St Helier, King Street

December 2016

28/11/2016 to 01/01/2017

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

springboard

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	
	2016	2015	2016	2015	2016	2015
St Helier, King Street	▼ -2.3 %	▲ 0.7 %	▲ 4.3 %	▲ 0.1 %	▲ 27.5 %	▲ 18.7 %
South West	▼ -0.4 %	▼ -2.4 %	▼ -0.5 %	▼ -5.6 %	▲ 8.1 %	▲ 11.4 %
UK	▼ -1.1 %	▼ -2.0 %	▲ 0.9 %	▼ -3.9 %	▲ 6.7 %	▲ 5.5 %

Headlines

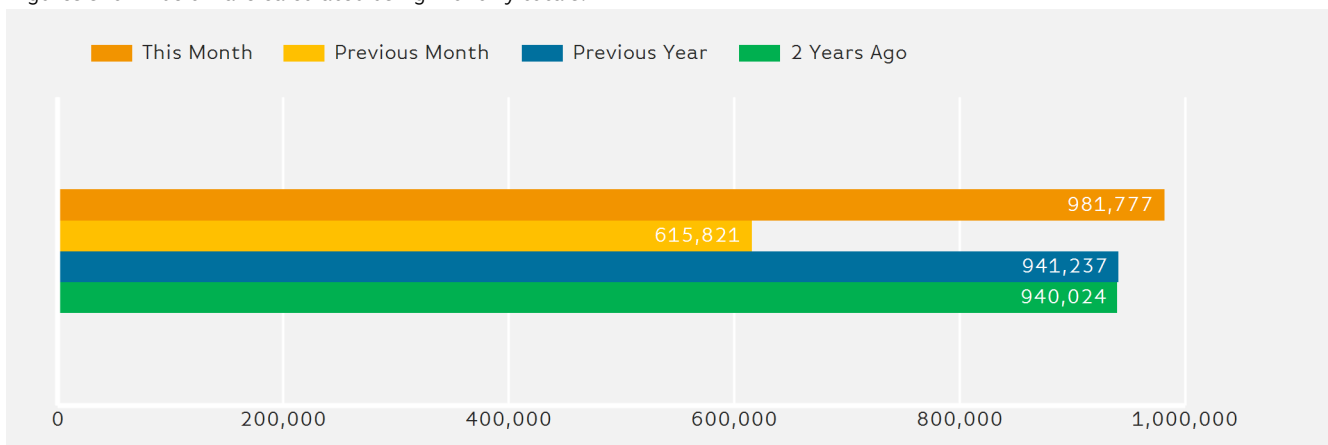Footfall for the year to date is 2.3% down on the previous year.

The number of visitors counted for month commencing 28 November 2016 was 981,777.

The busiest day in month commencing 28 November 2016 was Thursday 22 December with 49,189 visitors.

The peak hour of the month was 13:00 on Thursday with footfall of 5,788

Footfall Totals by Month

Figures shown below are calculated using monthly totals.

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

- This Month: 981,777
- Previous Month: 615,821
- Previous Year: 941,237
- 2 Years Ago: 940,024

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
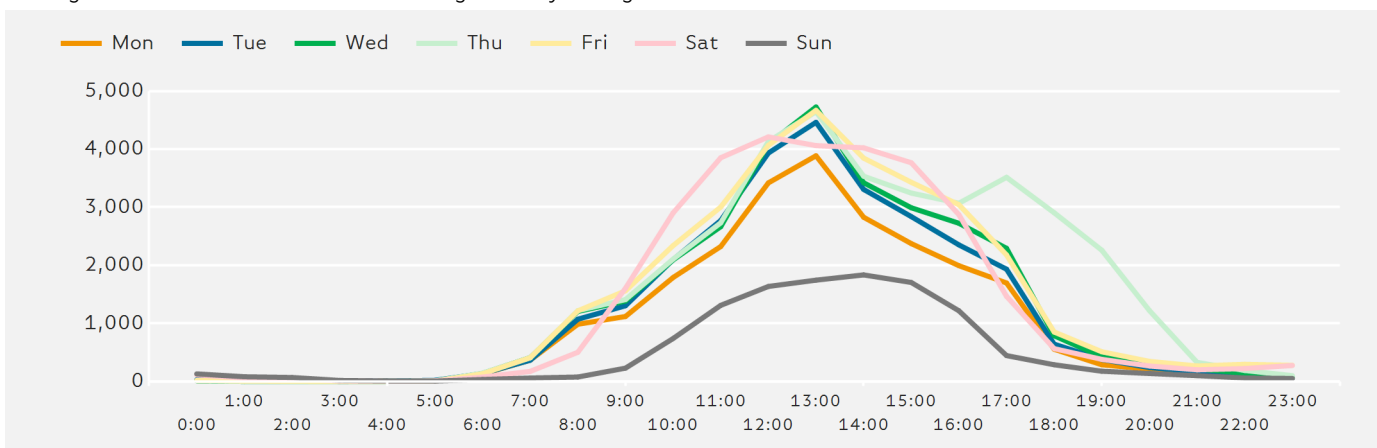
Weather

