

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2019	2018	2019	2018	2019	2018
Bognor Regis Town Centre	3.9 %	-8.1 %	-4.5 %	1.0 %	-2.3 %	13.6 %
South East	-2.1 %	-5.2 %	-3.8 %	0.5 %	2.5 %	6.3 %
High Street Index(Coastal Town)	-1.4 %	-5.6 %	-6.3 %	-3.9 %	-1.5 %	5.9 %
High Street Index - BDSU(BDSU - Speciality)	-0.9 %		-5.1 %	-2.7 %	0.2 %	3.7 %
UK	-0.7 %	-3.8 %	-5.1 %	0.8 %	0.0 %	4.3 %

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 3.9% up on the previous year.

The number of visitors counted for month commencing 29 April 2019 was 382,721.

The busiest day in month commencing 29 April 2019 was Saturday 4 May with 18,552 visitors.

The peak hour of the month was 12:00 on Saturday 18 May 2019 with footfall of 2,658

## 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     15     3     10

Number of days same month last year     16     2     10

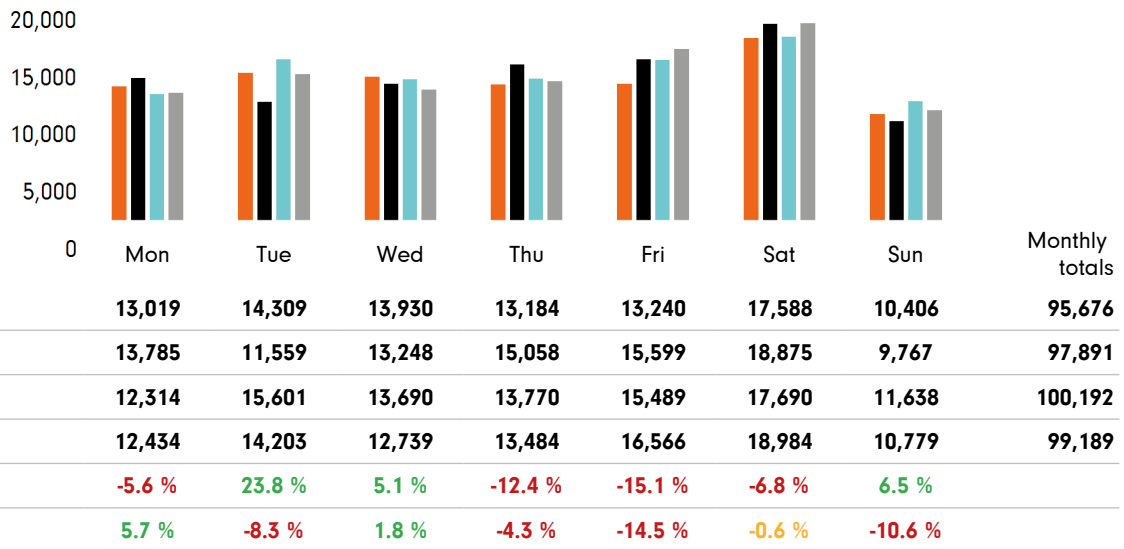
### Average temperature

	Maximum temperature	Minimum temperature
2019	15°	7°
2018	17°	9°

**SPRINGBOARD.**

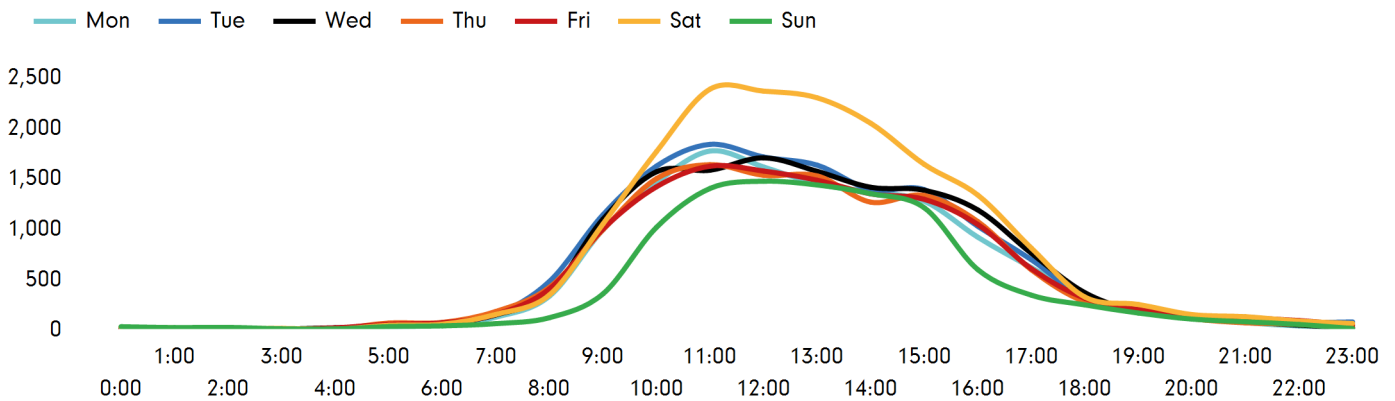
## Footfall by day

The figures shown below are calculated using weekly averages.



