

Visitor Totals

|                | Current Week | Previous Week | WoW % Change |
|----------------|--------------|---------------|--------------|
| Total Visitors | 187,688      | 196,367       | -4.4%        |

Key Stats

Wednesday was the busiest day this week with a total of 32,603 visits. The busiest hour was at 3:00 PM on Saturday with 2,981 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 35,895 visits.

Note: Original Locations include 125th St and Frederick Douglas Blvd; NE















Visitors by Day (All Locations)

|               | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total   |
|---------------|--------|---------|-----------|----------|--------|----------|--------|---------|
| Current Week  | 29,697 | 26,394  | 32,603    | 27,663   | 26,005 | 31,037   | 14,289 | 187,688 |
| Previous Week | 22,915 | 32,510  | 31,696    | 32,562   | 32,142 | 20,922   | 23,620 | 196,367 |
| Change WoW    | 6,782  | -6,116  | 907       | -4,899   | -6,137 | 10,115   | -9,331 | -8,679  |
| % Change WoW  | 29.6%  | -18.8%  | -17.4%    | -15.0%   | -19.1% | 48.3%    | -39.5% | -4.4%   |

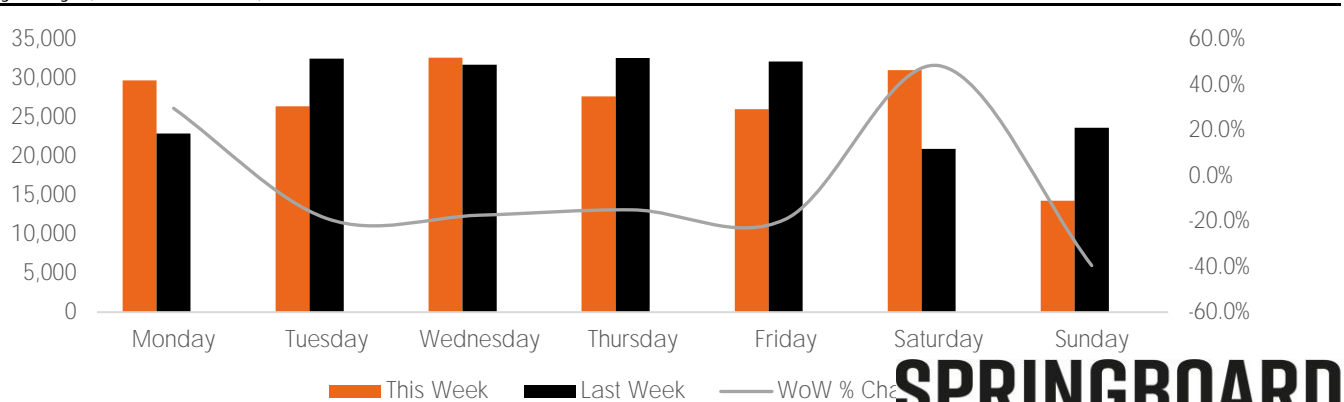
Visitors by Day (Original Locations)

|               | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total  |
|---------------|--------|---------|-----------|----------|--------|----------|--------|--------|
| Current Week  | 2,953  | 3,010   | 3,351     | 2,945    | 3,474  | 3,352    | 996    | 20,081 |
| Previous Week | 2,856  | 3,197   | 3,488     | 4,217    | 4,132  | 1,599    | 1,776  | 21,265 |
| Previous Year | 9,786  | 15,821  | 13,434    | 13,774   | 11,690 | 16,310   | 10,164 | 90,979 |
| % Change WoW  | 3.4%   | -5.8%   | -17.4%    | -30.2%   | -15.9% | 109.6%   | -43.9% | -5.6%  |
| % Change YoY  | -69.8% | -81.0%  | -75.1%    | -78.6%   | -70.3% | -79.4%   | -90.2% | -77.9% |

