



St Helier, King Street

April 2017

03/04/2017 to 30/04/2017



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	
	2017	2016	2017	2016	2017	2016
St Helier, King Street	▲ 1.5 %	▼ -4.1 %	▲ 3.4 %	▼ -6.7 %	▲ 7.5 %	▲ 7.6 %
South West	▼ -1.3 %	▼ -0.6 %	▲ 6.5 %	▼ -5.4 %	▲ 11.1 %	▲ 4.2 %
UK	▲ 0.3 %	▼ -2.8 %	▲ 1.8 %	▼ -4.9 %	▲ 4.0 %	▲ 5.3 %

Headlines

Footfall for the year to date is 1.5% up on the previous year.

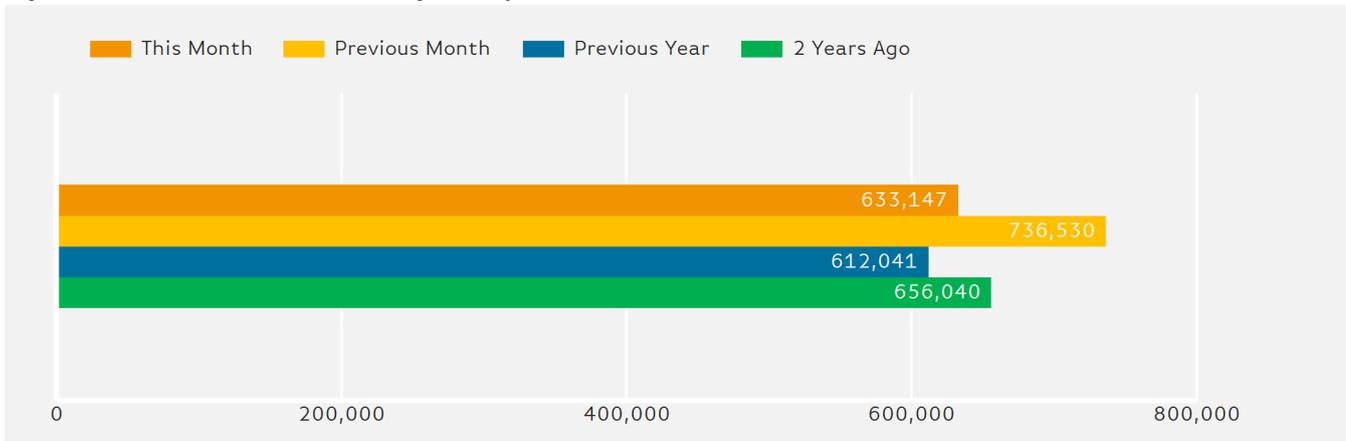
The number of visitors counted for month commencing 3 April 2017 was 633,147.

The busiest day in month commencing 3 April 2017 was Saturday 15 April with 31,919 visitors.

The peak hour of the month was 13:00 on Thursday with footfall of 4,413

Footfall Totals by Month

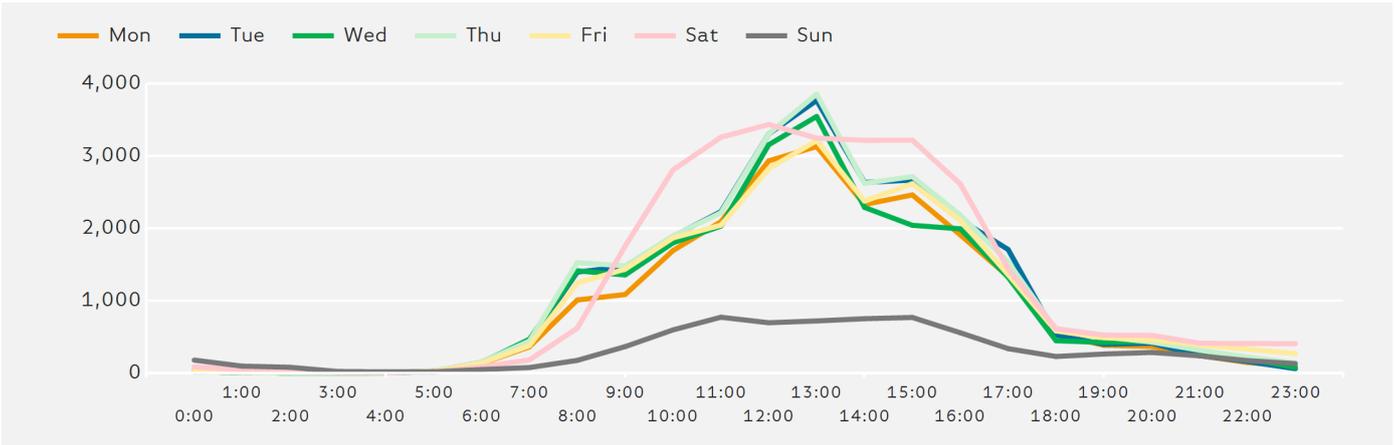
Figures shown below are calculated using monthly totals.