	Sun	Cloud	Rain	FOG
Number of days this month	21	8	2	4
Number of days same month last year	15	14	6	

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	9.8	5.4
2015	12.5	9.8

Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	24,362	28,293	30,116	37,214	32,502	31,686	12,180
Previous Month	23,055	22,424	21,531	25,475	25,779	27,801	7,886
Previous Year	28,859	30,399	31,285	33,892	19,980	27,047	16,782
2 Years Ago	30,571	30,995	29,437	22,771	25,558	34,046	14,625
Month on Month % Change	5.7 %	26.2 %	39.9 %	46.1 %	26.1 %	14.0 %	54.5 %
Year on Year % Change	-15.6 %	-6.9 %	-3.7 %	9.8 %	62.7 %	17.2 %	-27.4 %
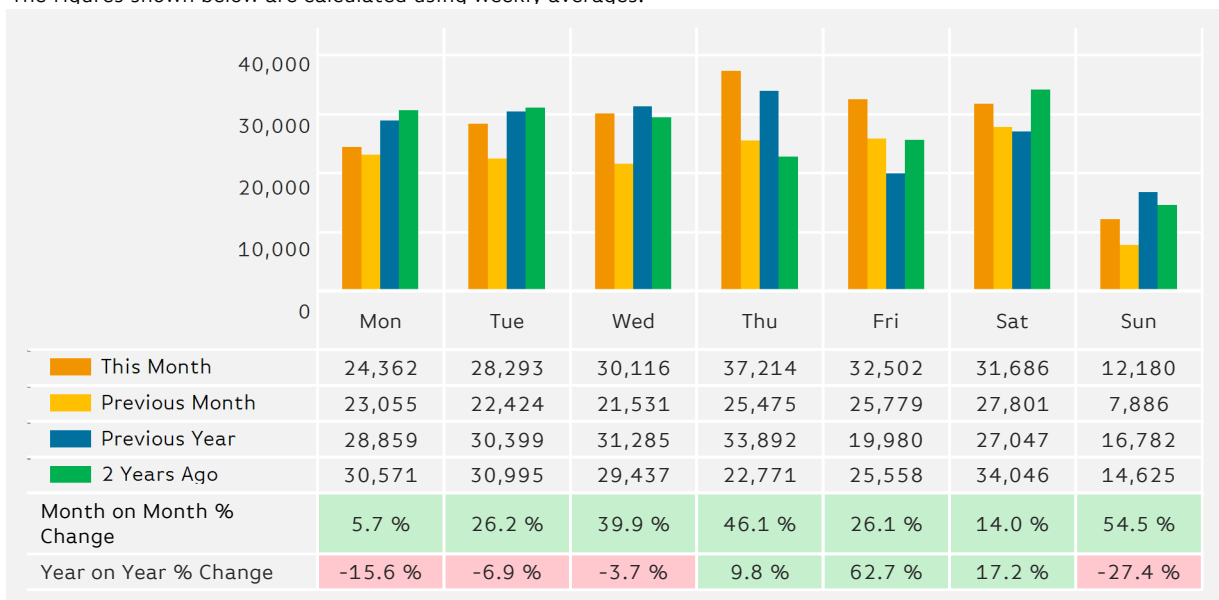
Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 48	Week 49	Week 50	Week 51	Week 52
This Year	182,488	200,177	214,274	228,960	155,878
Previous Year	187,811	200,606	217,695	191,216	143,909
Annual % Change	-2.8%	-0.2%	-1.6%	19.7%	8.3%
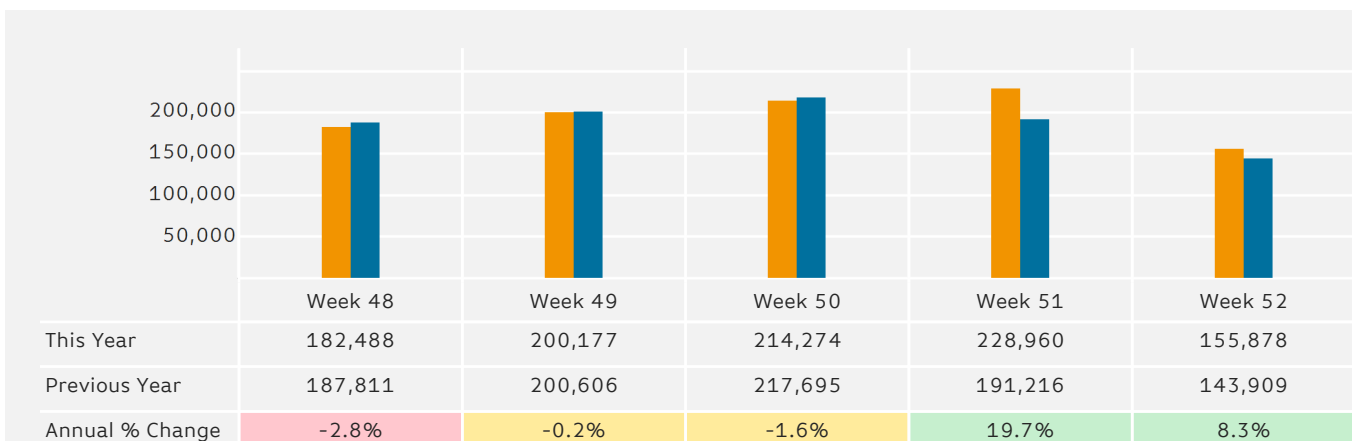
Footfall Totals