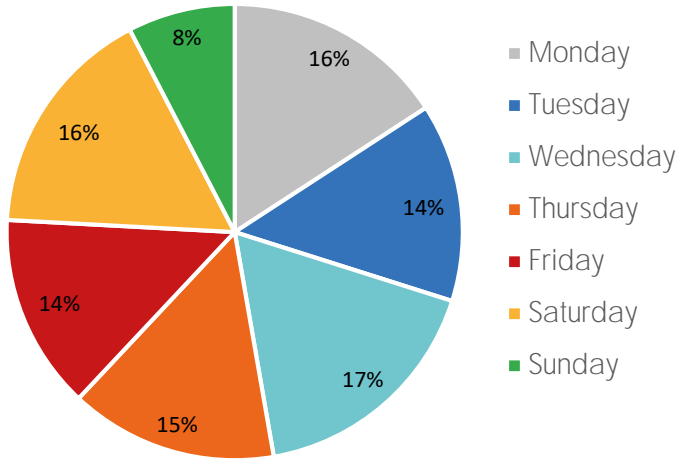
Weather (High/Low F)

|           | Monday  | Tuesday   | Wednesday   | Thursday  | Friday   | Saturday  | Sunday  |
|-----------|---|---|---|---|--|---|---|
| This Week | 59 / 50   | 63 / 52   | 68 / 55   | 70 / 55   | 72 / 55  | 68 / 52   | 64 / 54   |
|           |  |  |  |  |  |  |  |
| Last Week | 64 / 50   | 68 / 50   | 64 / 52   | 59 / 52   | 59 / 52  | 61 / 52   | 59 / 50   |
|           |  |  |  |  |  |  |  |

Visitors by Day (All Locations)

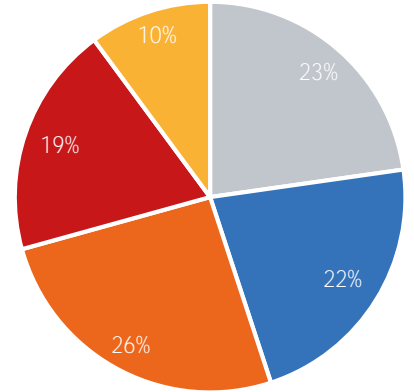


## % Share of Visitors by Day

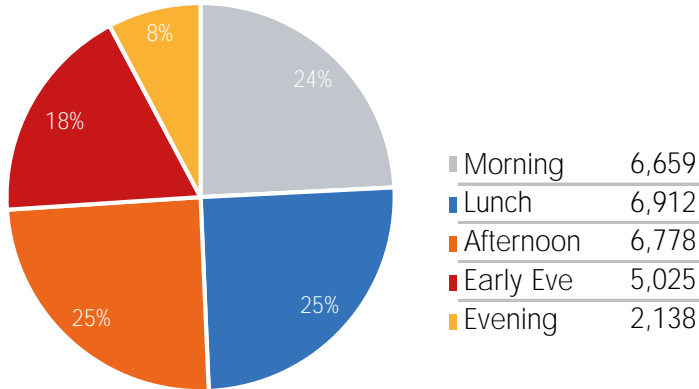


## Visitors by Day Part - Weekend

|           |       |
|-----------|-------|
| Morning   | 4,932 |
| Lunch     | 4,817 |
| Afternoon | 5,582 |
| Early Eve | 4,157 |
| Evening   | 2,196 |