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



FOG

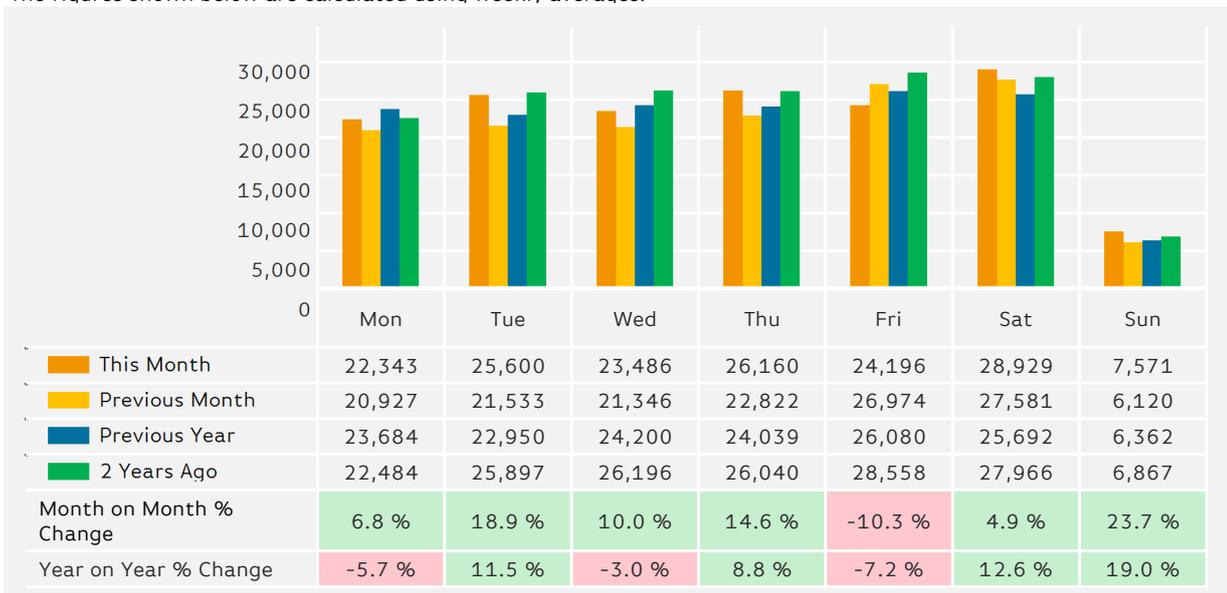
Number of days this month	22	5	1
Number of days same month last year	21	2	5

