St Helier, King Street

October 2018

01/10/2018 to 28/10/2018

REGION - South West   Monday to Sunday   COUNT TYPE: Footfall Counts

springboard

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

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2018	2017	2018	2017	2018	2017
St Helier, King Street	▲ 8.1 %	▼ -2.1 %	▲ 1.4 %	▲ 1.6 %	▼ -10.0 %	▼ -2.1 %
South West	▼ -3.3 %	▼ -1.8 %	▼ -5.4 %	▼ -2.7 %	▼ -6.8 %	▼ -4.9 %
UK	▼ -2.5 %	▼ -0.9 %	▼ -2.5 %	▼ -1.7 %	▼ -0.9 %	▲ 0.3 %

Headlines

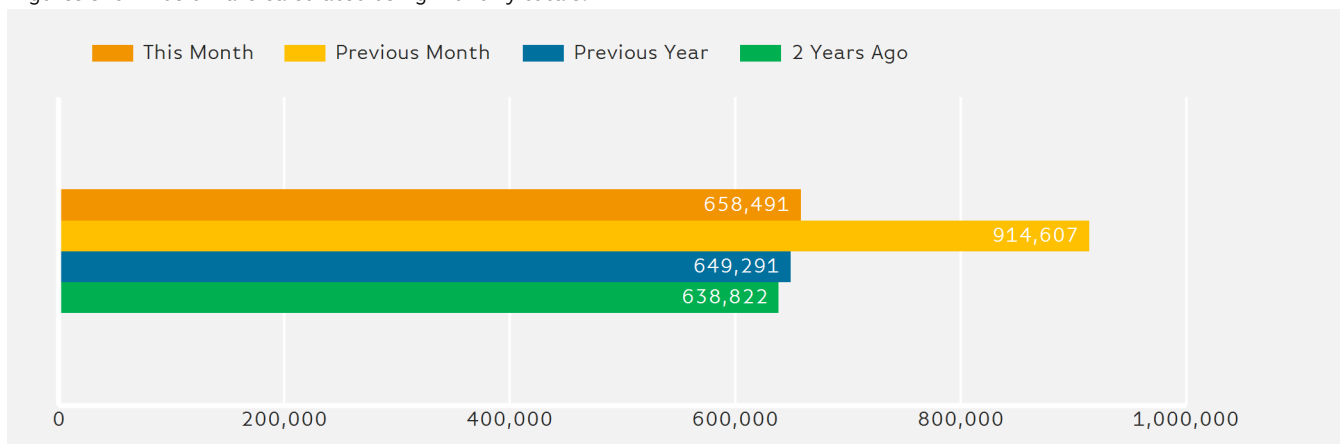Footfall for the year to date is 8.1% up on the previous year.

The number of visitors counted for month commencing 1 October 2018 was 658,491.

The busiest day in month commencing 1 October 2018 was Saturday 13 October with 29,312 visitors.

The peak hour of the month was 13:00 on Friday 26 October 2018 with footfall of 4,167
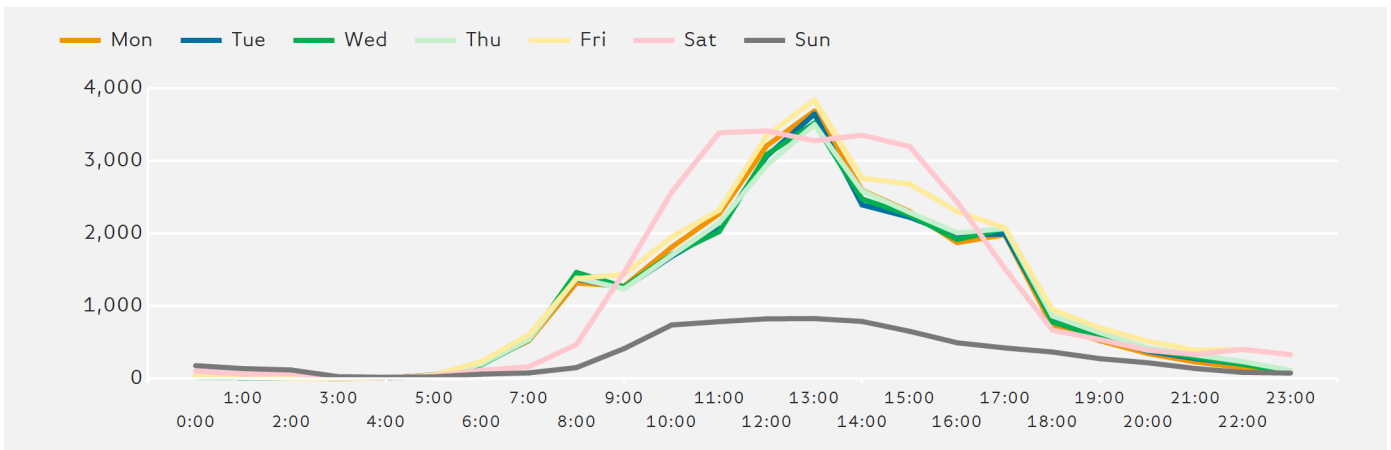
Footfall by Month

