

**St Helier, King Street**

July 2017

03/07/2017 to 30/07/2017



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 | ▼ -2.0 %              | ▼ -3.2 % | ▼ -6.1 %              | ▼ -2.9 % | ▲ 8.3 %                 | ▲ 8.5 %  |
| South West             | ▼ -1.2 %              | ▼ -0.9 % | ▼ -2.6 %              | ▼ -0.6 % | ▲ 7.1 %                 | ▲ 10.8 % |
| UK                     | ▼ -0.2 %              | ▼ -2.1 % | ▼ -2.3 %              | ▲ 0.0 %  | ▲ 2.6 %                 | ▲ 7.9 %  |

**Headlines**

Footfall for the year to date is 2% down on the previous year.

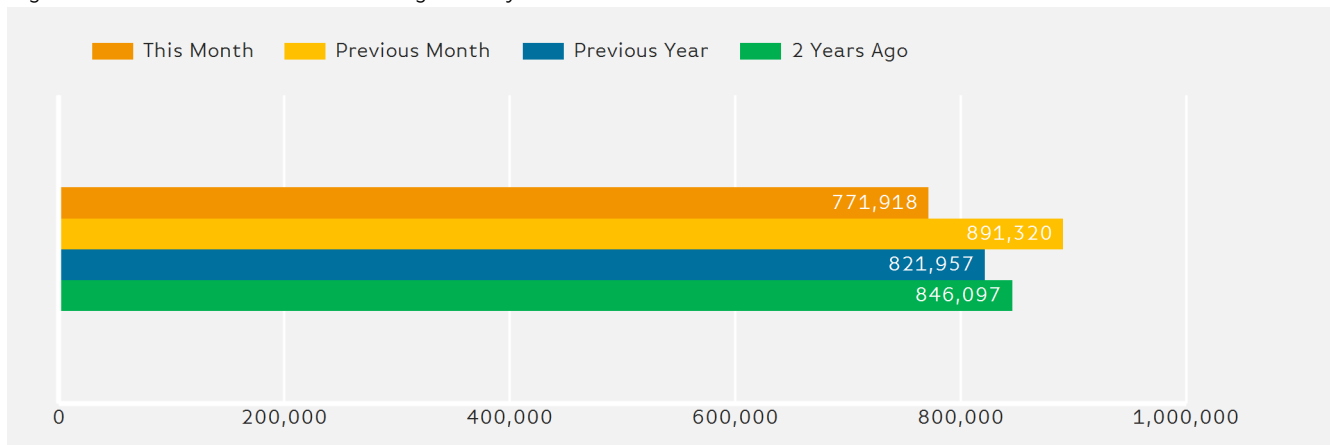
The number of visitors counted for month commencing 3 July 2017 was 771,918.

The busiest day in month commencing 3 July 2017 was Friday 14 July with 35,621 visitors.

The peak hour of the month was 13:00 on Friday with footfall of 5,147

**Footfall Totals by Month**

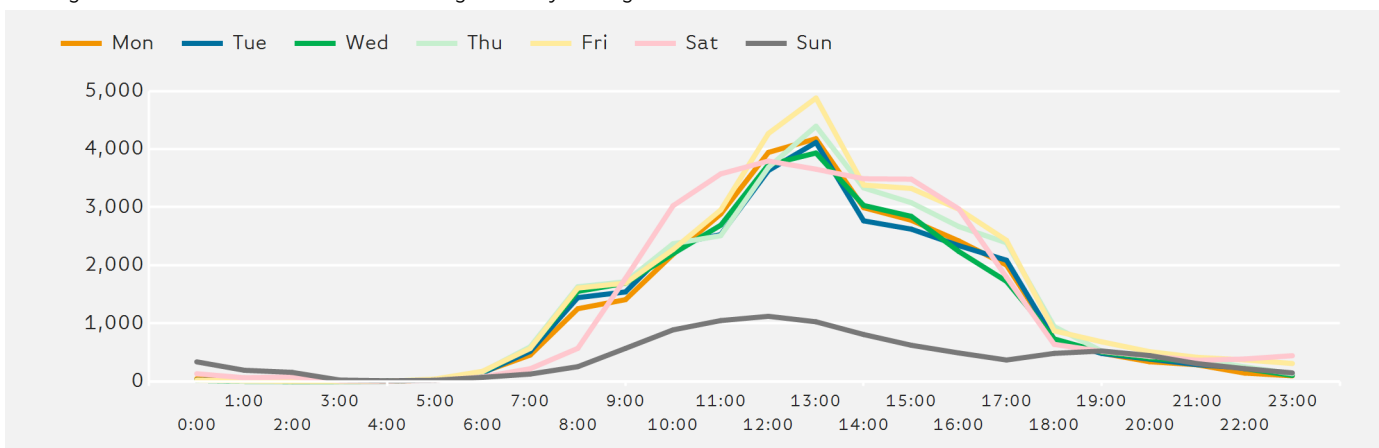
Figures shown below are calculated using monthly totals.



