

# 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 %	
	2022	2021	2022	2021	2022	2021
St Helier, King Street	35.5%	-15.5%	41.1%	162.1%	8.9%	-4.4%
South West	101.1%	-32.0%	29.1%	314.5%	9.0%	92.0%
UK	103.6%	-39.3%	37.1%	252.7%	4.3%	73.0%

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 1,915,171 which is 35.5% up on the previous year.

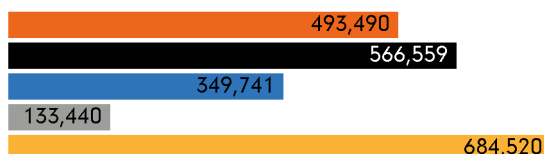
The total number of visitors to St Helier, King Street in month commencing 4 April 2022 was 493,490.

The busiest day in month commencing 4 April 2022 was Saturday 30 April with 25,236 visitors.

The peak hour of the month was 13:00 on Saturday 30 April 2022 with footfall of 3,072.

## 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	17	5	6
Number of days same month last year	24	1	3
Number of days same month two years ago	17	4	7

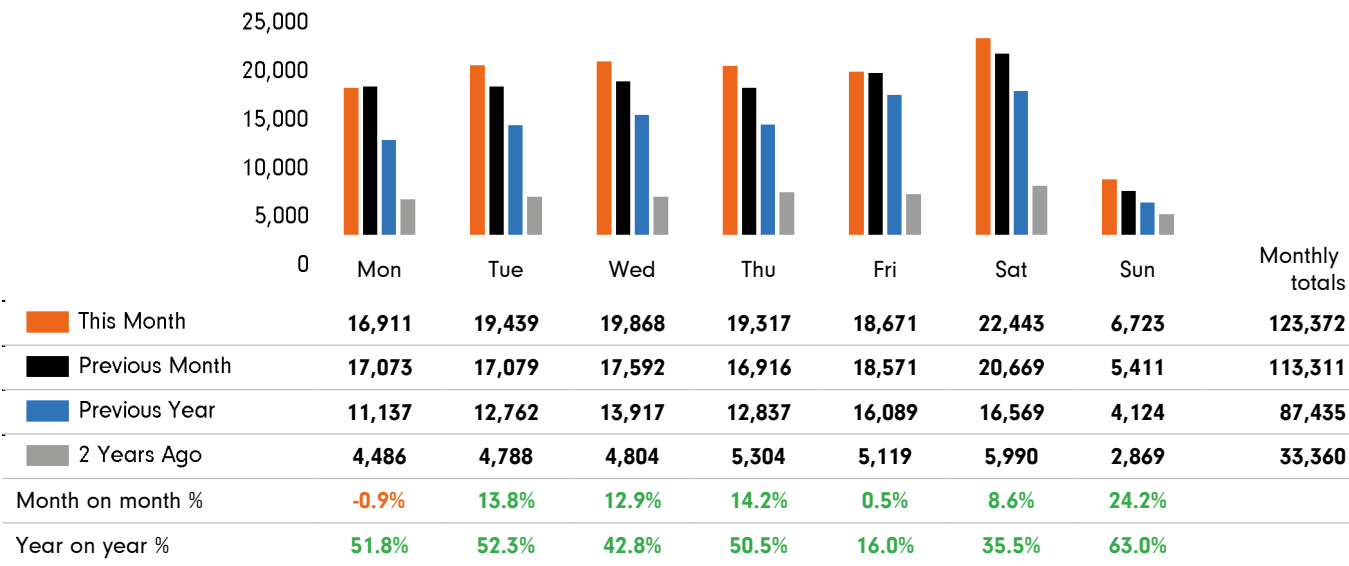
## Average temperature

	Maximum temperature	Minimum temperature
2022	14°	8°
2021	11°	5°
2020	16°	9°

# SPRINGBOARD.

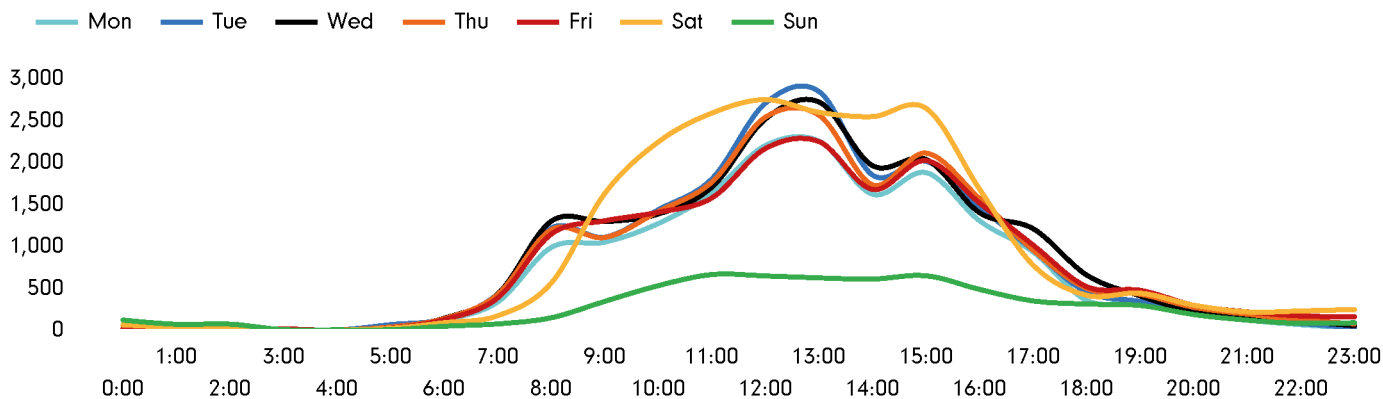
Footfall by day

The figures shown below are calculated using weekly averages.



