

**St Helier, King Street**

February 2019

28/01/2019 to 24/02/2019



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Weeks This Month: 4

Weeks Last Month: 4

**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 |          |
|------------------------|-----------------------|----------|-----------------------|----------|-------------------------|----------|
|                        | 2019                  | 2018     | 2019                  | 2018     | 2019                    | 2018     |
| St Helier, King Street | ▼ -0.8 %              | ▲ 8.4 %  | ▼ -1.1 %              | ▲ 7.3 %  | ▲ 1.9 %                 | ▲ 2.5 %  |
| South West             | ▼ -1.7 %              | ▼ -3.4 % | ▼ -3.2 %              | ▼ -1.3 % | ▲ 5.1 %                 | ▲ 11.5 % |
| UK                     | ▼ -1.4 %              | ▼ -2.4 % | ▼ -1.5 %              | ▼ -1.4 % | ▲ 7.9 %                 | ▲ 9.0 %  |

**Headlines**

Footfall for the year to date is 0.8% down on the previous year.

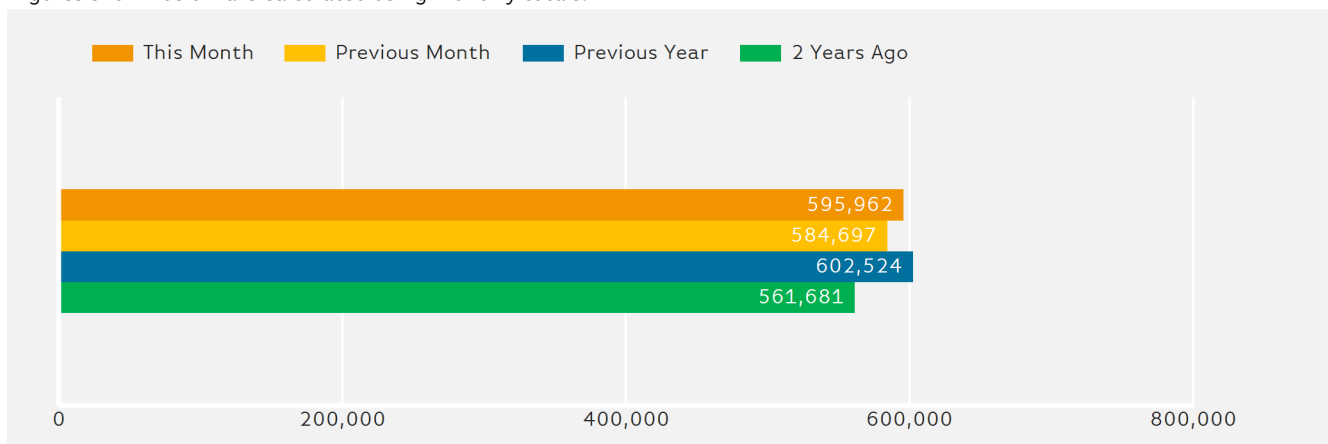
The number of visitors counted for month commencing 28 January 2019 was 595,962.

The busiest day in month commencing 28 January 2019 was Friday 1 February with 26,848 visitors.

The peak hour of the month was 13:00 on Monday 18 February 2019 with footfall of 3,885