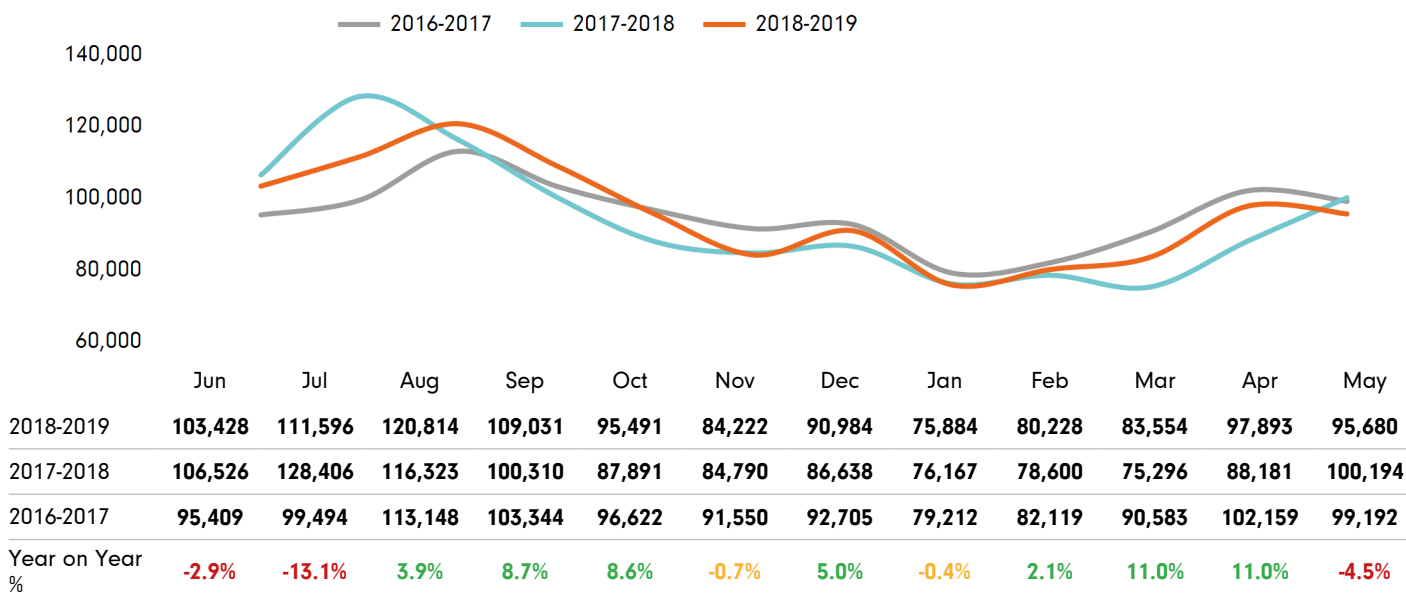
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

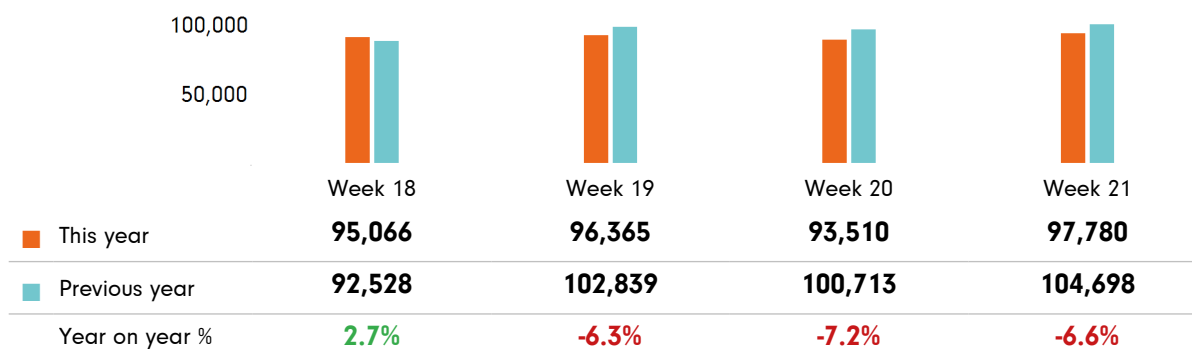
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2018-2019 period with the 2017-2018 period i.e the figure for May compares May 2019 to May 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	<b>95,680</b>
Previous Month	<b>97,894</b>
Previous Year	<b>100,195</b>
2 Years Ago	<b>99,192</b>
Year on Year %	<b>-4.5 %</b>

### 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 May, 2019 Vs January, 2018 to May, 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2019 Vs 4 2019