The figures shown below are calculated using weekly averages.

This Month   Previous Month ...   Previous Year

	King Street
This Month	196,355
Previous Month	153,955
Previous Year	188,247
2 Years Ago	188,005
Year on Year % Change	4.3 %
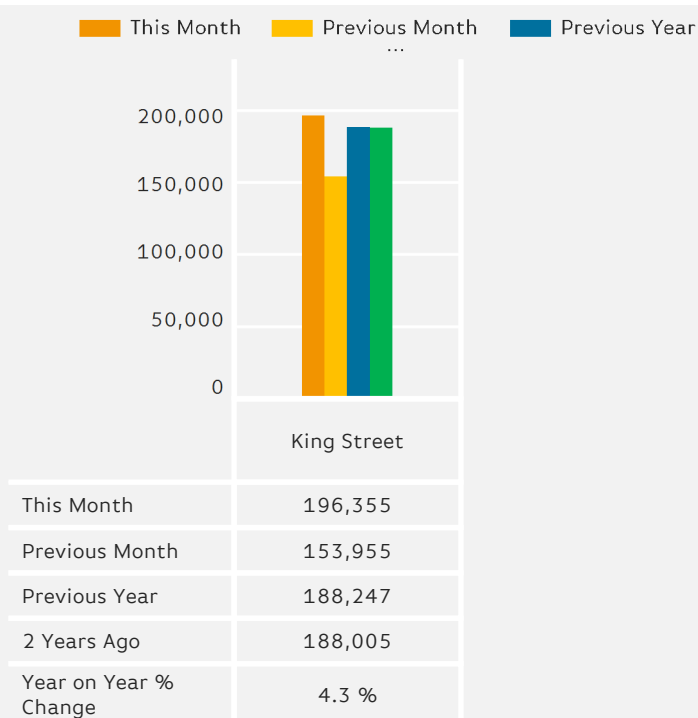
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016-2015	136,202	141,314	142,175	153,010	172,811	189,434	205,489	193,098	172,221	159,705	153,955	196,355