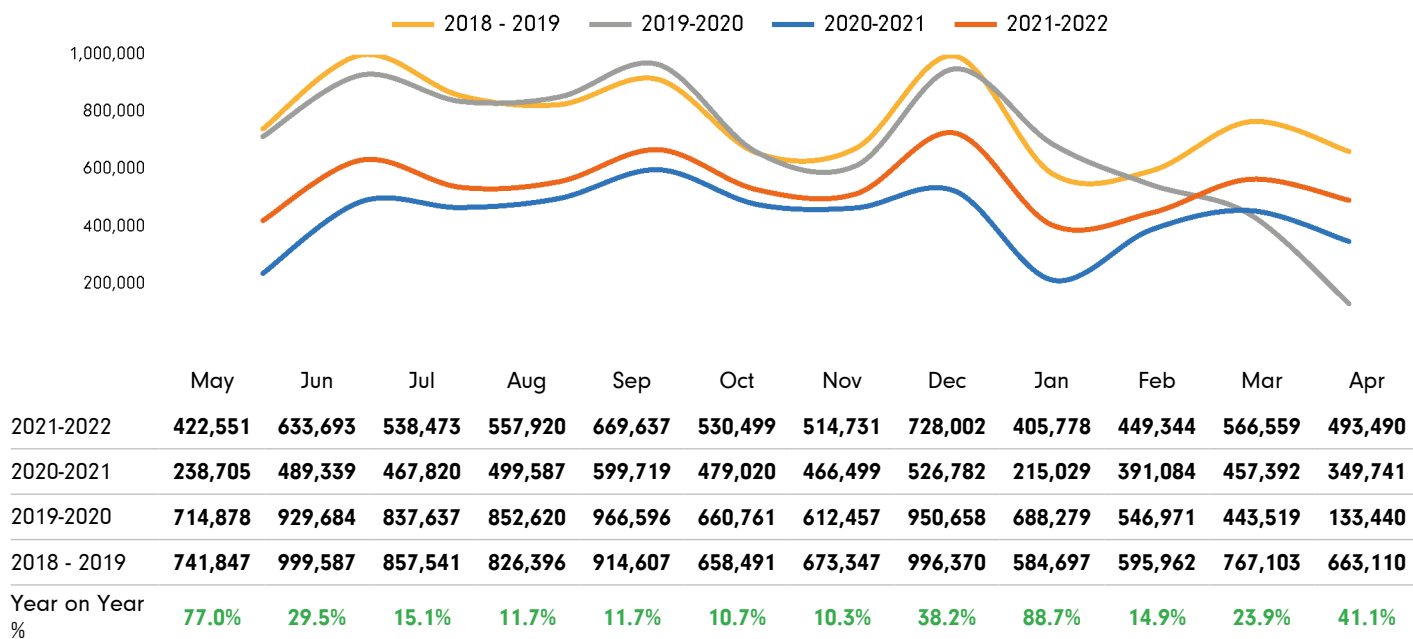
Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

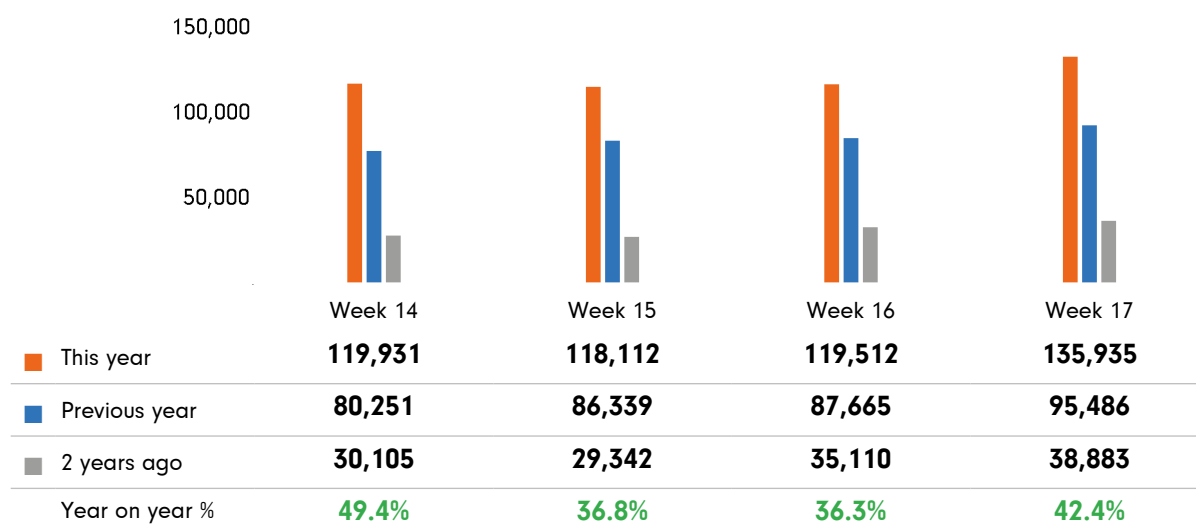
The figures shown below are calculated using weekly averages.