Figures shown below are calculated using monthly totals.

Legend: This Month | Previous Month | Previous Year | 2 Years Ago

This Month: 658,491
Previous Month: 914,607
Previous Year: 649,291
2 Years Ago: 638,822

Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

Footfall by Hour

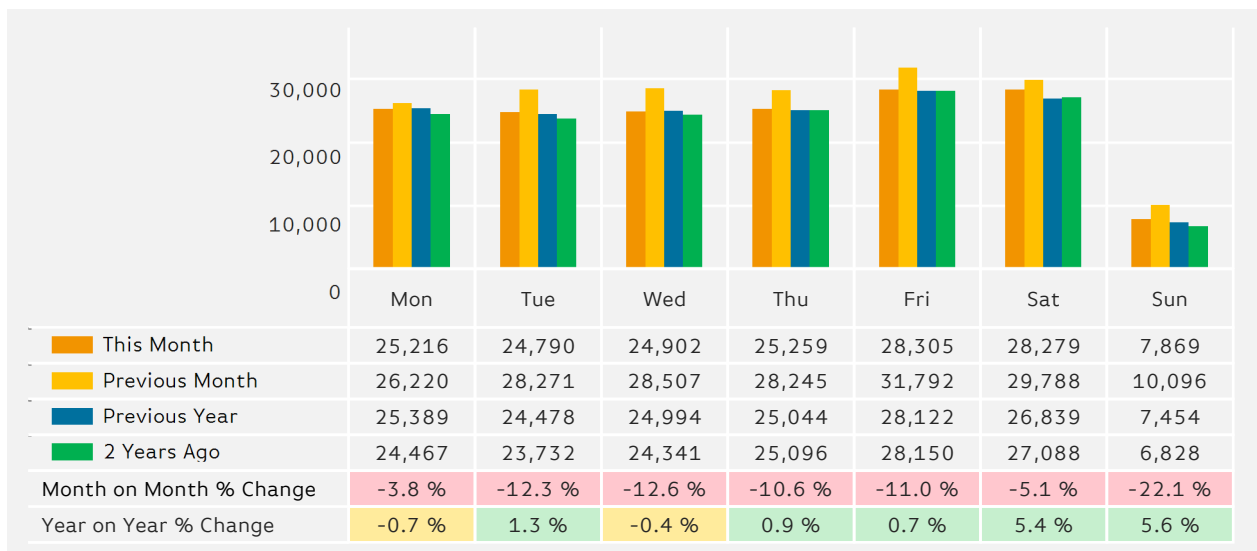The figures shown below are calculated using a weekly average

Legend: Mon — Tue — Wed — Thu — Fri — Sat — Sun

Weather

	☀️	☁️	🌧️
Number of days this month	22	1	5
Number of days same month last year	15	3	10

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	16.8	11.5
2017	16.5	12.7

Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	25,216	24,790	24,902	25,259	28,305	28,279	7,869
Previous Month	26,220	28,271	28,507	28,245	31,792	29,788	10,096
Previous Year	25,389	24,478	24,994	25,044	28,122	26,839	7,454
2 Years Ago	24,467	23,732	24,341	25,096	28,150	27,088	6,828
Month on Month % Change	-3.8 %	-12.3 %	-12.6 %	-10.6 %	-11.0 %	-5.1 %	-22.1 %
Year on Year % Change	-0.7 %	1.3 %	-0.4 %	0.9 %	0.7 %	5.4 %	5.6 %

