

February 2021. 01 Feb 2021 - 28 Feb 2021

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 %	
	2021	2020	2021	2020	2021	2020
St Helier, King Street	-44.7%	-7.0%	-28.5%	-8.5%	81.9%	-0.7%
South West	-68.2%	-7.1%	-66.1%	-9.3%	21.8%	2.2%
UK	-70.4%	-4.5%	-67.9%	-8.1%	19.4%	1.6%

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

Headlines

The total number of visitors for the year to date is 606,113 which is 44.7% down on the previous year.

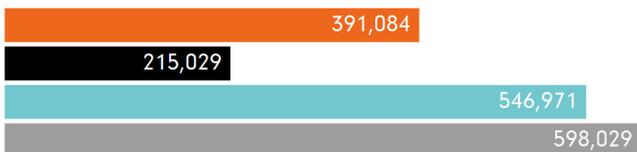
The total number of visitors to St Helier, King Street in month commencing 1 February 2021 was 391,084.

The busiest day in month commencing 1 February 2021 was Saturday 13 February with 25,264 visitors.

The peak hour of the month was 12:00 on Saturday 13 February 2021 with footfall of 3,490.

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	12	14	2
Number of days same month last year	7	1	20

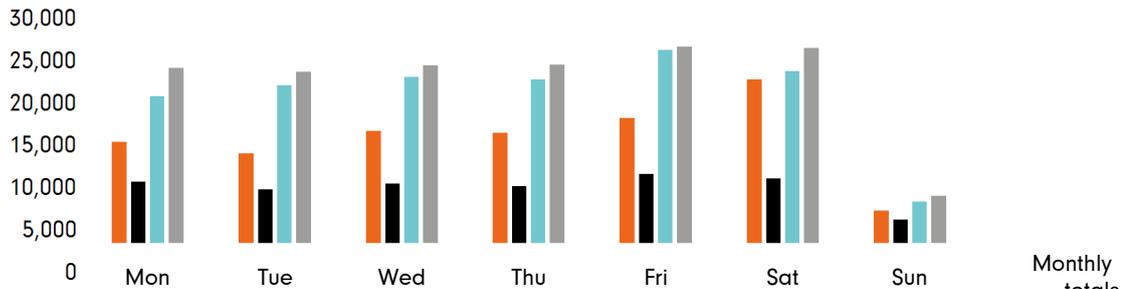
Average temperature

	Maximum temperature	Minimum temperature
2021	8°	5°
2020	10°	7°

SPRINGBOARD.

Footfall by day

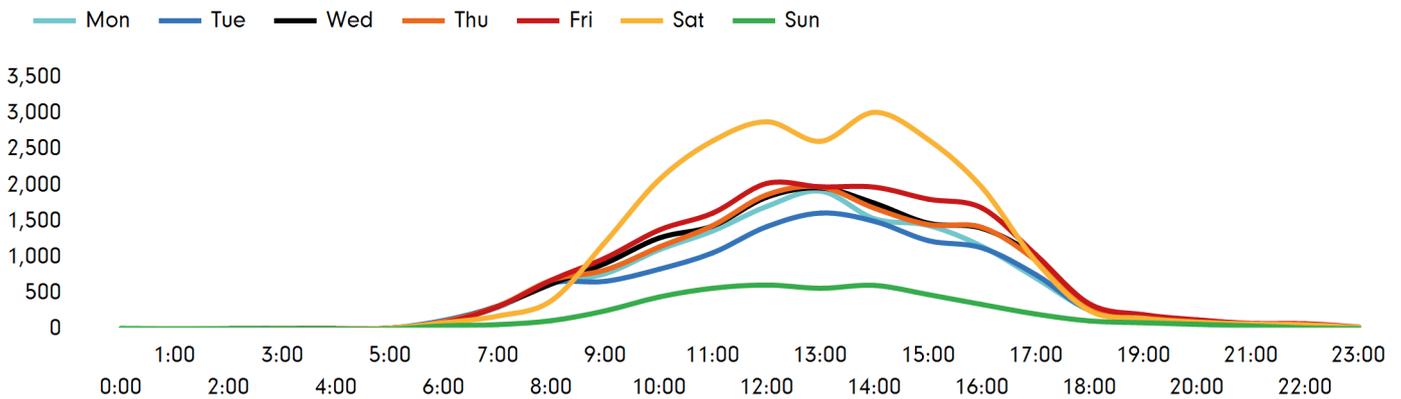
The figures shown below are calculated using weekly averages.



