



125th Street Bid

Week 9, 2016

02/29/2016 to 03/06/2016



REGION - New York

Monday to Sunday

COUNT TYPE: Ped Counts

Weekly Ped Counts

Benchmark calculations (Year on Year and Week on Week) 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 | | Week On Week % Change | |
|------------------|-----------------------|----------|-----------------------|-----------|-----------------------|----------|
| | 2016 | 2015 | 2016 | 2015 | 2016 | 2015 |
| 125th Street Bid | ▲ 50.1 % | ▼ -9.2 % | ▲ 53.8 % | ▼ -20.3 % | ▼ -5.1 % | ▼ -6.7 % |
| New York | ▼ -3.7 % | ▼ -0.7 % | ▲ 16.0 % | ▼ -8.4 % | ▲ 5.4 % | ▲ 3.1 % |
| USA | ▼ -5.1 % | ▼ -0.7 % | ▲ 14.4 % | ▼ -8.4 % | ▲ 1.2 % | ▲ 3.3 % |

Headlines

The change in footfall for 125th Street Bid over the last 52 weeks is 8.5% up on the previous year.

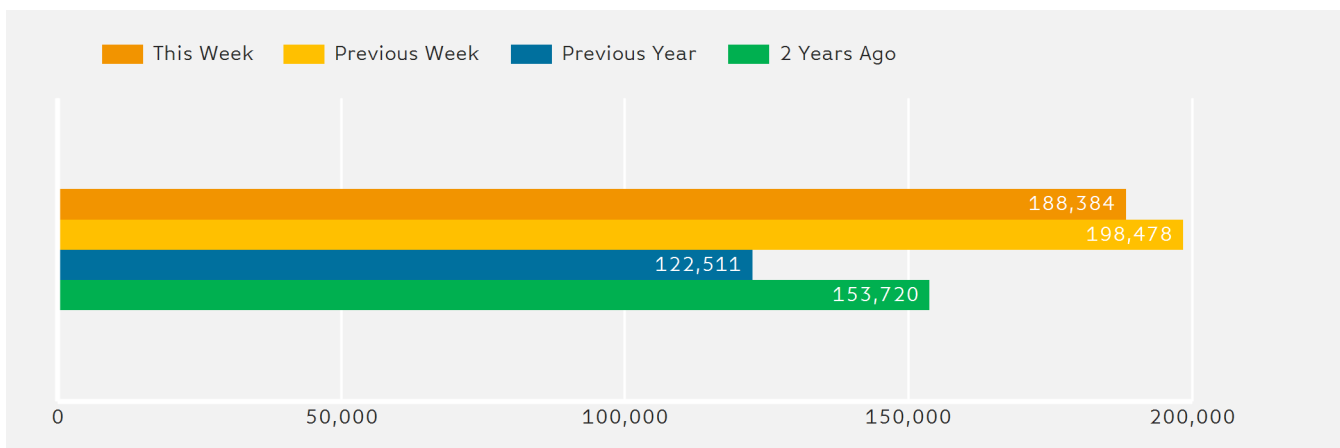
Footfall for the year to date is 50.1% up on the previous year.

Footfall week commencing 29 February 2016 was 188,384.