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 40	Week 41	Week 42	Week 43
This Year	164,646	162,383	162,698	168,764
Previous Year	159,061	161,748	152,522	175,960
Annual % Change	3.5%	0.4%	6.7%	-4.1%
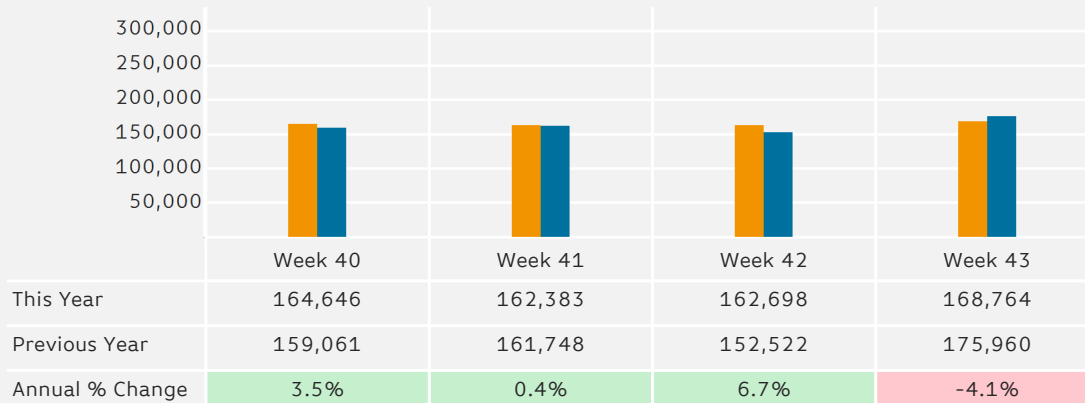
Footfall by Location

The figures shown below are calculated using weekly averages.