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

## Footfall by week of month

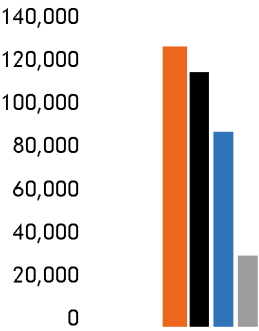
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

This month   Previous month   Previous year   2 Years ago



King Street

This Month	123,372
Previous Month	113,311
Previous Year	87,435
2 Years Ago	33,360
Year on Year %	41.1 %

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 April , 2022 Vs January, 2021 to April , 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.4 2022 Vs 3 2022

April 2022. 04 Apr 2022 - 01 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

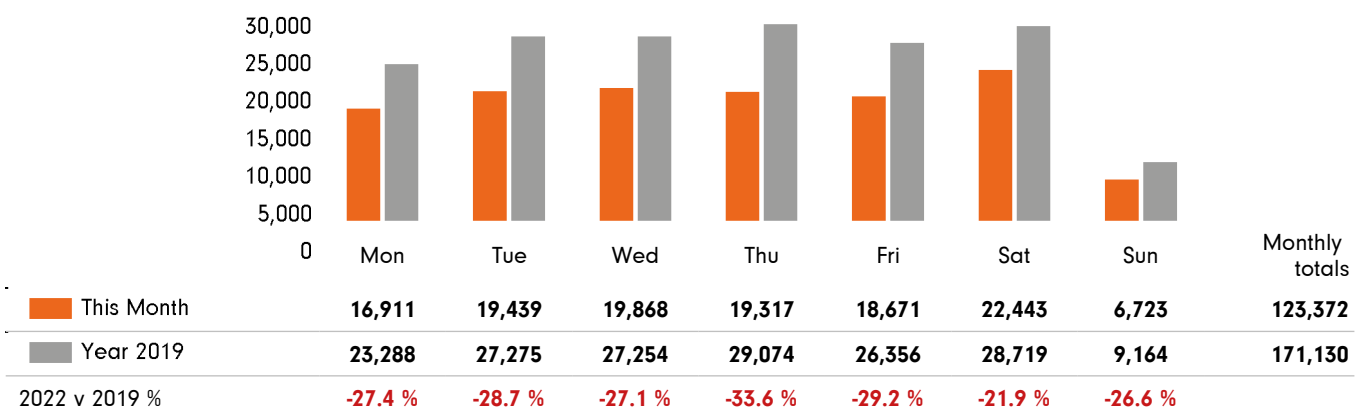
### Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
St Helier, King Street	<b>-27.7 %</b>	<b>-27.9 %</b>
South West	<b>-17.7 %</b>	<b>-16.9 %</b>
UK	<b>-21.5 %</b>	<b>-18.6 %</b>

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

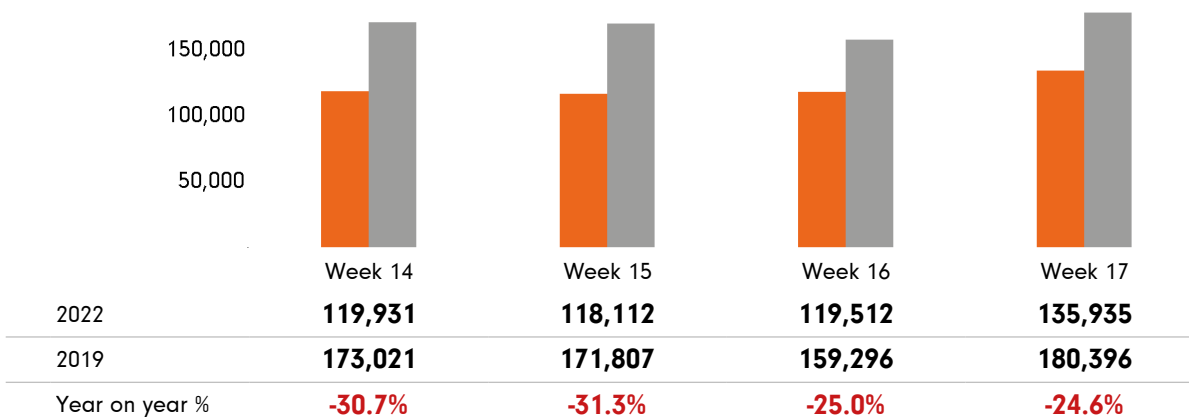
### Footfall by day

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.