**Footfall by Month**

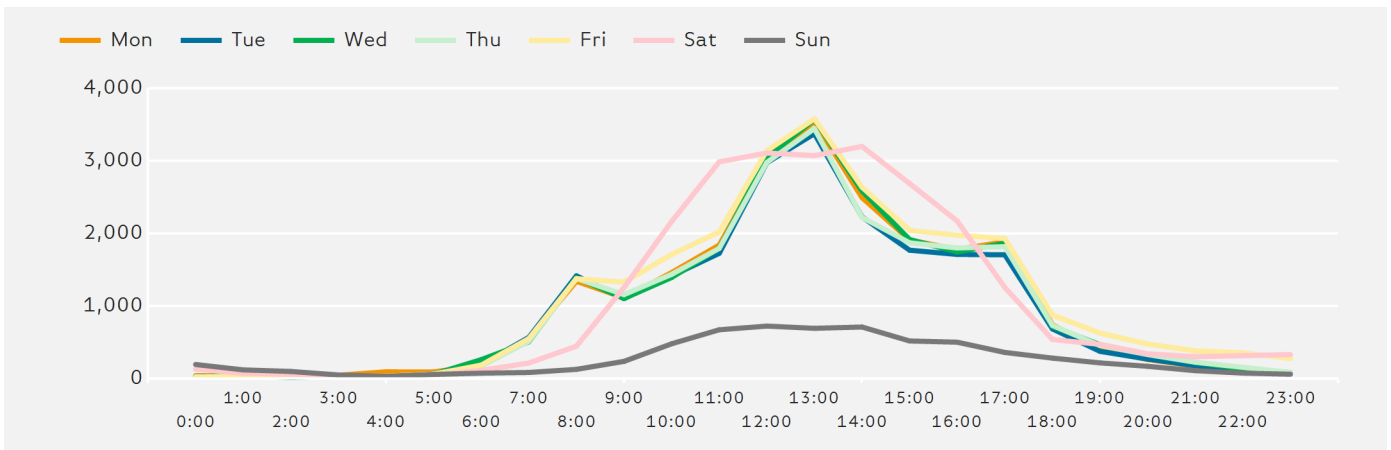
Figures shown below are calculated using monthly totals.



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

11

2

13

2

Number of days same month last year

10

4

12

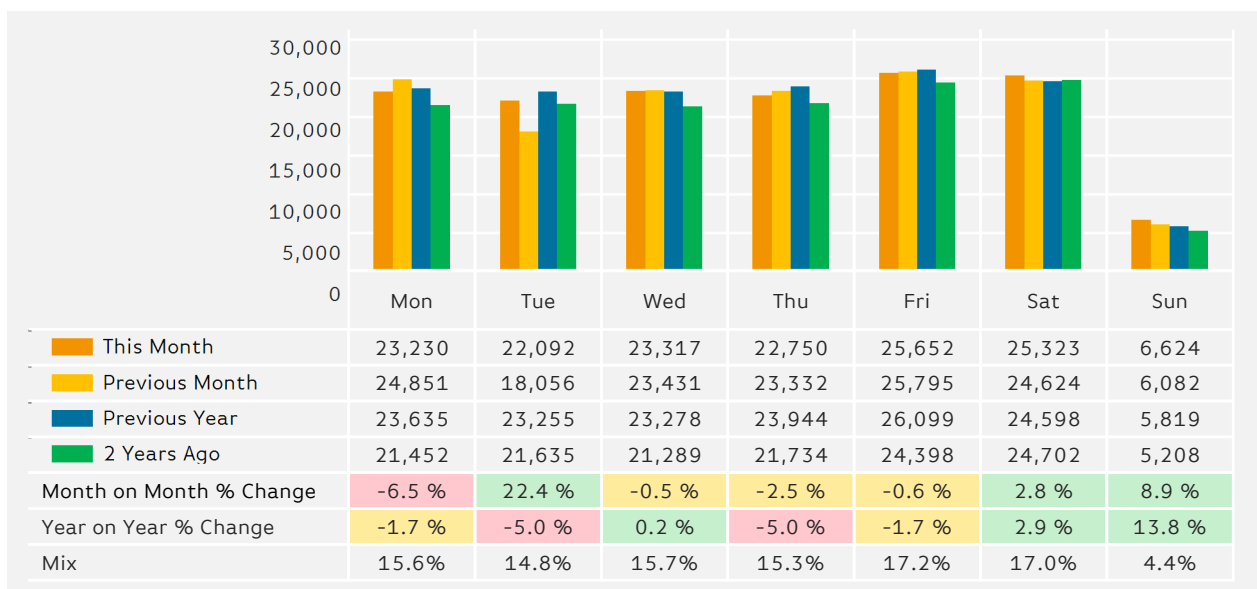
2

## Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2019                 | 8.9                 | 5.9                 |
| 2018                 | 7.8                 | 4.5                 |