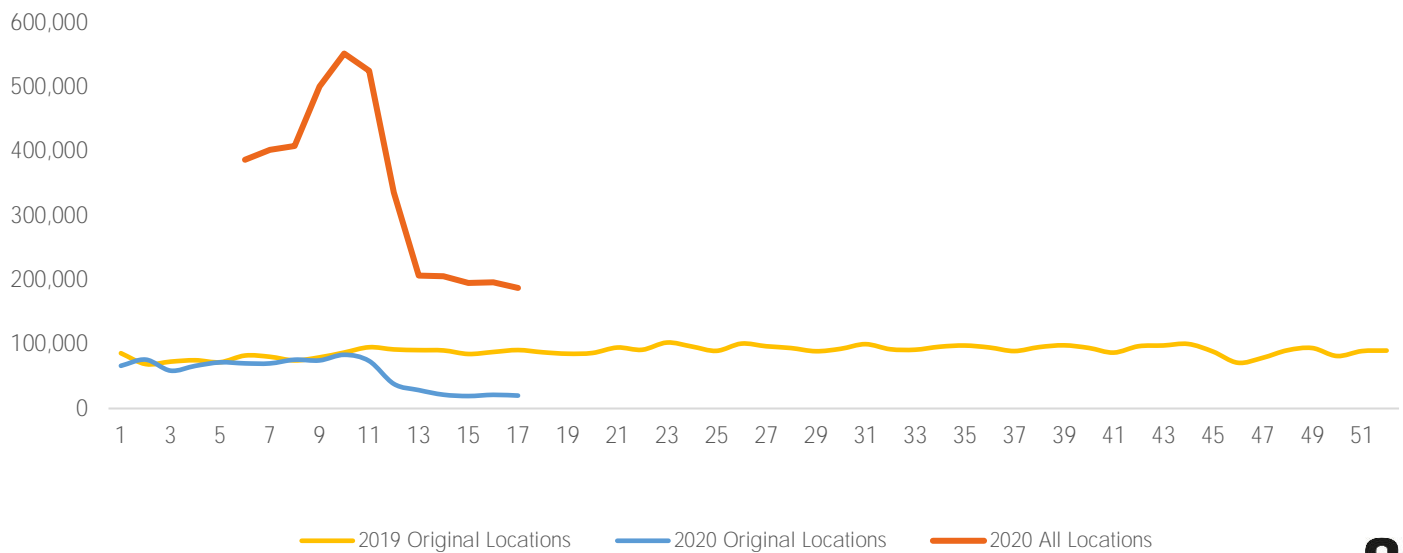
## Visitors by Day Part - Weekday



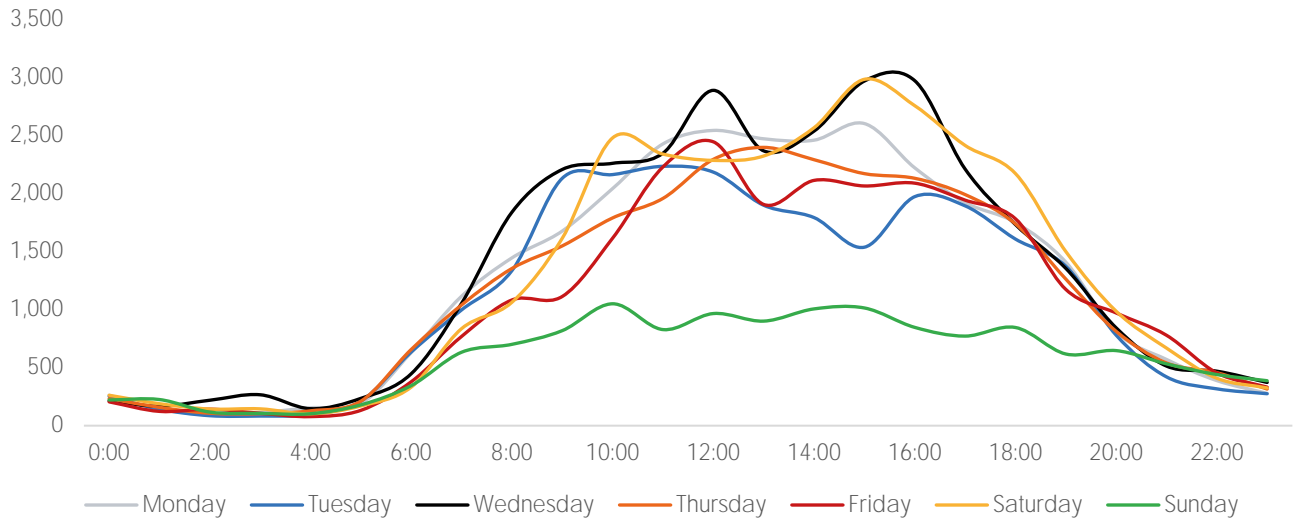
|           |       |
|-----------|-------|
| Morning   | 6,659 |
| Lunch     | 6,912 |
| Afternoon | 6,778 |
| Early Eve | 5,025 |
| Evening   | 2,138 |

Day Parts are calculated using the following time periods:  
 Morning 06:00AM - 10:59AM  
 Lunch 11:00AM - 1:59PM  
 Afternoon 2:00PM - 4:59PM  
 Early Evening 5:00PM - 7:59PM  
 Evening 8:00PM - 11:59PM