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2017	13.4	6.5
2016	11.8	6.3

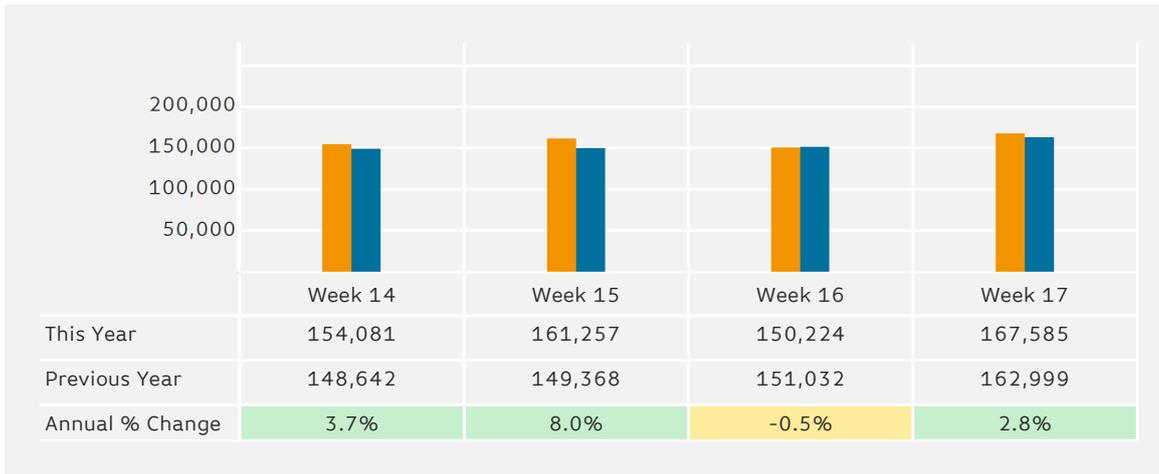
Footfall by Day

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
 ■ ...

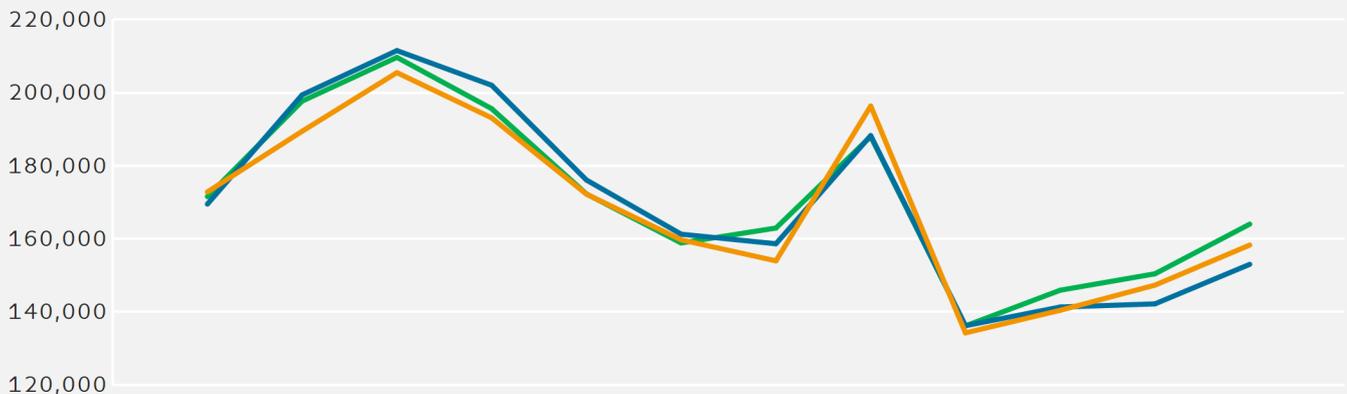


This Month	158,287
Previous Month	147,306
Previous Year	153,010
2 Years Ago	164,010
Year on Year % Change	3.4 %

Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.

— 2015-2014
 — 2016-2015
 — 2017-2016



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2017-2016	172,811	189,434	205,489	193,098	172,221	159,705	153,955	196,355	134,235	140,420	147,306	158,286
2016-2015	169,488	199,402	211,524	202,029	176,088	161,250	158,634	188,247	136,202	141,314	142,175	153,010
2015-2014	171,547	197,686	209,666	195,621	172,272	158,851	162,937	188,004	136,141	145,919	150,411	164,010
Annual % change	2.0%	-5.0%	-2.9%	-4.4%	-2.2%	-1.0%	-2.9%	4.3%	-1.4%	-0.6%	3.6%	3.4%

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.