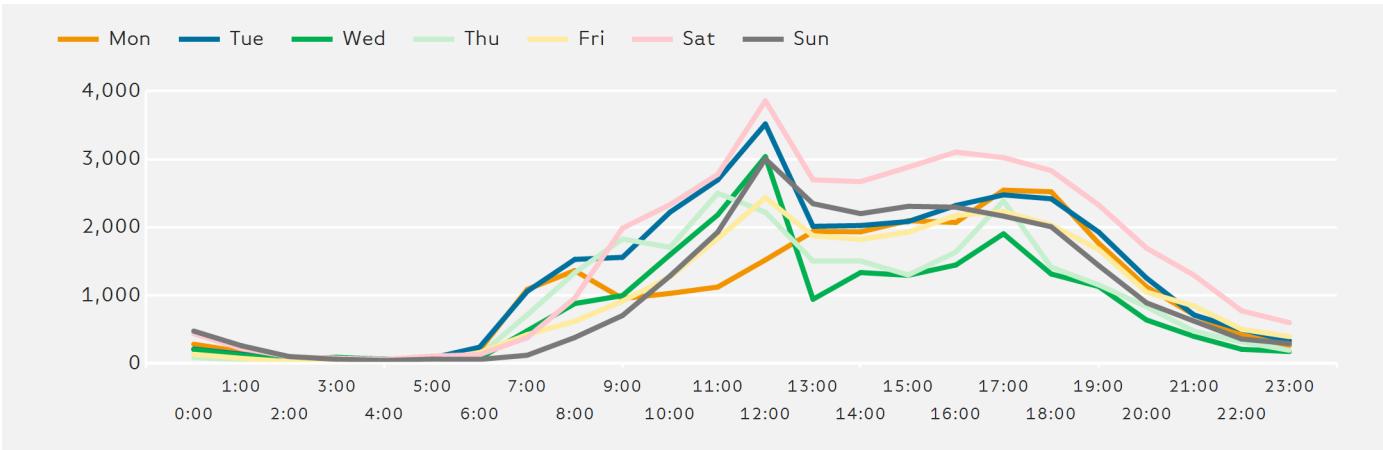
The busiest day in week commencing 29 February 2016 was Saturday with 37,340 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 3,857