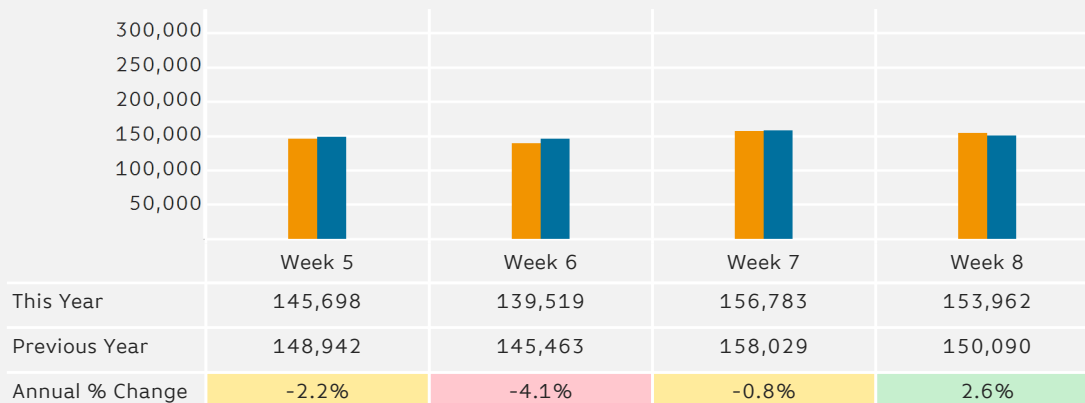
## Footfall by Day

The figures shown below are calculated using weekly averages.



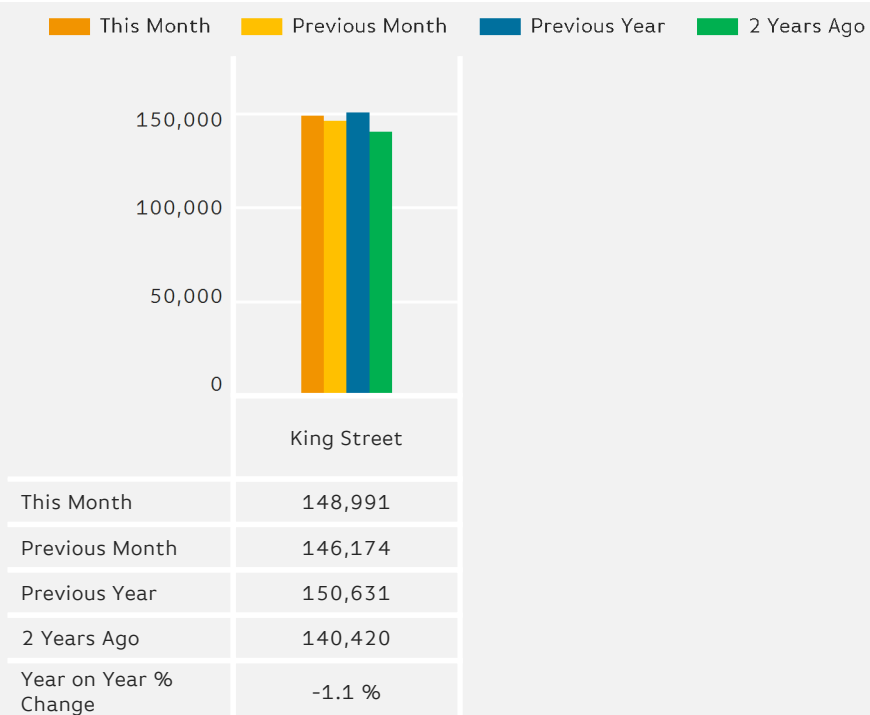
## Footfall by Week of Month

The figures shown below are calculated using weekly totals.



