

**St Helier, King Street**

April 2018

02/04/2018 to 29/04/2018



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Monthly Footfall

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	▲ 4.7 %	▲ 1.5 %	▼ -0.1 %	▲ 3.4 %	▲ 3.9 %	▲ 7.5 %
South West	▼ -4.4 %	▼ -1.3 %	▼ -4.9 %	▲ 6.5 %	▲ 9.5 %	▲ 11.1 %
UK	▼ -4.9 %	▲ 0.3 %	▼ -4.0 %	▲ 1.8 %	▲ 10.4 %	▲ 4.0 %

Headlines

Footfall for the year to date is 4.7% up on the previous year.

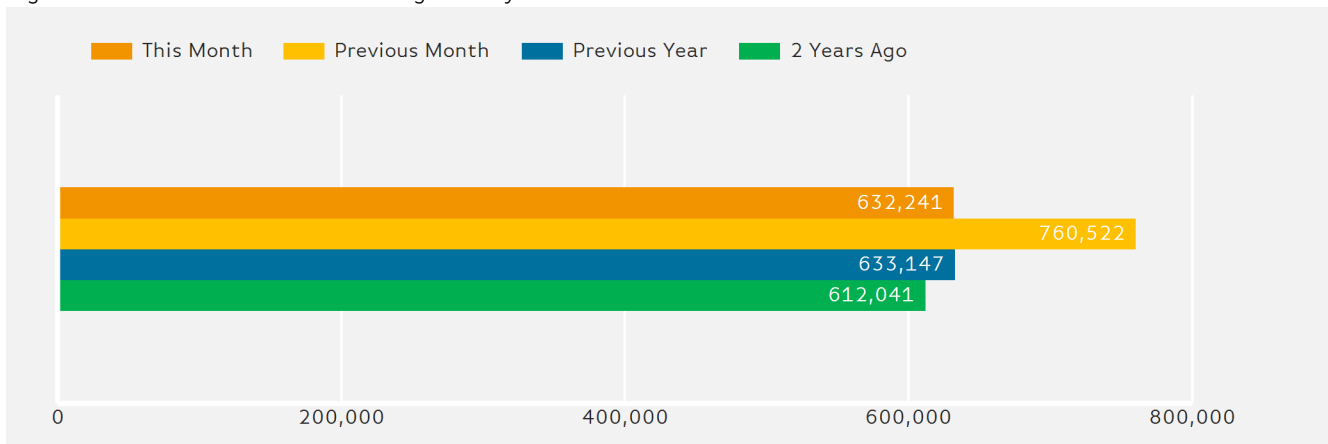
The number of visitors counted for month commencing 2 April 2018 was 632,241.

The busiest day in month commencing 2 April 2018 was Saturday 28 April with 31,464 visitors.

The peak hour of the month was 13:00 on Thursday 12 April 2018 with footfall of 4,243

Footfall by Month

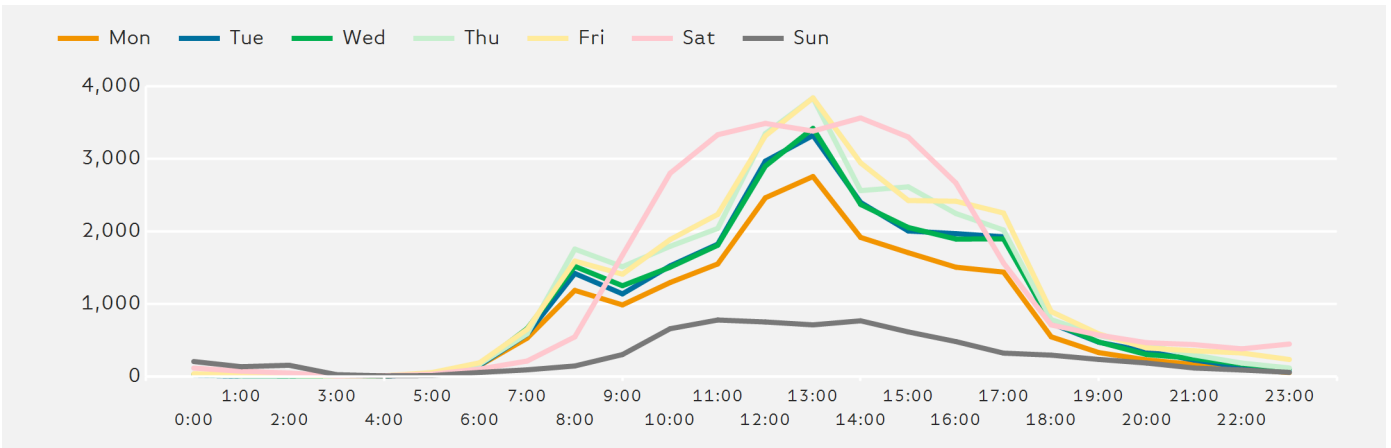
Figures shown below are calculated using monthly totals.



