Footfall Report for:
Bognor Regis Town Centre

Weeks This Month: 5
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	-3.7 %	-2.5 %	0.6 %	5.0 %	5.9 %	8.0 %
South East	-3.6 %	-4.1 %	-5.9 %	-1.5 %	5.4 %	4.1 %
High Street Index(Coastal Town)	-3.6 %	-4.7 %	-9.3 %	-6.0 %	3.2 %	6.1 %
High Street Index - BDSU(BDSU - Speciality)	-2.7 %	-3.1 %	-4.7 %	-3.3 %	0.7 %	1.4 %
UK	-2.2 %	-2.5 %	-3.6 %	-2.1 %	5.8 %	4.9 %

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 3.7% down on the previous year.

The number of visitors counted for month commencing 25 November 2019 was 457,865.

The busiest day in month commencing 25 November 2019 was Saturday 30 November with 20,083 visitors.

The peak hour of the month was 11:00 on Saturday 14 December 2019 with footfall of 2,986

Footfall by month

Figures shown below are calculated using monthly totals.

457,865
345,841
454,924
433,190
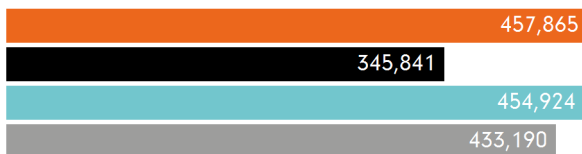
■ This Month   ■ Previous Year
■ Previous Month   ■ 2 Years Ago

Weather

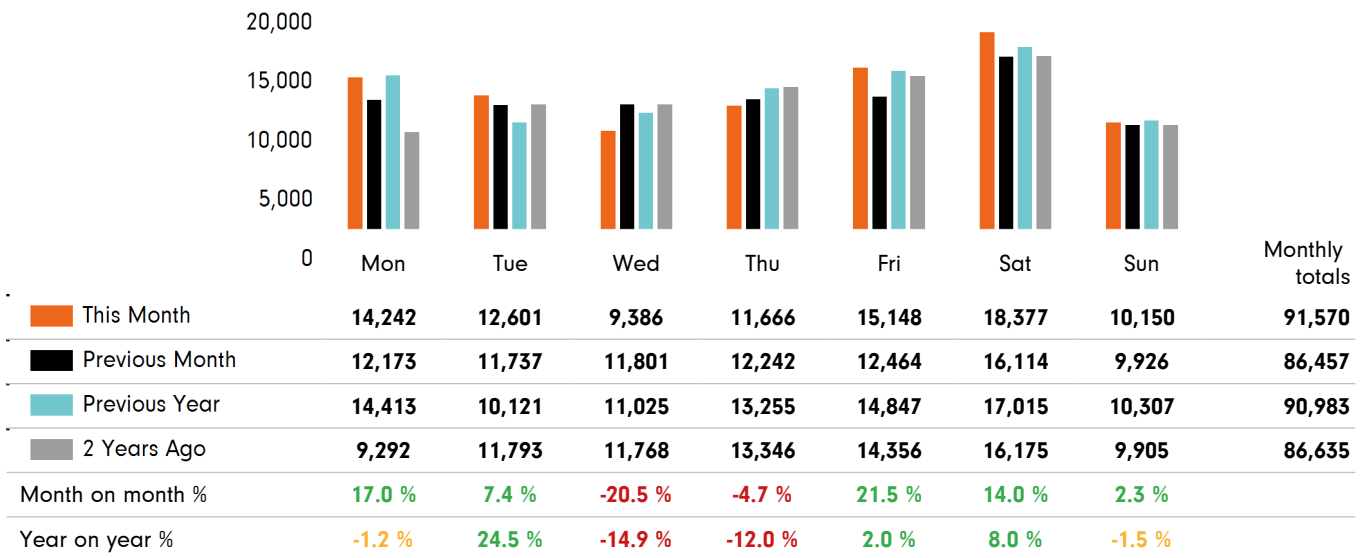|	☀	☁	🌧
Number of days this month	9	5	21
Number of days same month last year	12	5	18

Average temperature

	Maximum temperature	Minimum temperature
2019	10°	6°
2018	11°	6°

SPRINGBOARD.

Footfall by day

The figures shown below are calculated using weekly averages.

