

Footfall Report for: Bognor Regis Town Centre

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Bognor Regis Town Centre	-4.2 %	-3.2 %	2.7 %	-0.7 %	2.1 %	-11.8 %
South East	-3.4 %	-4.3 %	-6.7 %	-5.9 %	-1.7 %	-2.6 %
High Street Index(Coastal Town)	-3.0 %	-4.5 %	-7.7 %	-3.2 %	-6.5 %	-5.6 %
High Street Index - BDSU(BDSU - Speciality)	-2.6 %	-3.1 %	-3.6 %	-3.6 %	-5.3 %	-7.4 %
UK	-2.1 %	-2.6 %	-4.6 %	-3.8 %	-2.2 %	-2.4 %

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

Headlines

Footfall for the year to date is 4.2% down on the previous year.

The number of visitors counted for month commencing 28 October 2019 was 345,841.

The busiest day in month commencing 28 October 2019 was Saturday 23 November with 20,114 visitors.

The peak hour of the month was 11:00 on Saturday 23 November 2019 with footfall of 2,875

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



Number of days this month **7** **6** **15**

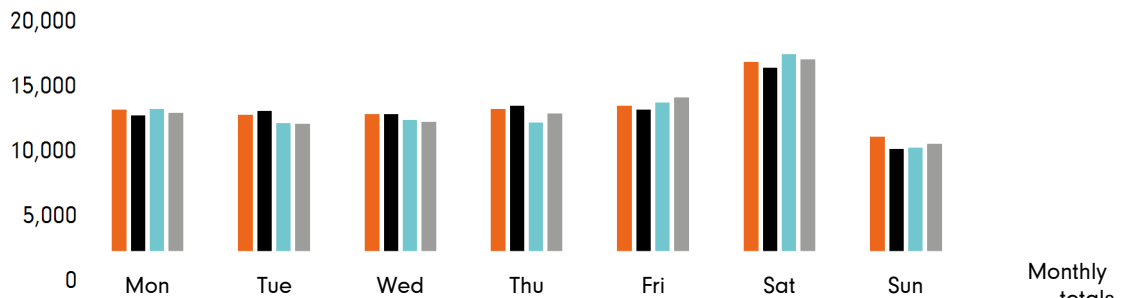
Number of days same month last year **16** **3** **9**

Average temperature

	Maximum temperature	Minimum temperature
2019	11°	6°
2018	12°	7°

Footfall by day

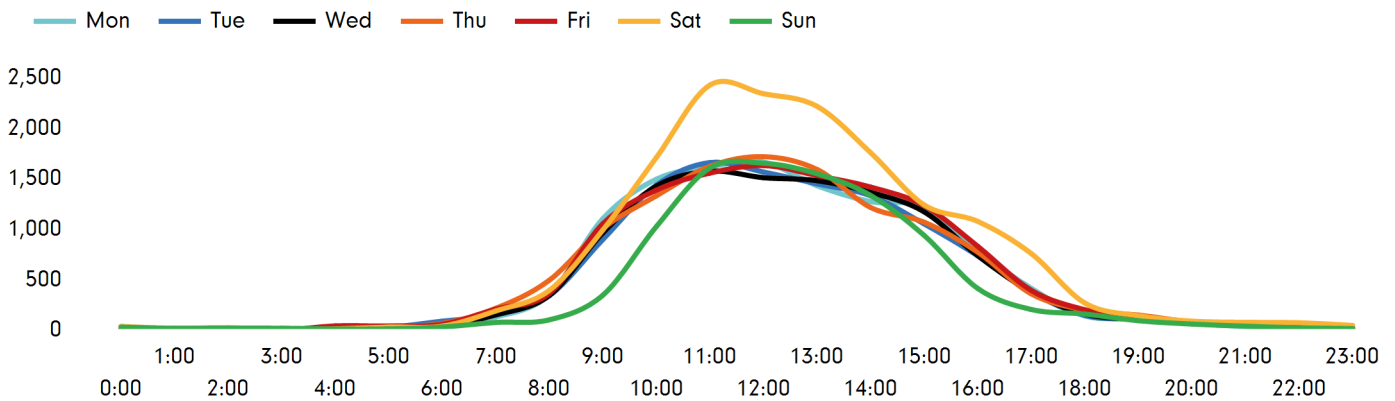
The figures shown below are calculated using weekly averages.