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



Weather



FOG

Number of days this month 14 1 13

Number of days same month last year 22 5 1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	13.6	8.3
2017	13.4	6.5

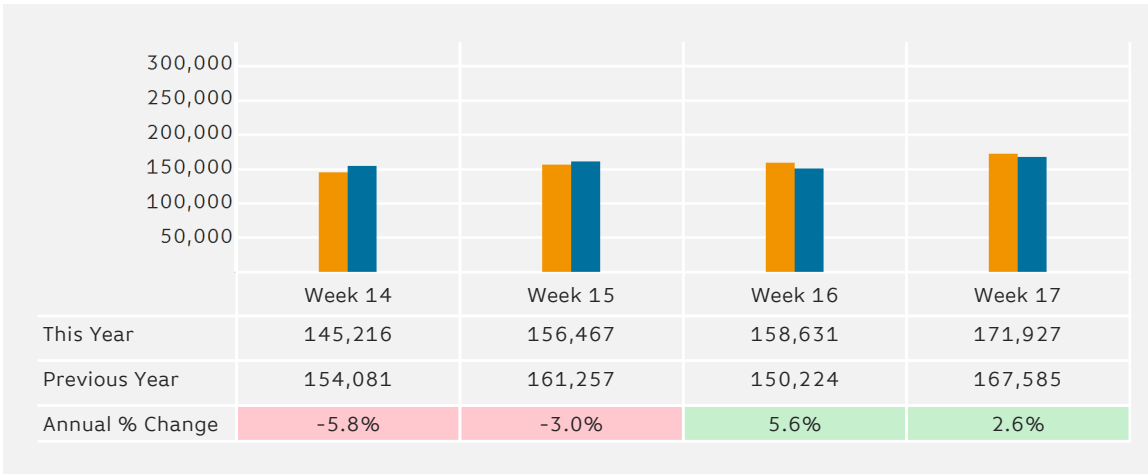
Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	19,021	23,274	23,590	26,952	28,090	29,922	7,207
Previous Month	22,000	22,267	22,887	22,247	26,974	29,096	6,630
Previous Year	22,343	25,600	23,486	26,160	24,196	28,929	7,571
2 Years Ago	23,684	22,950	24,200	24,039	26,080	25,692	6,362
Month on Month % Change	-13.5 %	4.5 %	3.1 %	21.1 %	4.1 %	2.8 %	8.7 %
Year on Year % Change	-14.9 %	-9.1 %	0.4 %	3.0 %	16.1 %	3.4 %	-4.8 %

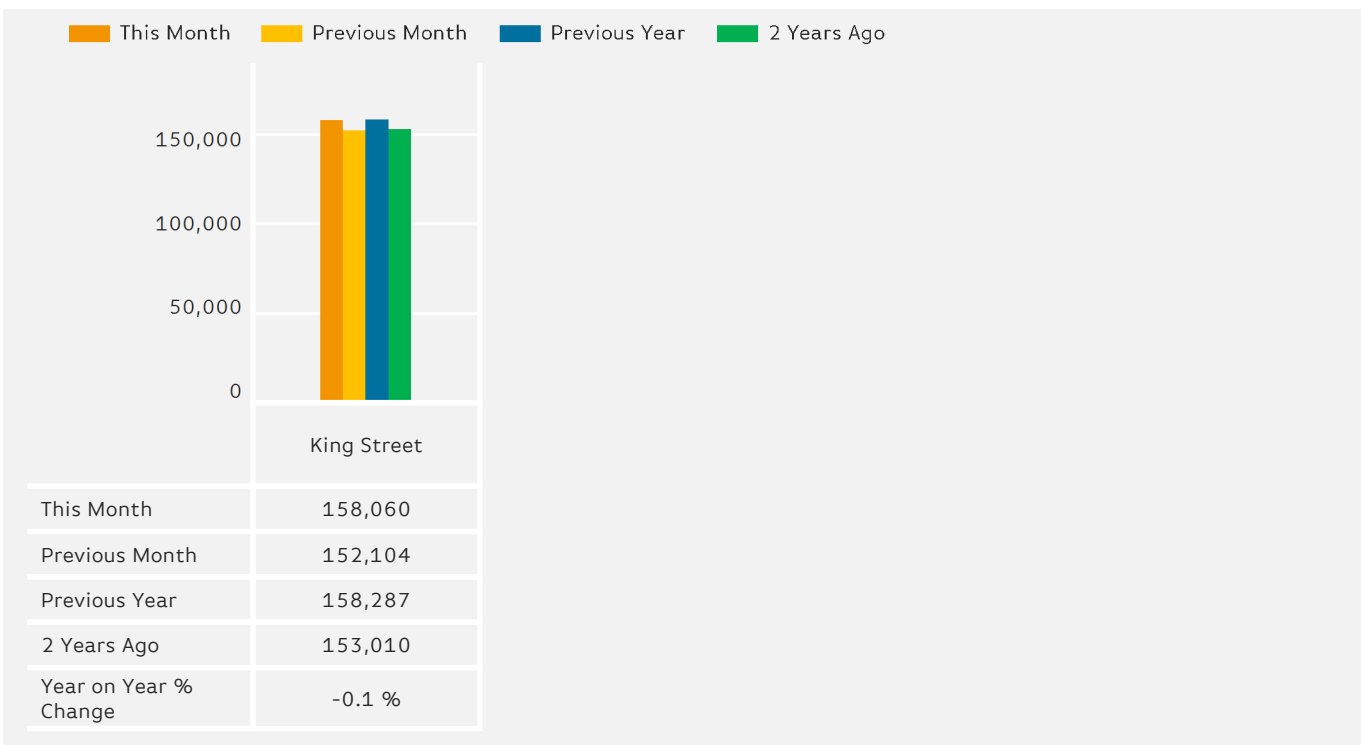
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