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

12

1

14

1

Number of days same month last year

14

12

1

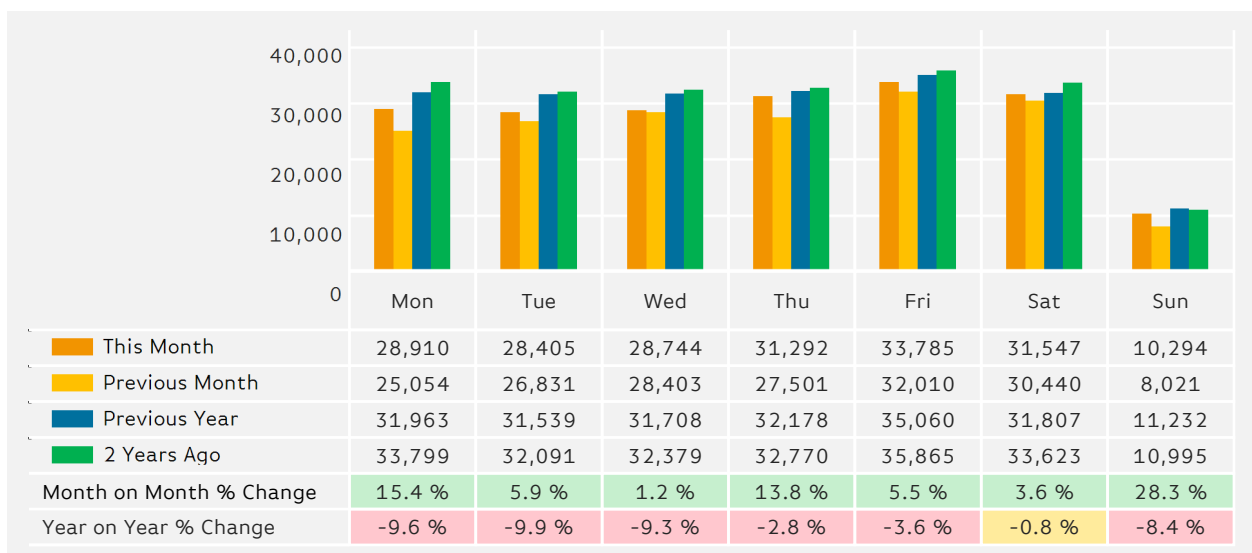
1

## Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2017                 | 19.7                | 14.8                |
| 2016                 | 20.1                | 13.9                |

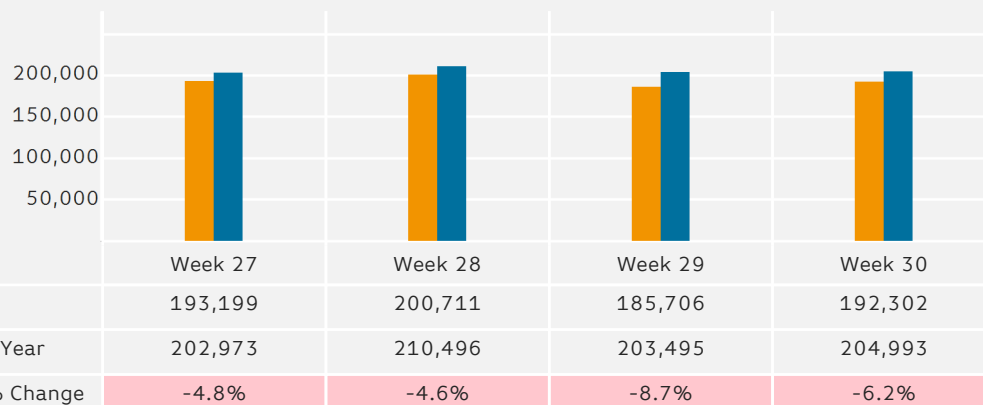
## Footfall by Day

The figures shown below are calculated using weekly averages.