2015-2014	136,141	145,919	150,411	164,010	169,488	199,402	211,524	202,029	176,088	161,250	158,634	188,247
2014-2013	145,447	136,171	147,268	163,925	171,547	197,686	209,666	195,621	172,272	158,851	162,937	188,004
Annual % change	0.0%	-3.2%	-5.5%	-6.7%	2.0%	-5.0%	-2.9%	-4.4%	-2.2%	-1.0%	-2.9%	4.3%
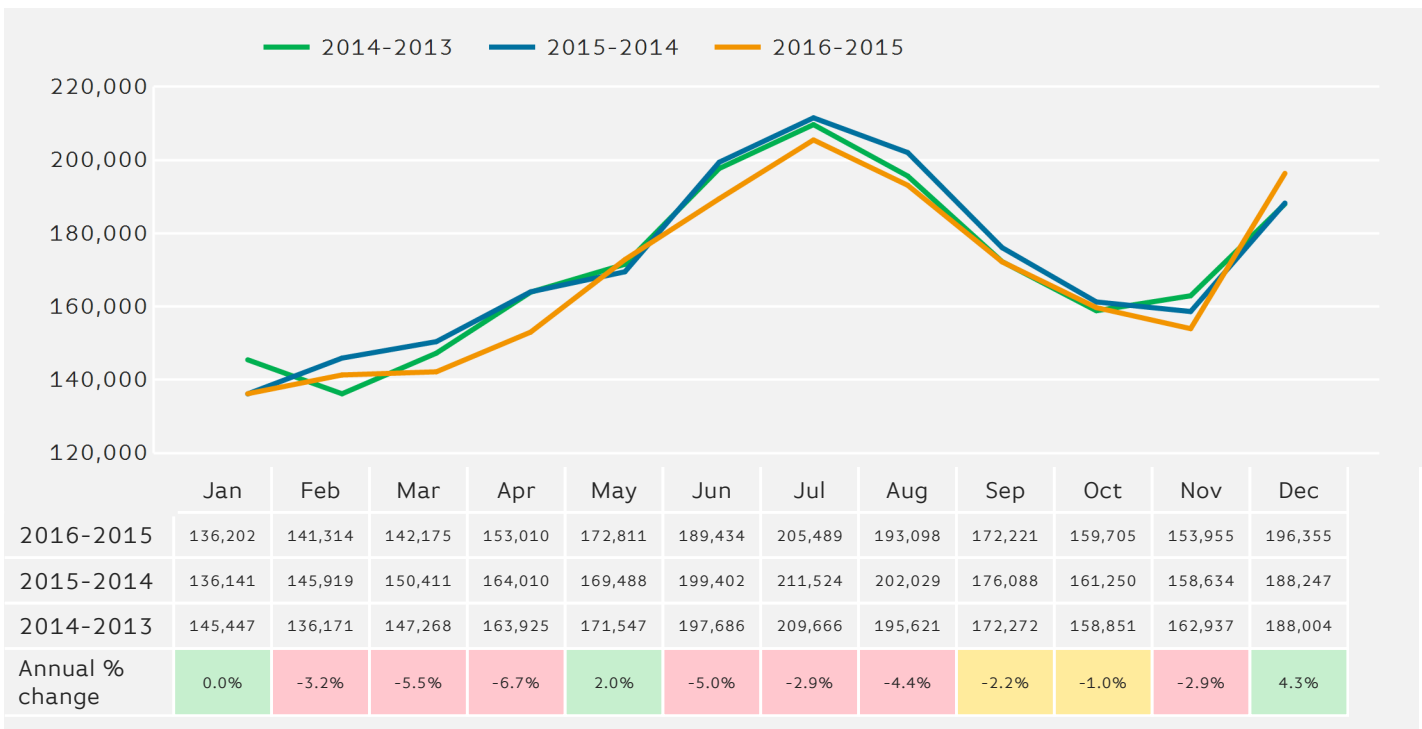
Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
Week on Week % Change is the % change in footfall for this week from the previous week.