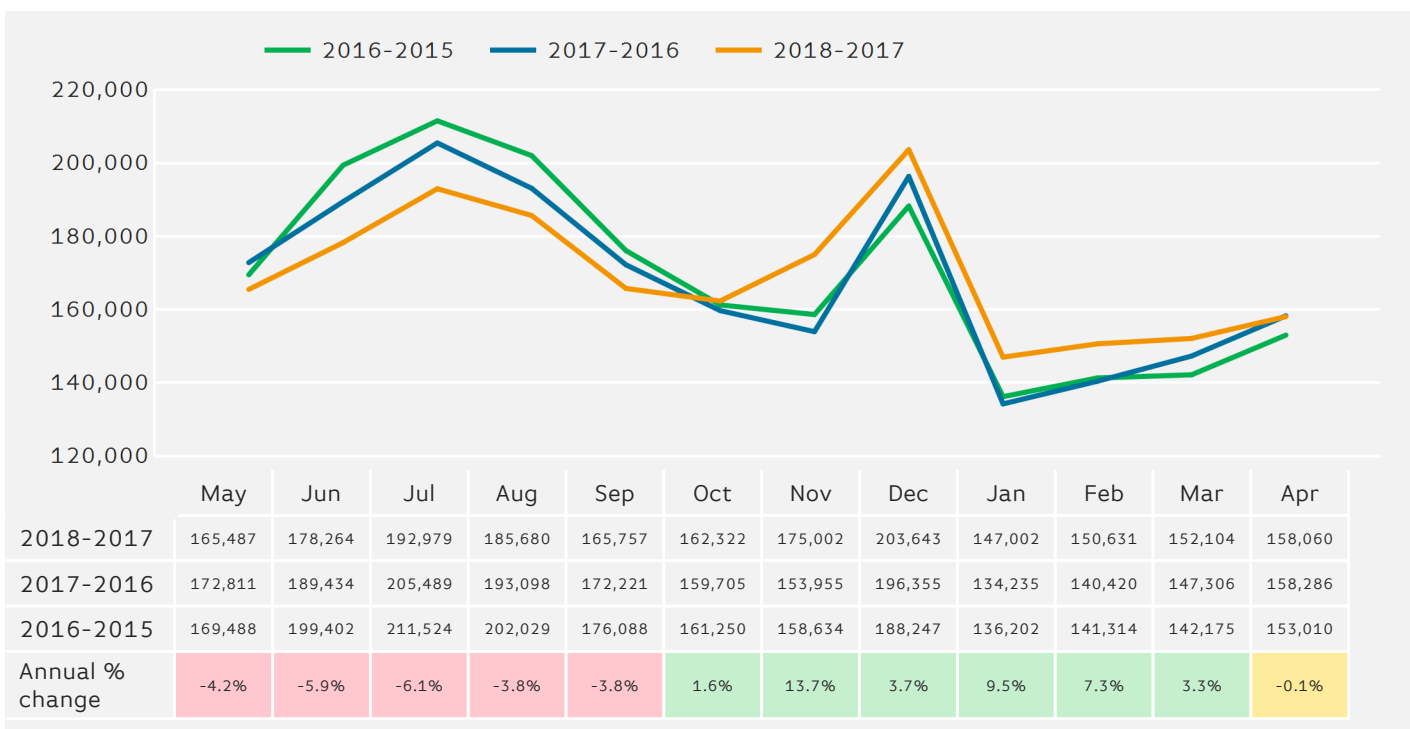
Footfall by Location

The figures shown below are calculated using weekly averages.



Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



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 April, 2018 Vs January, 2017 to April, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2018 Vs 3 2018