St Helier, King Street

January 2019

31/12/2018 to 27/01/2019

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

springboard

Weeks This Month: 4
Weeks Last Month: 5

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	▼ -0.6 %	▲ 9.5 %	▼ -0.6 %	▲ 9.5 %	▼ -26.6 %	▼ -27.8 %
South West	▲ 0.3 %	▼ -4.8 %	▲ 0.3 %	▼ -4.8 %	▼ -24.8 %	▼ -30.2 %
UK	▼ -1.3 %	▼ -3.1 %	▼ -1.3 %	▼ -3.1 %	▼ -18.6 %	▼ -20.2 %

Headlines

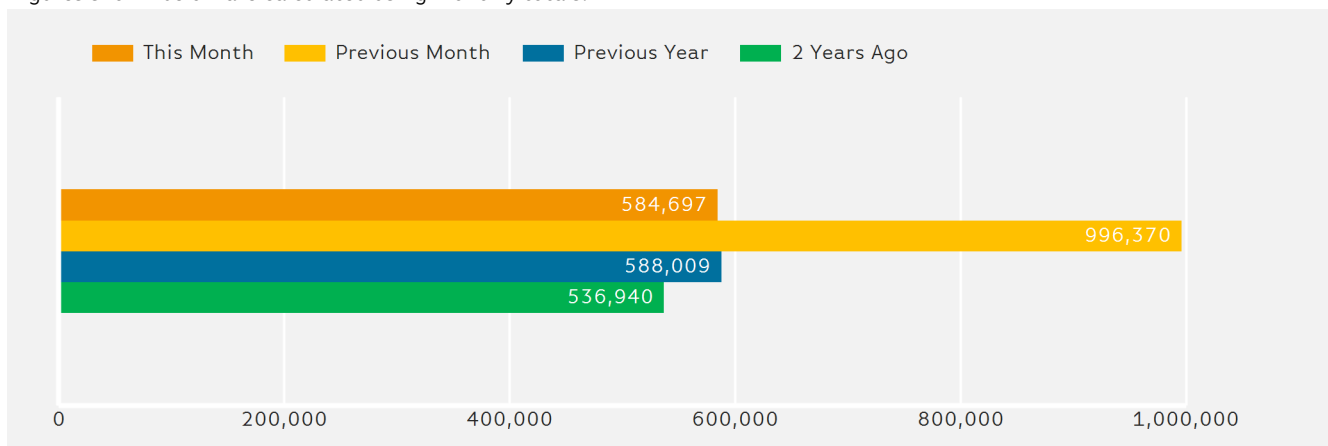Footfall for the year to date is 0.6% down on the previous year.

The number of visitors counted for month commencing 31 December 2018 was 584,697.

The busiest day in month commencing 31 December 2018 was Monday 31 December with 29,056 visitors.

The peak hour of the month was 13:00 on Wednesday 2 January 2019 with footfall of 4,544

Footfall by Month

Figures shown below are calculated using monthly totals.

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

- This Month: 584,697
- Previous Month: 996,370
- Previous Year: 588,009
- 2 Years Ago: 536,940

(x-axis: 0, 200,000, 400,000, 600,000, 800,000, 1,000,000)

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

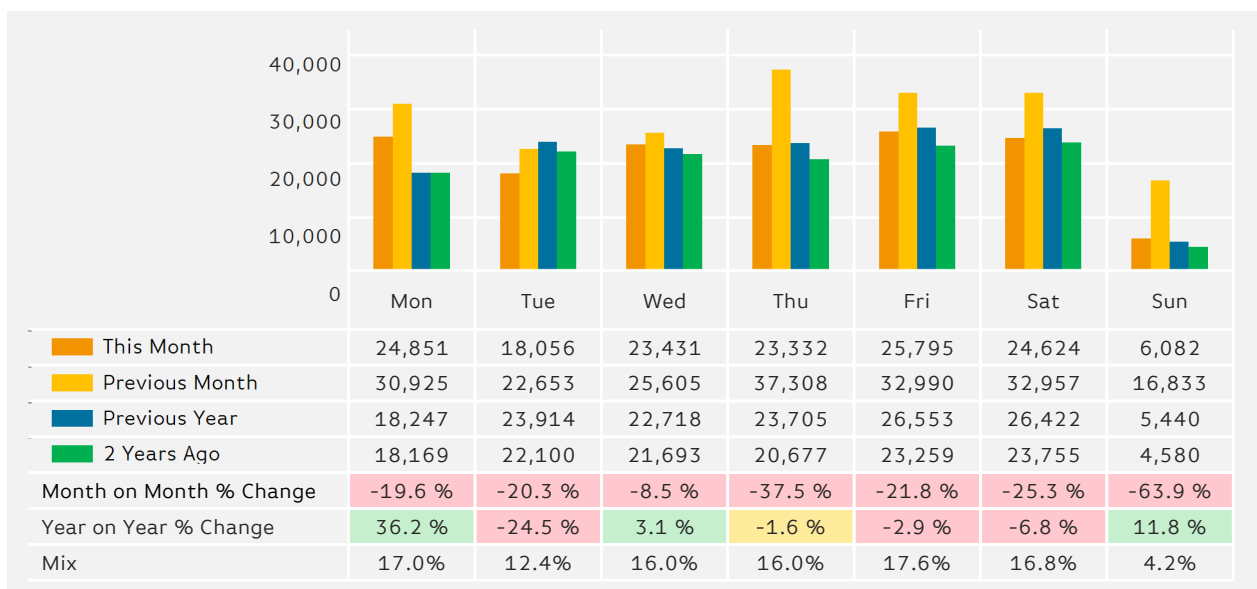The figures shown below are calculated using a weekly average