## Long Term Trend by Week



## Visitors by Hour



|       | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------|--------|---------|-----------|----------|--------|----------|--------|
| 6:00  | 630    | 634     | 447       | 656      | 378    | 332      | 345    |
| 7:00  | 1,114  | 996     | 1,053     | 1,039    | 768    | 835      | 632    |
| 8:00  | 1,444  | 1,334   | 1,837     | 1,353    | 1,082  | 1,062    | 700    |
| 9:00  | 1,675  | 2,129   | 2,205     | 1,547    | 1,112  | 1,613    | 818    |
| 10:00 | 2,041  | 2,161   | 2,258     | 1,788    | 1,614  | 2,477    | 1,049  |
| 11:00 | 2,425  | 2,232   | 2,345     | 1,956    | 2,227  | 2,337    | 827    |
| 12:00 | 2,541  | 2,182   | 2,886     | 2,292    | 2,443  | 2,283    | 965    |
| 13:00 | 2,469  | 1,897   | 2,365     | 2,395    | 1,904  | 2,321    | 900    |
| 14:00 | 2,457  | 1,791   | 2,535     | 2,289    | 2,111  | 2,564    | 1,005  |
| 15:00 | 2,600  | 1,536   | 2,966     | 2,169    | 2,063  | 2,981    | 1,013  |
| 16:00 | 2,219  | 1,971   | 2,969     | 2,129    | 2,087  | 2,754    | 846    |
| 17:00 | 1,920  | 1,892   | 2,209     | 1,989    | 1,941  | 2,412    | 771    |
| 18:00 | 1,749  | 1,606   | 1,731     | 1,737    | 1,781  | 2,170    | 845    |
| 19:00 | 1,408  | 1,373   | 1,354     | 1,262    | 1,173  | 1,499    | 617    |
| 20:00 | 808    | 779     | 842       | 812      | 970    | 985      | 646    |
| 21:00 | 570    | 420     | 513       | 540      | 778    | 668      | 532    |
| 22:00 | 388    | 317     | 469       | 456      | 454    | 408      | 440    |
| 23:00 | 278    | 275     | 372       | 315      | 332    | 325      | 387    |

## Visitors by Day by Location

| Entrances                    | Monday        | Tuesday       | Wednesday     | Thursday      | Friday        | Saturday      | Sunday        | Total          | WoW % Change |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--------------|
| 125th St West                | 1,704         | 1,806         | 2,188         | 1,741         | 1,774         | 2,220         | 699           | 12,132         | -3%          |
| Frederick Douglas Blv        | 1,249         | 1,204         | 1,163         | 1,204         | 1,700         | 1,132         | 297           | 7,949          | -10%         |
| NW Cor. of Malcolm X & 125th | 1,663         | 1,313         | 1,698         | 1,540         | 1,353         | 1,852         | 1,007         | 10,426         | -8%          |
| NW Cor. of 125th & Malcolm X | 3,319         | 2,814         | 4,499         | 2,566         | 2,606         | 4,147         | 1,352         | 21,303         | -9%          |
| SE Cor. of Malcolm X & 125th | 4,022         | 3,444         | 3,684         | 3,951         | 3,666         | 3,754         | 2,569         | 25,090         | 0%           |
| SE Cor. of 125th & Malcolm X | 3,015         | 2,876         | 3,057         | 2,942         | 2,636         | 2,728         | 914           | 18,168         | -6%          |
| NE Cor. of Malcolm X & 125th | 5,151         | 4,268         | 4,660         | 4,849         | 4,141         | 4,506         | 3,014         | 30,589         | 2%           |
| NE Cor. of 125th & Malcolm X | 2,324         | 1,815         | 2,059         | 2,147         | 1,698         | 2,235         | 689           | 12,967         | -7%          |
| SW Cor. Of Malcolm X & 125th | 4,926         | 5,040         | 7,387         | 4,824         | 4,734         | 6,154         | 2,830         | 35,895         | -5%          |
| SW Cor. Of 125th & Malcolm X | 2,324         | 1,814         | 2,208         | 1,899         | 1,697         | 2,309         | 918           | 13,169         | -6%          |
| <b>Total</b>                 | <b>29,697</b> | <b>26,394</b> | <b>32,603</b> | <b>27,663</b> | <b>26,005</b> | <b>31,037</b> | <b>14,289</b> | <b>187,688</b> | <b>-4.4%</b> |