Legend: This Month — Previous Month — Previous Year — 2 Years Ago

	King Street
This Month	164,623
Previous Month	182,921
Previous Year	162,323
2 Years Ago	159,706
Year on Year % Change	1.4 %
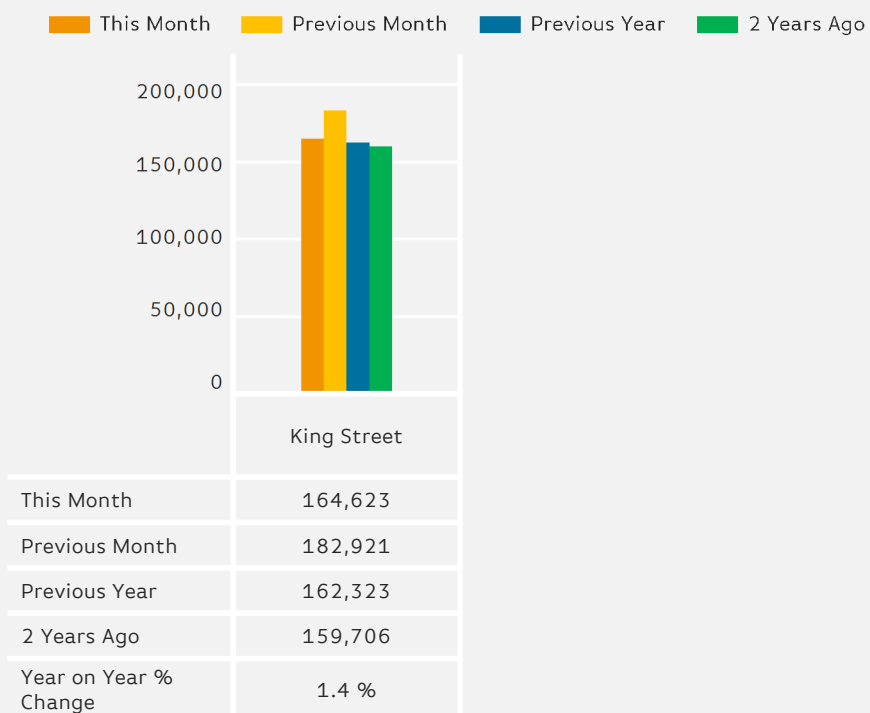
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
2018-2017	175,002	203,643	147,002	150,631	152,104	158,060	185,461	199,917	214,385	206,599	182,921	164,622
2017-2016	153,955	196,355	134,235	140,420	147,306	158,286	165,487	178,264	192,979	185,680	165,757	162,322
2016-2015	158,634	188,247	136,202	141,314	142,175	153,010	172,811	189,434	205,489	193,098	172,221	159,705
Annual % change	13.7%	3.7%	9.5%	7.3%	3.3%	-0.1%	12.1%	12.1%	11.1%	11.3%	10.4%	1.4%
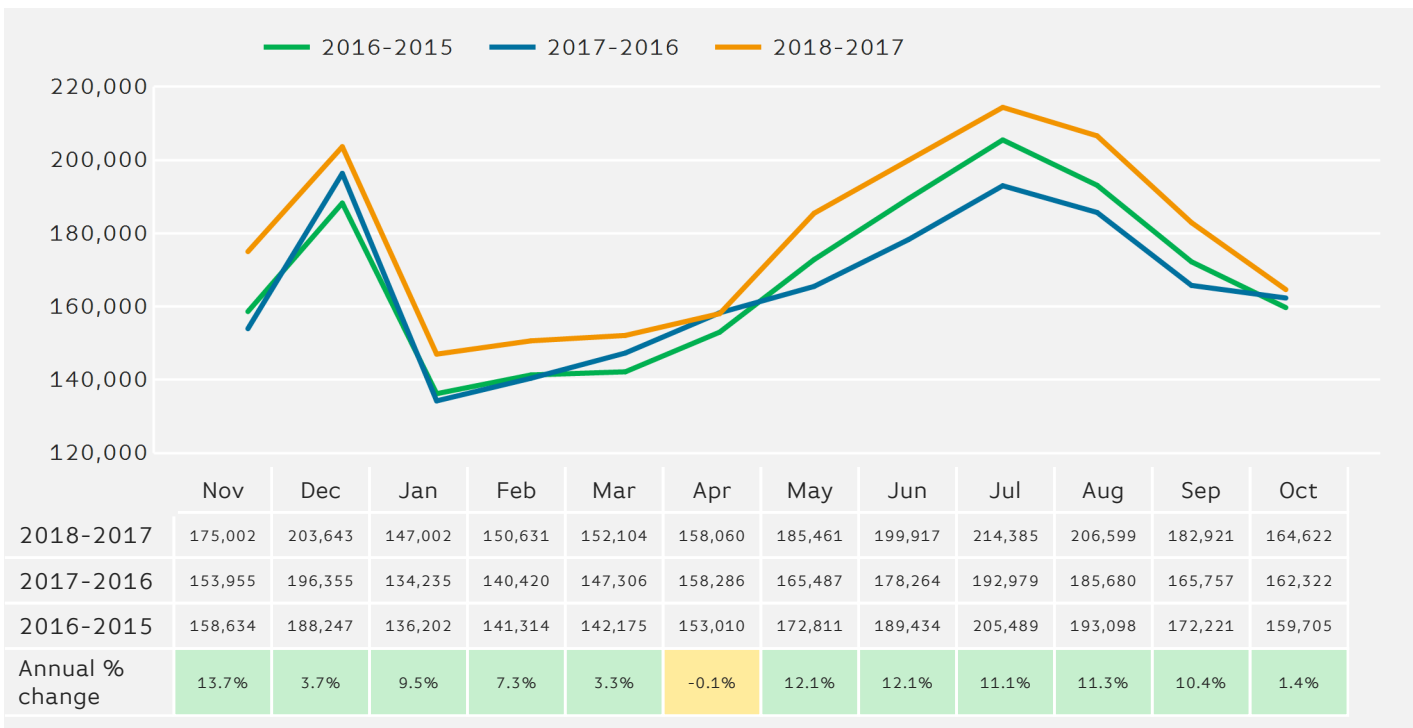
Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to October , 2018 Vs January, 2017 to October , 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.October, 2018 Vs October, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2018 Vs 9 2018