This Month	12,173	11,737	11,801	12,242	12,464	16,114	9,926	86,457
Previous Month	11,703	12,050	11,789	12,487	12,150	15,645	8,895	84,719
Previous Year	12,202	11,015	11,322	11,102	12,767	16,790	9,023	84,221
2 Years Ago	11,917	10,989	11,157	11,838	13,200	16,368	9,320	84,789
Month on month %	4.0 %	-2.6 %	0.1 %	-2.0 %	2.6 %	3.0 %	11.6 %	
Year on year %	-0.2 %	6.6 %	4.2 %	10.3 %	-2.4 %	-4.0 %	10.0 %	

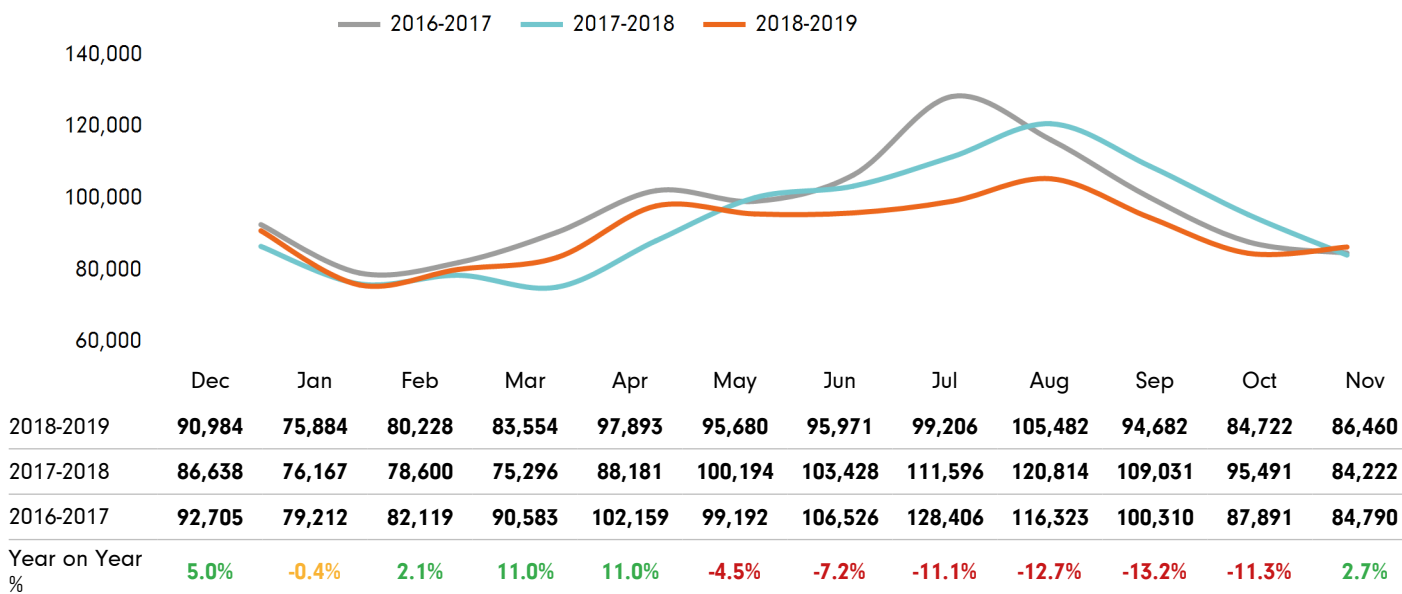
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

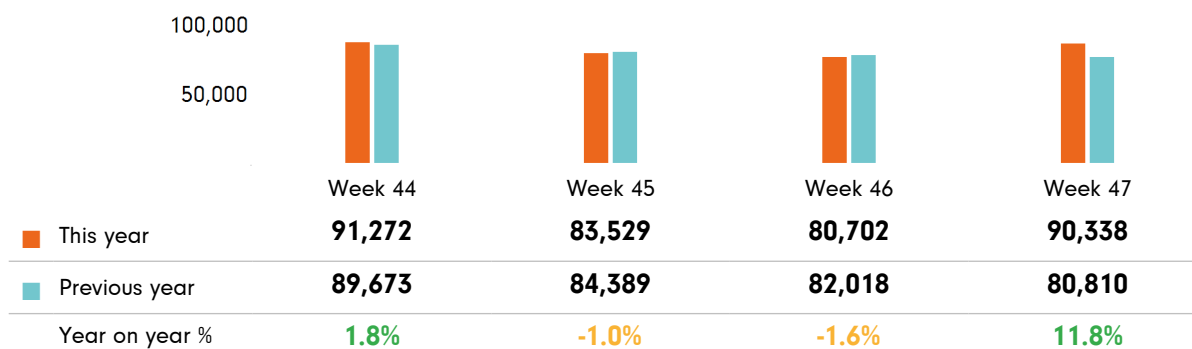
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for November compares November 2019 to November 2018

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

100,000

80,000

60,000

40,000

20,000

0



London Road

This Month	86,460
Previous Month	84,723
Previous Year	84,223
2 Years Ago	84,791
Year on Year %	2.7 %

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 November, 2019 Vs January, 2018 to November, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2019 Vs 10 2019