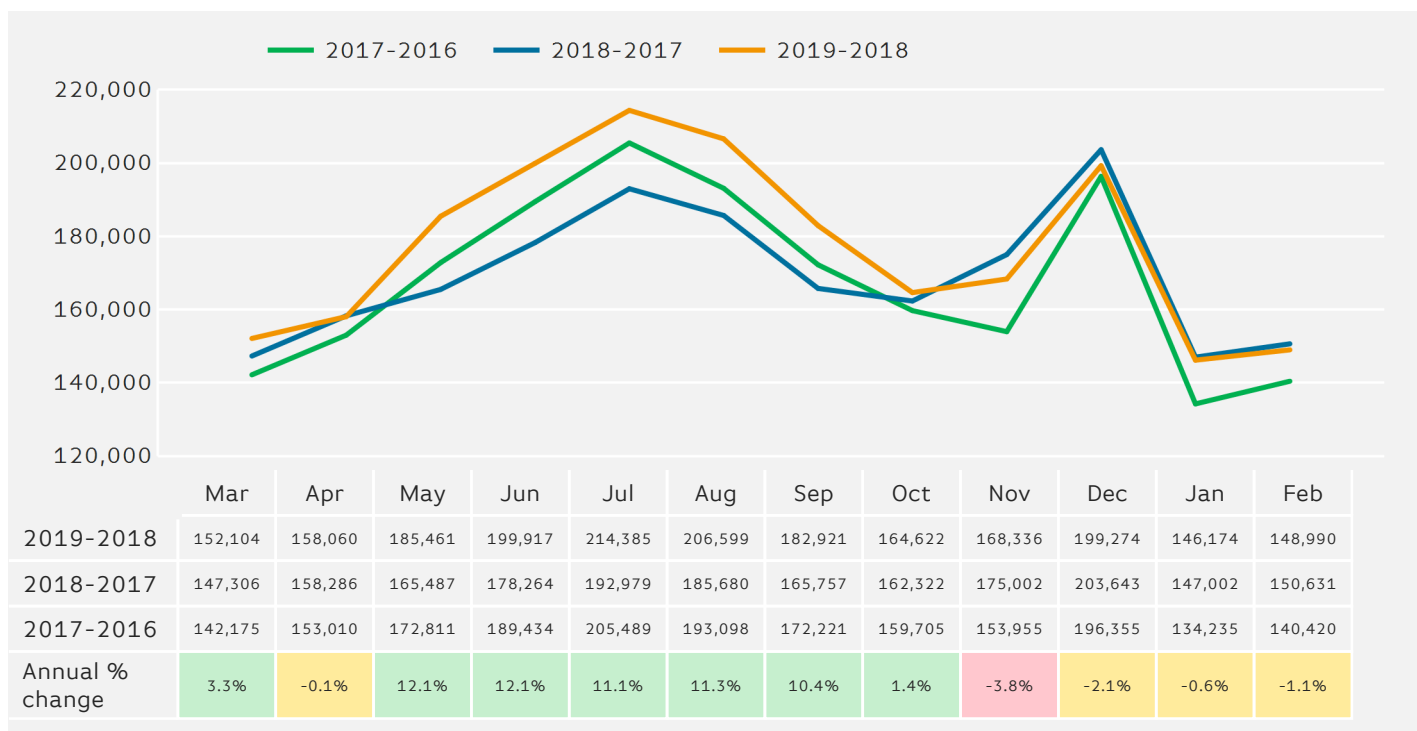
## Footfall by Location

The figures shown below are calculated using weekly averages.



## 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, 2019 to February, 2019 Vs January, 2018 to February, 2018

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2019 Vs February, 2018

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2019 Vs 1 2019