

**St Helier, King Street**

February 2016

01/02/2016 to 28/02/2016



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	
	2016	2015	2016	2015	2016	2015
St Helier, King Street	▼ -1.6 %	▲ 0.2 %	▼ -3.2 %	▲ 7.2 %	▲ 3.8 %	▲ 7.2 %
South West	▲ 1.0 %	▲ 0.1 %	▼ -0.4 %	▲ 2.4 %	▲ 7.3 %	▲ 7.8 %
UK	▼ -1.2 %	▼ -1.1 %	▼ -2.8 %	▼ -0.2 %	▲ 6.3 %	▲ 8.5 %

Headlines

Footfall for the year to date is 1.6% down on the previous year.

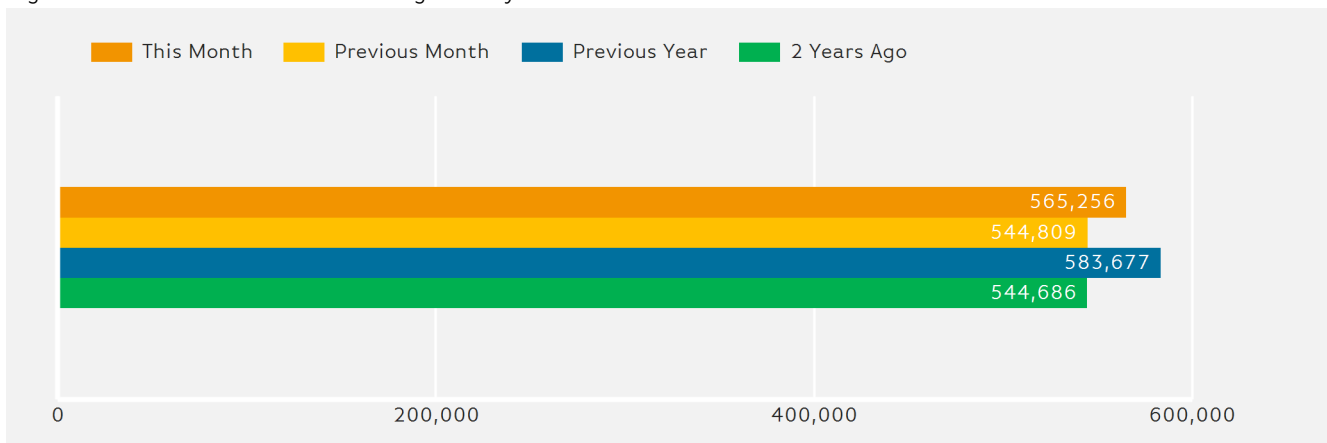
Footfall month commencing 1 February 2016 was 565,256.

The busiest day in month commencing 1 February 2016 was Saturday 13 February with 28,661 visitors.

The peak hour of the month was 13:00 on Friday with footfall of 4,291

Footfall Totals by Month

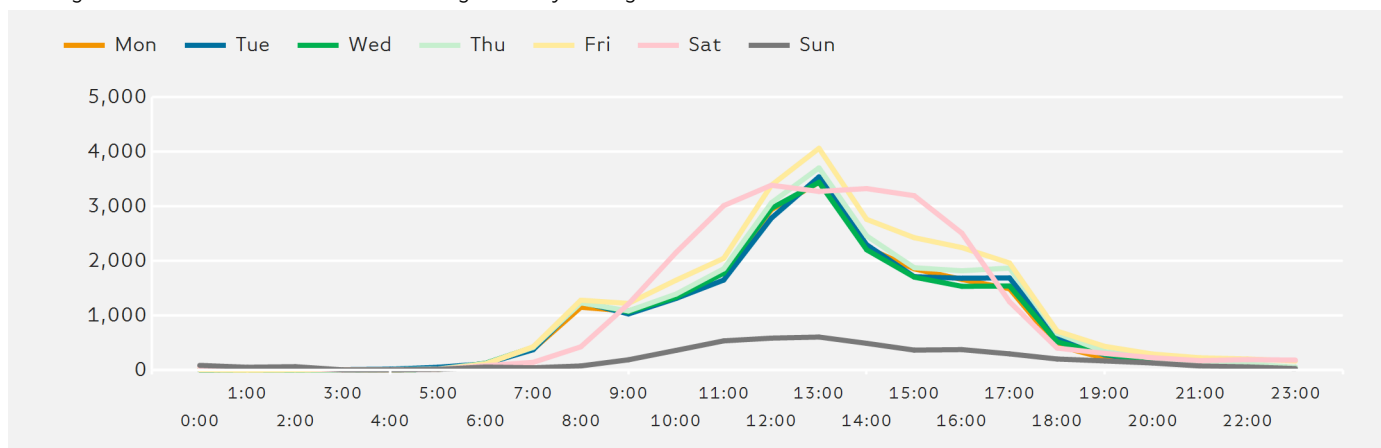
Figures shown below are calculated using monthly totals.