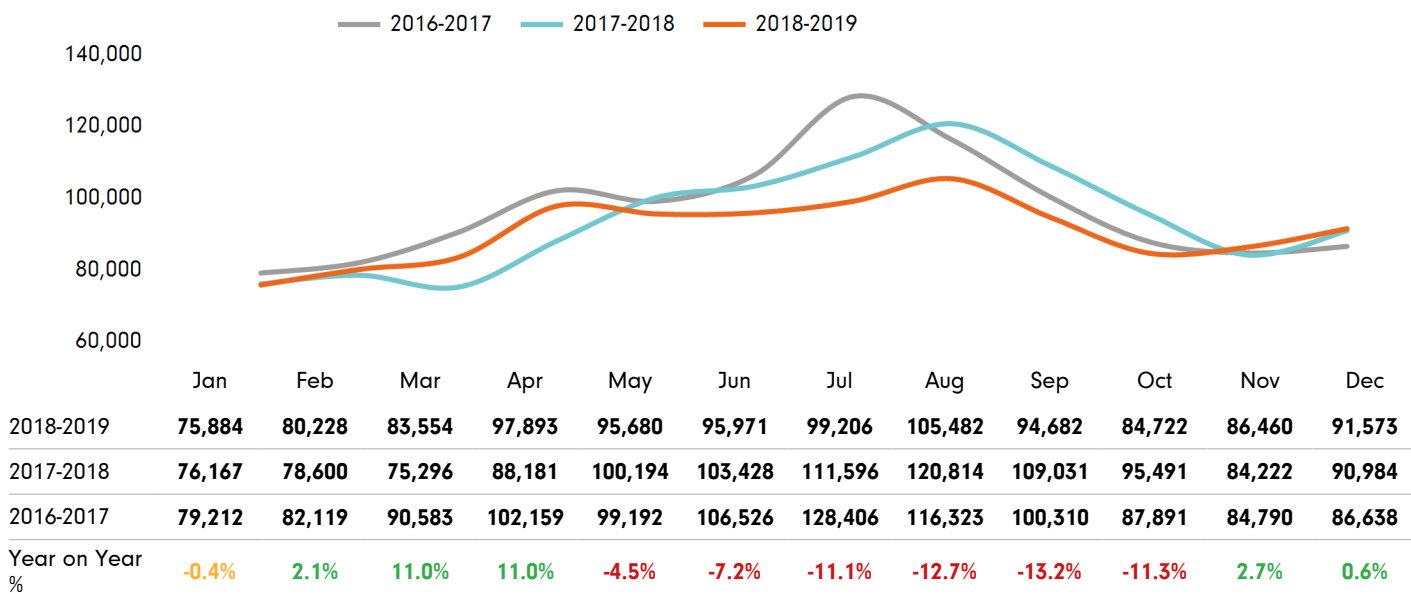|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	14,242	12,601	9,386	11,666	15,148	18,377	10,150	91,570
Previous Month	12,173	11,737	11,801	12,242	12,464	16,114	9,926	86,457
Previous Year	14,413	10,121	11,025	13,255	14,847	17,015	10,307	90,983
2 Years Ago	9,292	11,793	11,768	13,346	14,356	16,175	9,905	86,635
Month on month %	17.0 %	7.4 %	-20.5 %	-4.7 %	21.5 %	14.0 %	2.3 %	
Year on year %	-1.2 %	24.5 %	-14.9 %	-12.0 %	2.0 %	8.0 %	-1.5 %	

Footfall by hour

The figures shown below are calculated using a weekly average
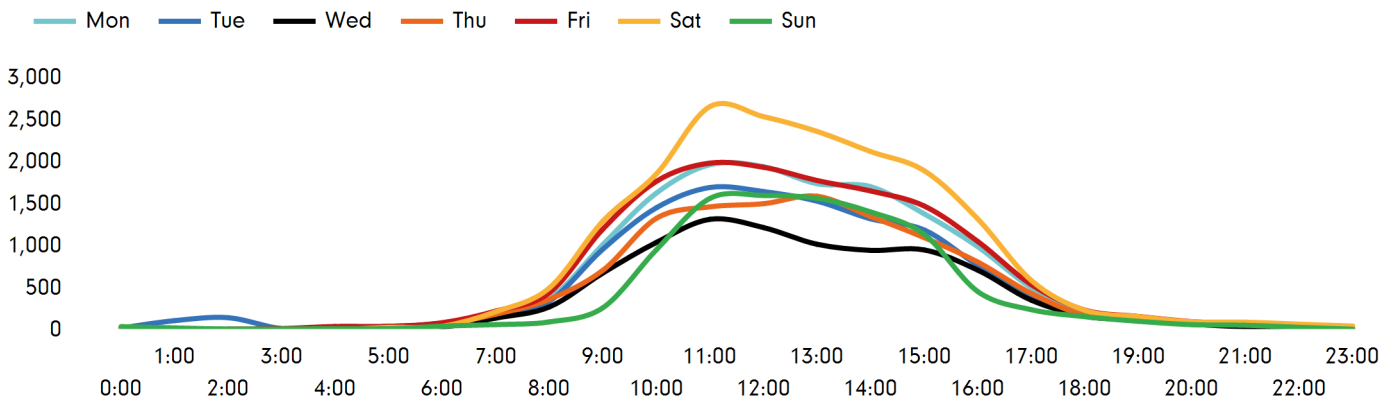
Footfall - rolling 12 months