Legend: Mon, Tue, Wed, Thu, Fri, Sat, Sun
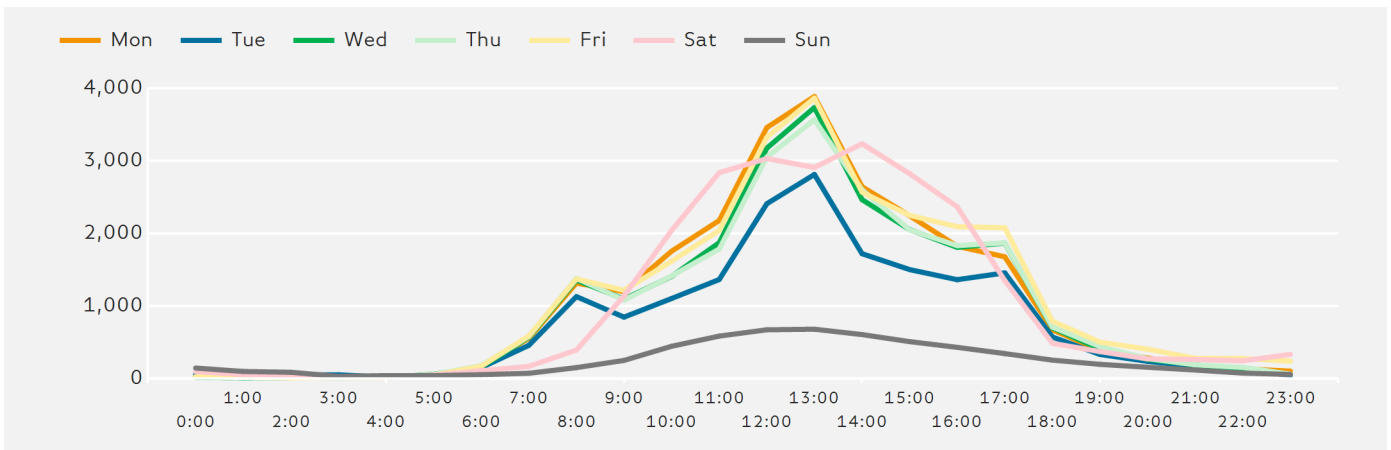
Weather

	Sunny	Cloudy	Rainy
Number of days this month	9	11	8
Number of days same month last year	6	3	19

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2019	8.4	6.0
2018	9.5	6.7

Footfall by Day

The figures shown below are calculated using weekly averages.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Month	24,851	18,056	23,431	23,332	25,795	24,624	6,082
Previous Month	30,925	22,653	25,605	37,308	32,990	32,957	16,833
Previous Year	18,247	23,914	22,718	23,705	26,553	26,422	5,440
2 Years Ago	18,169	22,100	21,693	20,677	23,259	23,755	4,580
Month on Month % Change	-19.6 %	-20.3 %	-8.5 %	-37.5 %	-21.8 %	-25.3 %	-63.9 %
Year on Year % Change	36.2 %	-24.5 %	3.1 %	-1.6 %	-2.9 %	-6.8 %	11.8 %
Mix	17.0%	12.4%	16.0%	16.0%	17.6%	16.8%	4.2%

Footfall by Week of Month

The figures shown below are calculated using weekly totals.