Ped Counts Totals by Week



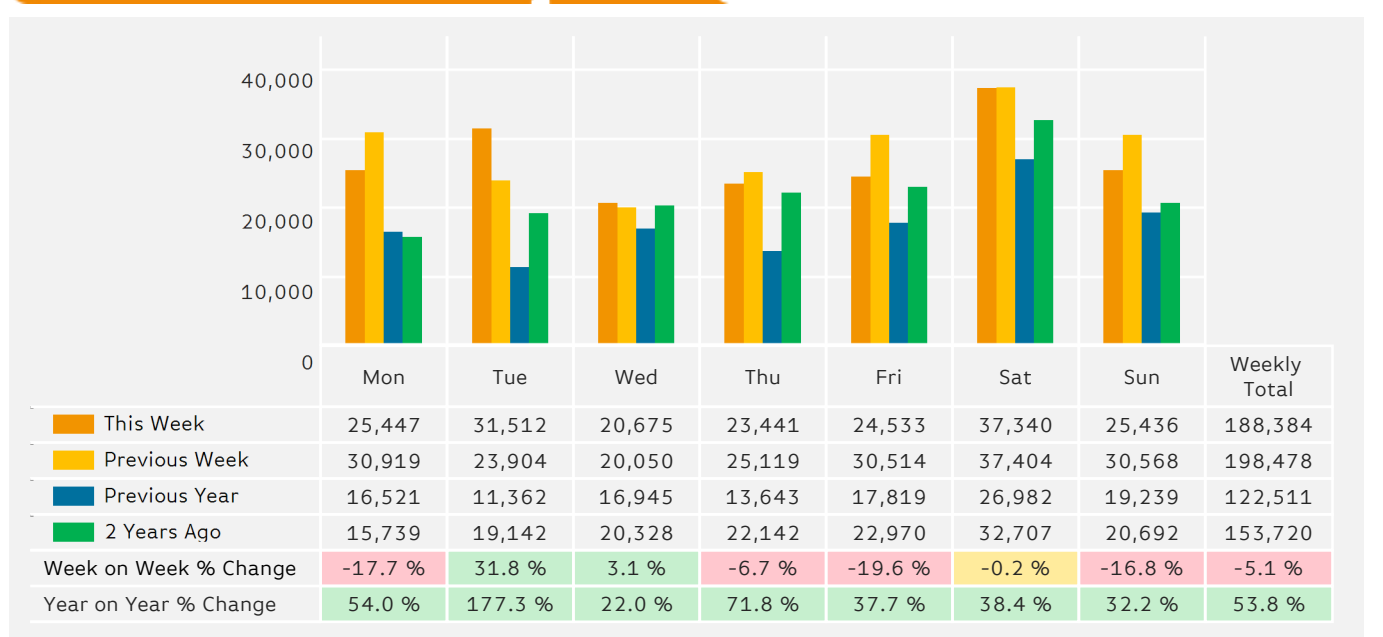
Ped Counts by Hour



Weather

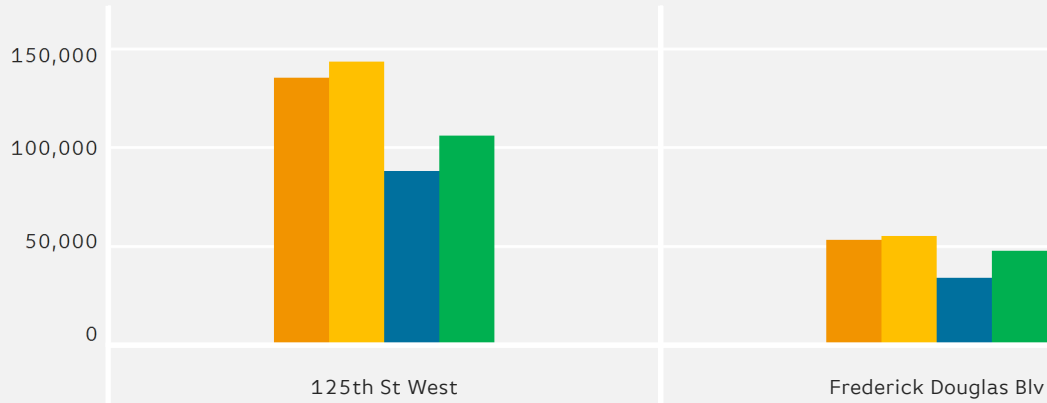
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week | 59 | 51 | 53 | 33 | 37 | 39 | 42 |
| Previous Week | 51 | 37 | 59 | 59 | 37 | 41 | 59 |
| Previous Year | 37 | 35 | 44 | 37 | 27 | 37 | 48 |

Ped Counts by Day



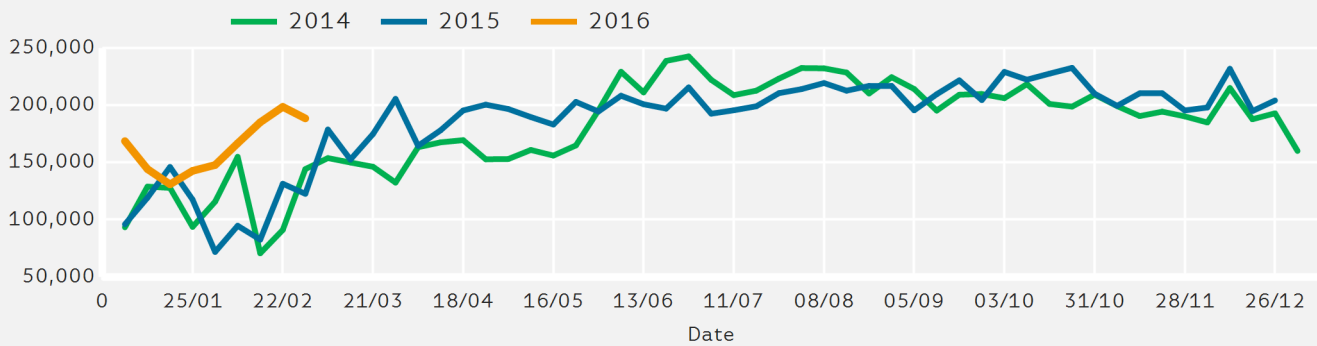
Ped Counts Totals

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



| | | |
|-----------------------|---------|--------|
| This Week | 135,185 | 53,199 |
| Previous Week | 143,306 | 55,172 |
| Previous Year | 88,230 | 34,281 |
| 2 Years Ago | 105,864 | 47,856 |
| Week on Week % Change | -5.7 % | -3.6 % |
| Year on Year % Change | 53.2 % | 55.2 % |

Ped Counts by Week



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.