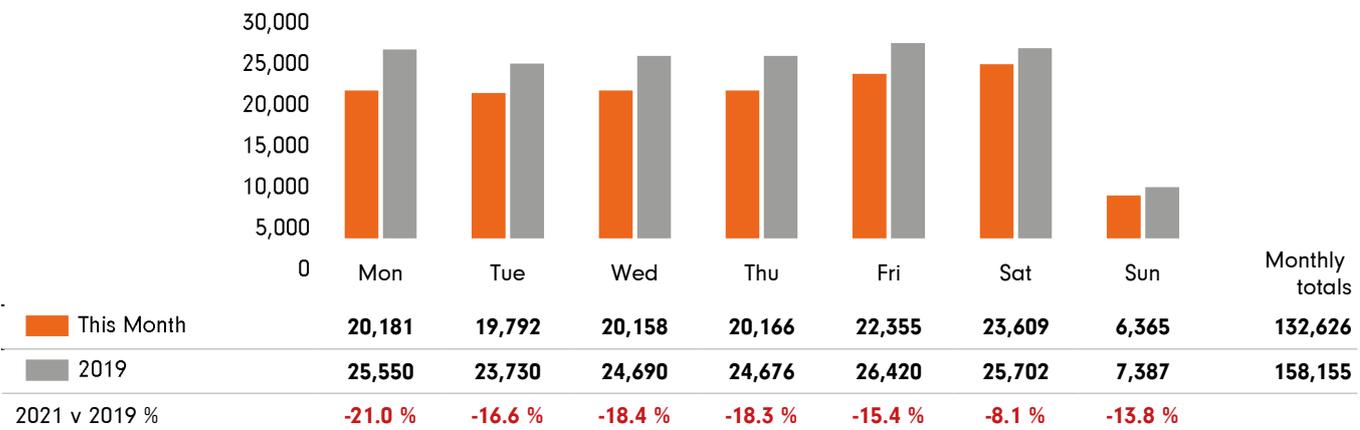
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
St Helier, King Street	-37.2 %	-16.1 %
South West	-31.1 %	-7.7 %
UK	-34.6 %	-15.1 %

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 location

The figures shown below are calculated using weekly averages.