This Month	13,487	12,053	14,907	14,662	16,508	21,395	4,759	97,771
Previous Month	8,424	7,478	8,199	7,872	9,405	8,812	3,569	53,759
Previous Year	19,312	20,669	21,778	21,396	25,217	22,479	5,893	136,744
2 Years Ago	22,874	22,435	23,203	23,269	25,618	25,457	6,653	149,509
Month on month %	60.1%	61.2%	81.8%	86.3%	75.5%	142.8%	33.4%	
Year on year %	-30.2%	-41.7%	-31.5%	-31.5%	-34.5%	-4.8%	-19.2%	

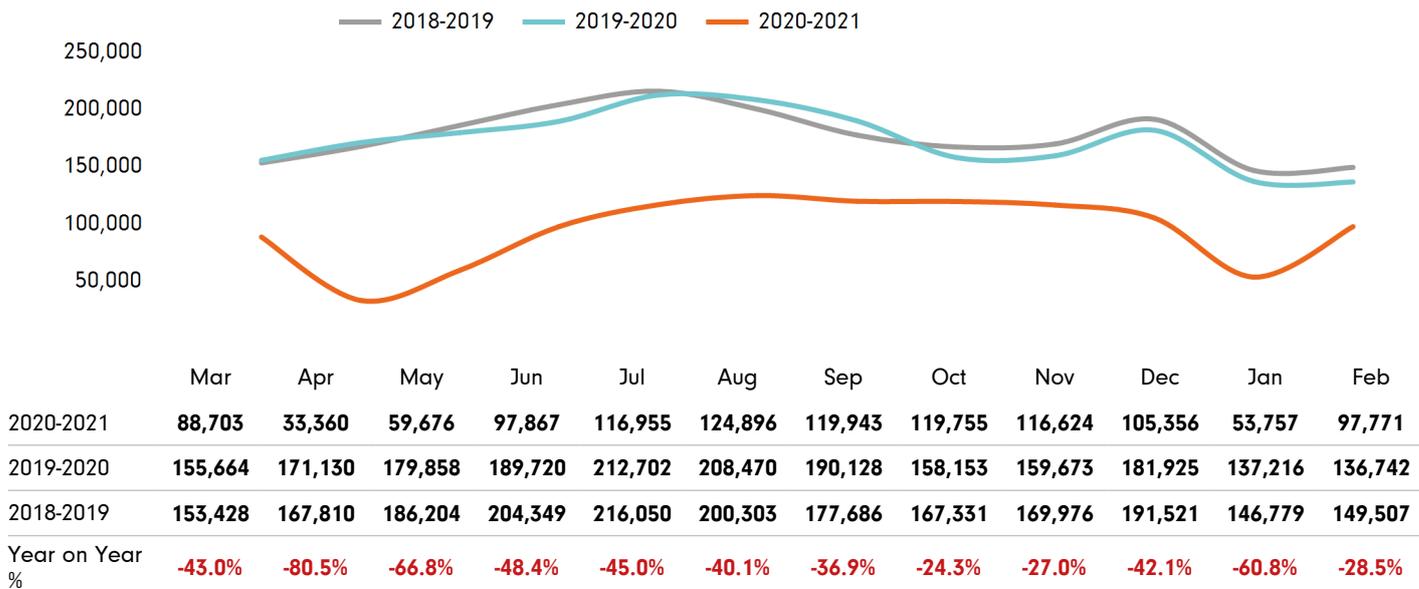
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

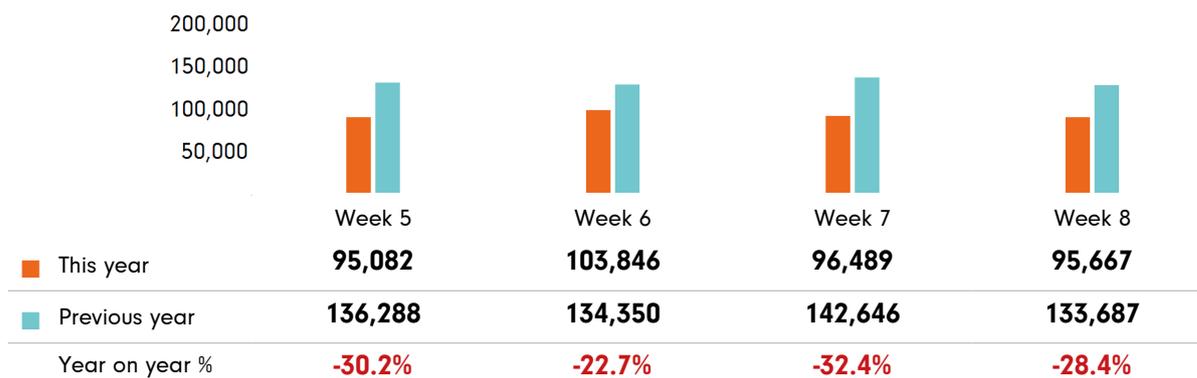
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

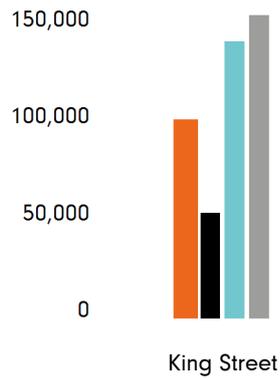
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	97,771
Previous Month	53,757
Previous Year	136,742
2 Years Ago	149,507
Year on Year %	-28.5 %

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 February, 2021 Vs January, 2020 to February, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2021 Vs 1 2021