## Footfall by Week of Month

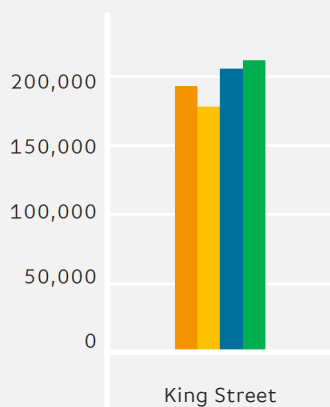
The figures shown below are calculated using weekly totals.



## Footfall by Location

The figures shown below are calculated using weekly averages.

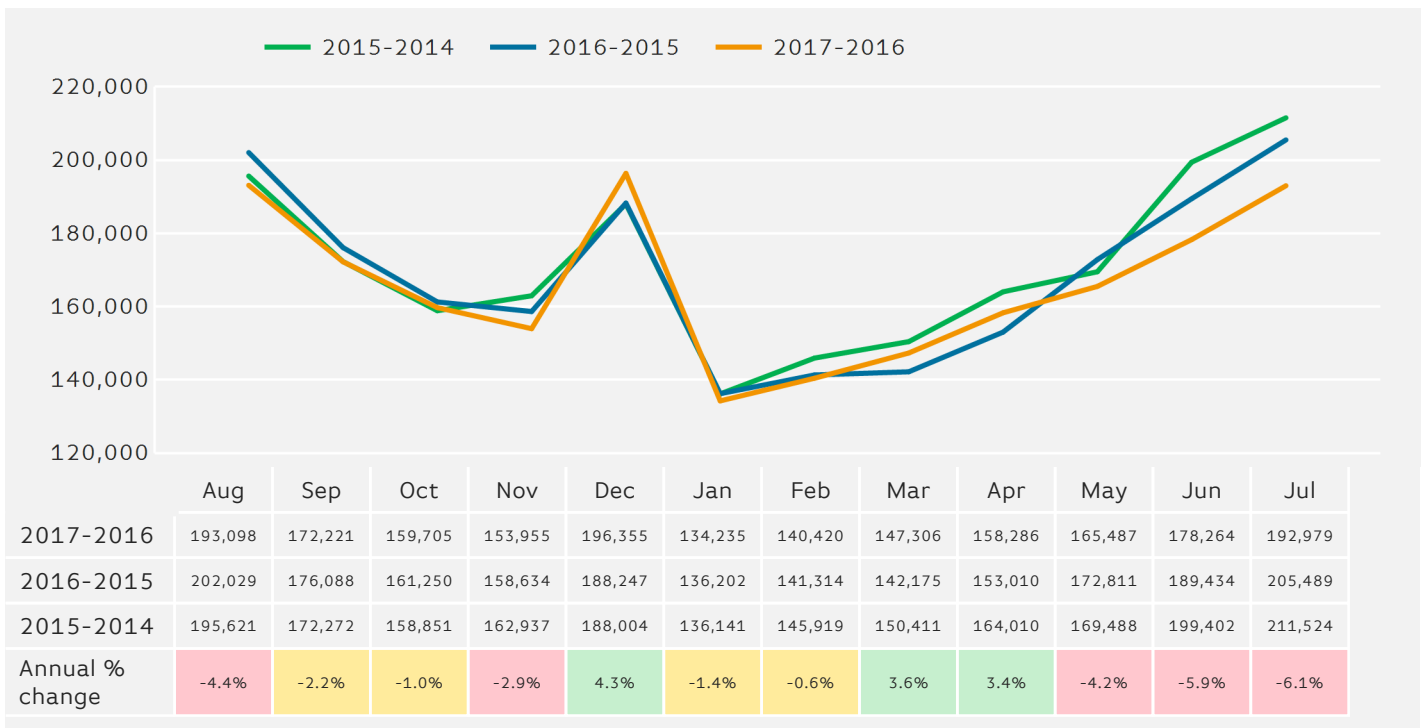
■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago



|                       |         |
|-----------------------|---------|
| This Month            | 192,980 |
| Previous Month        | 178,264 |
| Previous Year         | 205,489 |
| 2 Years Ago           | 211,524 |
| Year on Year % Change | -6.1 %  |

## Footfall - Rolling 12 Months

The figures shown below are calculated using weekly averages.



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.