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



Number of days this month

13

8

7

Number of days same month last year

17

6

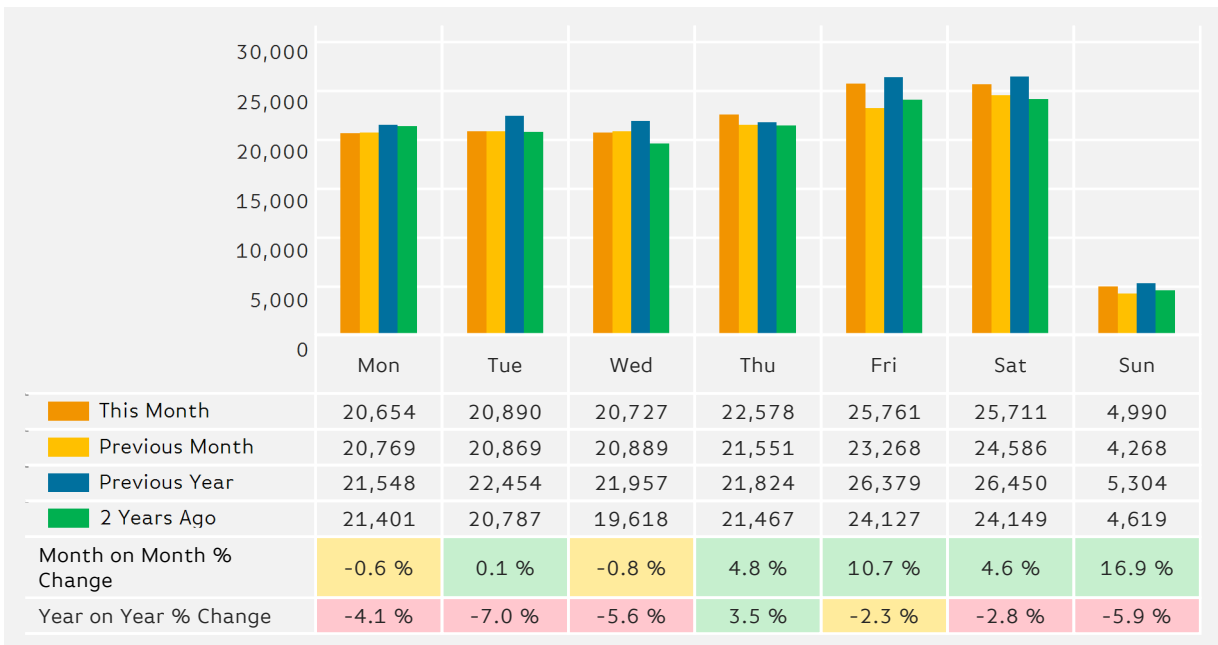
5

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2016	9.1	5.3
2015	7.8	3.3

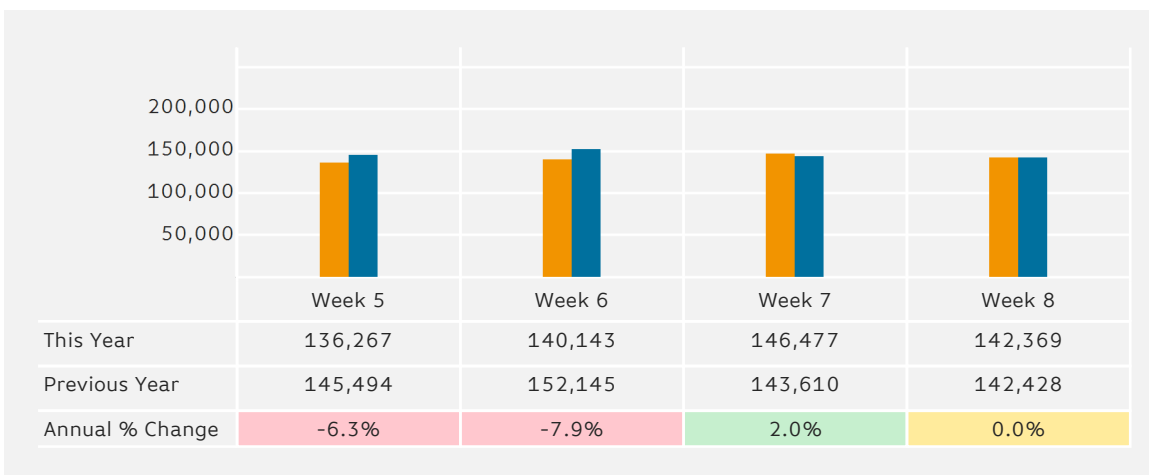
Footfall by Day

The figures shown below are calculated using weekly averages.



Footfall by Week of Month

The figures shown below are calculated using weekly totals.

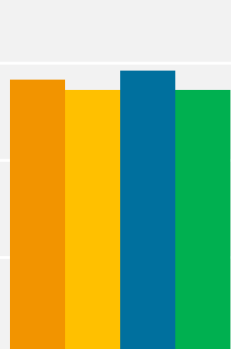


Footfall Totals

The figures shown below are calculated using weekly averages.

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

150,000
100,000
50,000
0



King Street

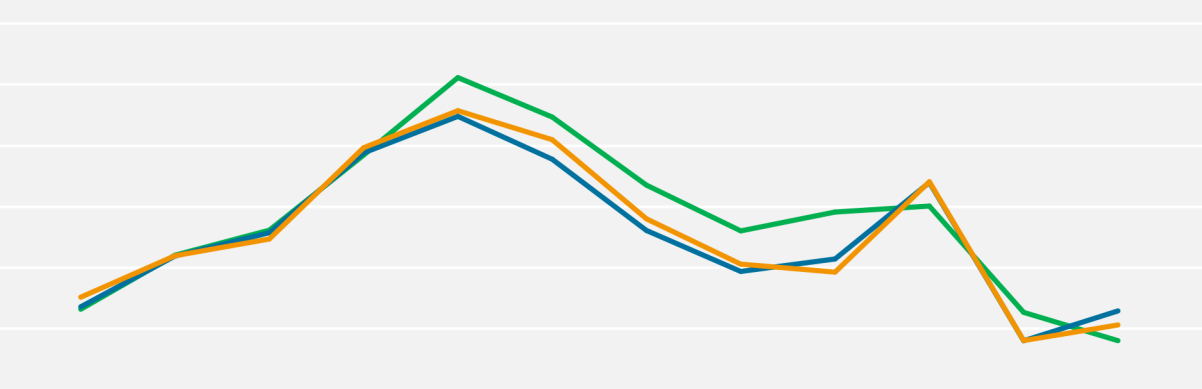
This Month	141,314
Previous Month	136,202
Previous Year	145,919
2 Years Ago	136,172
Year on Year % Change	-3.2 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

— 2014-2013
 — 2015-2014
 — 2016-2015

240,000
220,000
200,000
180,000
160,000
140,000
120,000



	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
2016-2015	150,411	164,010	169,488	199,402	211,524	202,029	176,088	161,250	158,634	188,247	136,202	141,314
2015-2014	147,268	163,925	171,547	197,686	209,666	195,621	172,272	158,851	162,937	188,004	136,141	145,919
2014-2013	146,465	164,198	172,378	196,980	222,371	209,445	187,130	172,139	178,320	180,278	145,447	136,171
Annual % change	2.1%	0.1%	-1.2%	0.9%	0.9%	3.3%	2.2%	1.5%	-2.6%	0.1%	0.0%	-3.2%

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.