	Week 1	Week 2	Week 3	Week 4
This Year	143,279	148,125	147,268	146,025
Previous Year	140,180	151,324	147,419	149,086
Annual % Change	2.2%	-2.1%	-0.1%	-2.1%
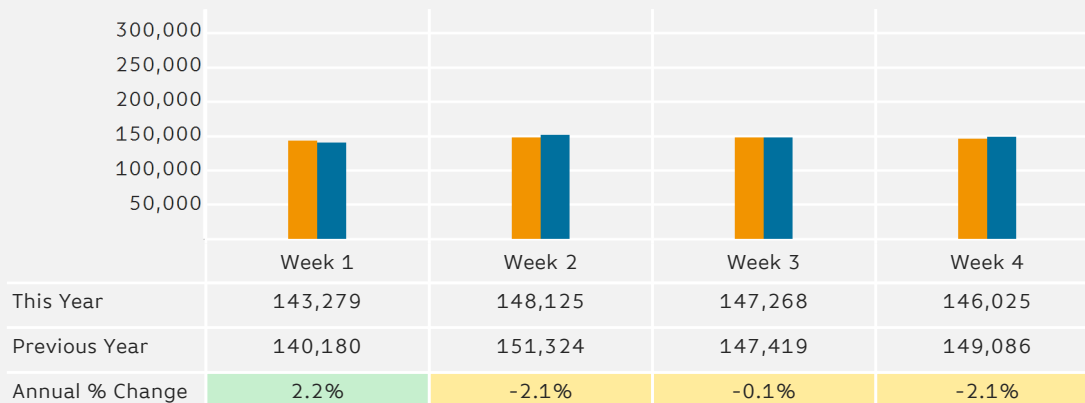
Footfall by Location

The figures shown below are calculated using weekly averages.

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

	King Street
This Month	146,174
Previous Month	199,274
Previous Year	147,002
2 Years Ago	134,235
Year on Year % Change	-0.6 %
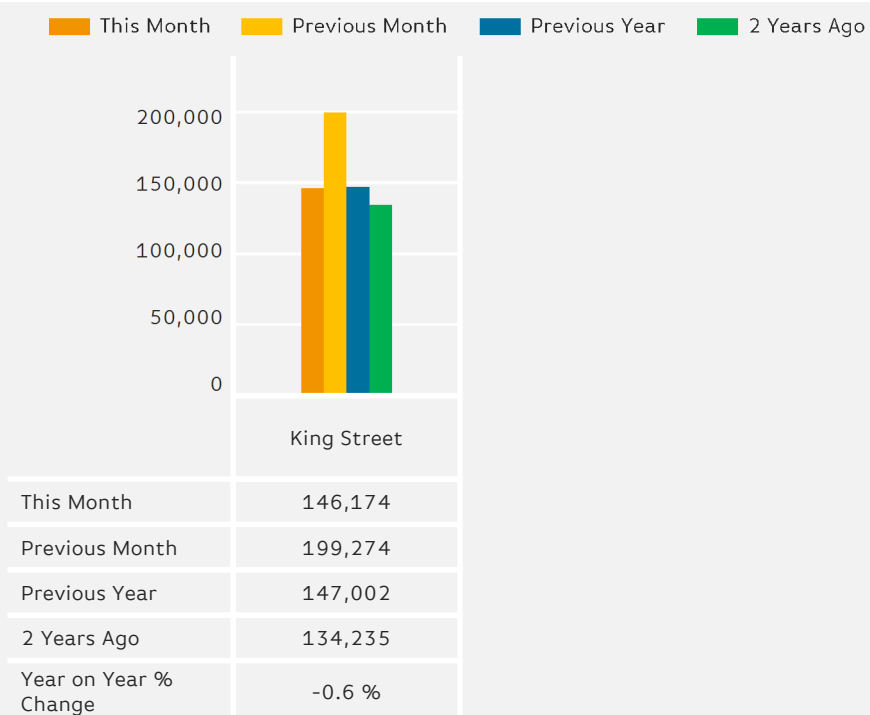
Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
2019-2018	150,631	152,104	158,060	185,461	199,917	214,385	206,599	182,921	164,622	168,336	199,274	146,174
2018-2017	140,420	147,306	158,286	165,487	178,264	192,979	185,680	165,757	162,322	175,002	203,643	147,002
2017-2016	141,314	142,175	153,010	172,811	189,434	205,489	193,098	172,221	159,705	153,955	196,355	134,235
Annual % change	7.3%	3.3%	-0.1%	12.1%	12.1%	11.1%	11.3%	10.4%	1.4%	-3.8%	-2.1%	-0.6%

Legend: 2017-2016, 2018-2017, 2019-2018

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 January , 2019 Vs January, 2018 to January , 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.1 2019 Vs December 2018