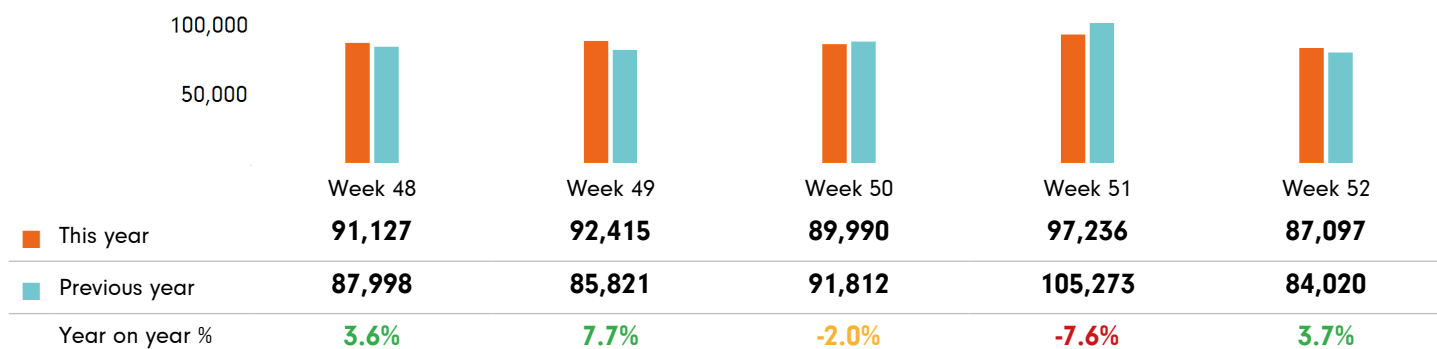The figures shown below are calculated using weekly averages.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018-2019	75,884	80,228	83,554	97,893	95,680	95,971	99,206	105,482	94,682	84,722	86,460	91,573
2017-2018	76,167	78,600	75,296	88,181	100,194	103,428	111,596	120,814	109,031	95,491	84,222	90,984
2016-2017	79,212	82,119	90,583	102,159	99,192	106,526	128,406	116,323	100,310	87,891	84,790	86,638
Year on Year %	-0.4%	2.1%	11.0%	11.0%	-4.5%	-7.2%	-11.1%	-12.7%	-13.2%	-11.3%	2.7%	0.6%

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

Footfall by week of month

The figures shown below are calculated using weekly totals.

	Week 48	Week 49	Week 50	Week 51	Week 52
This year	91,127	92,415	89,990	97,236	87,097
Previous year	87,998	85,821	91,812	105,273	84,020
Year on year %	3.6%	7.7%	-2.0%	-7.6%	3.7%

Footfall by location

The figures shown below are calculated using weekly averages.

Legend: ■ This month   ■ Previous month   ■ Previous year   ■ 2 Years ago

London Road
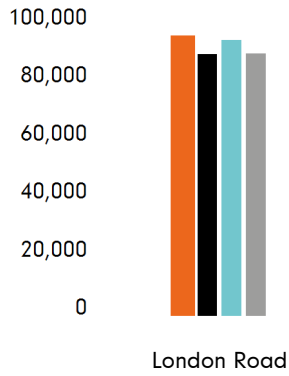
This Month	**91,573**
Previous Month	**86,460**
Previous Year	**90,985**
2 Years Ago	**86,638**
Year on Year %	**0.6 %**

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 December , 2019 Vs January, 2018 to December , 2018

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2019 Vs 11 2019