



Footfall Report

125th St BID

Visitor Totals

| | Current Week | Previous Week | WoW % Change |
|----------------|--------------|---------------|--------------|
| Total Visitors | 245,890 | 229,022 | 7.4% |

Key Stats

Friday was the busiest day this week with a total of 42,804 visits. The busiest hour was at 5:00 PM on Friday with 3,830 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 47,599 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 | 28,804 | 36,011 | 36,796 | 36,243 | 42,804 | 36,203 | 29,029 | 245,890 |
| Previous Week | 38,185 | 37,433 | 26,624 | 38,520 | 28,249 | 31,082 | 28,929 | 229,022 |
| Change WoW | -9,381 | -1,422 | 10,172 | -2,277 | 14,555 | 5,121 | 100 | 16,868 |
| % Change WoW | -24.6% | -3.8% | -17.4% | -5.9% | 51.5% | 16.5% | 0.3% | 7.4% |

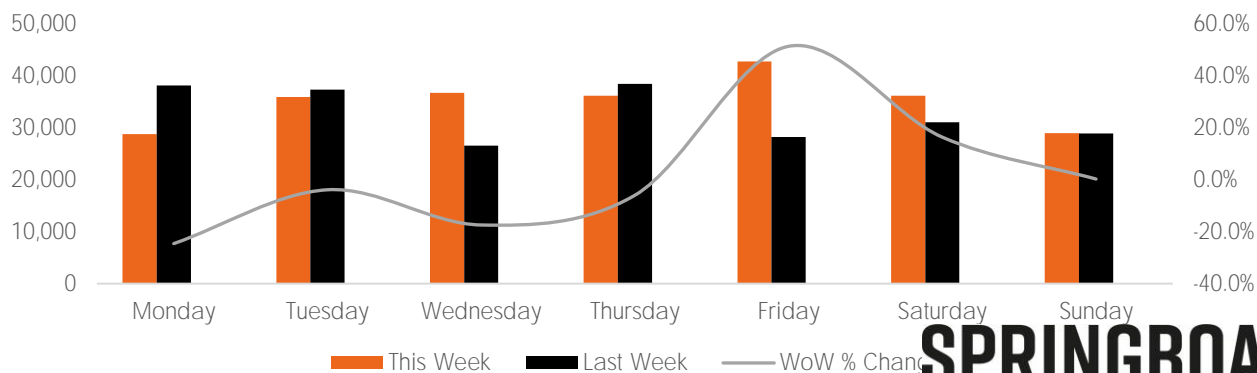
Visitors by Day (Original Locations)

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total |
|---------------|--------|---------|-----------|----------|--------|----------|--------|--------|
| Current Week | 3,041 | 3,836 | 3,569 | 4,356 | 4,771 | 3,358 | 2,821 | 25,752 |
| Previous Week | 5,151 | 5,024 | 2,281 | 5,174 | 3,087 | 2,928 | 2,290 | 25,935 |
| Previous Year | 7,539 | 10,386 | 12,889 | 12,664 | 13,779 | 16,405 | 12,764 | 86,426 |
| % Change WoW | -41.0% | -23.6% | -17.4% | -15.8% | 54.6% | 14.7% | 23.2% | -0.7% |
| % Change YoY | -59.7% | -63.1% | -72.3% | -65.6% | -65.4% | -79.5% | -77.9% | -70.2% |

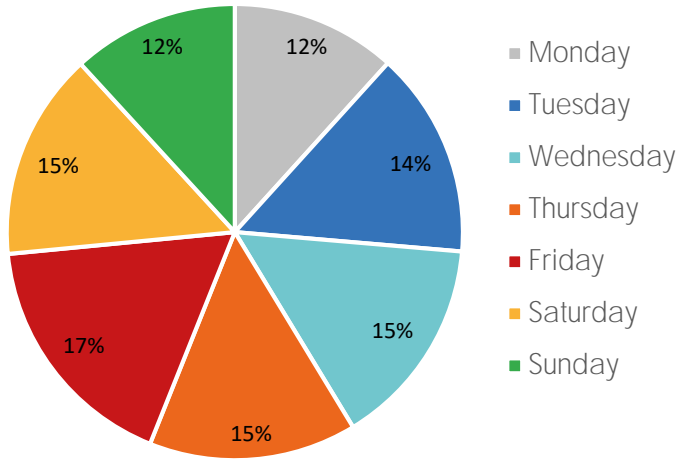
Weather (High/Low F)

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-----------|---------|---------|-----------|----------|---------|----------|---------|
| This Week | 66 / 54 | 63 / 52 | 64 / 54 | 64 / 54 | 64 / 54 | 64 / 59 | 64 / 55 |
| | | | | | | | |
| Last Week | 66 / 50 | 68 / 52 | 73 / 52 | 72 / 50 | 68 / 52 | 63 / 52 | 63 / 52 |
| | | | | | | | |

Visitors by Day (All Locations)

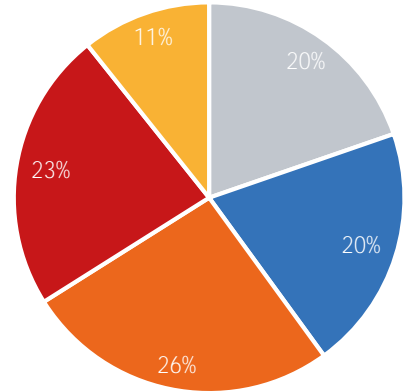


% Share of Visitors by Day

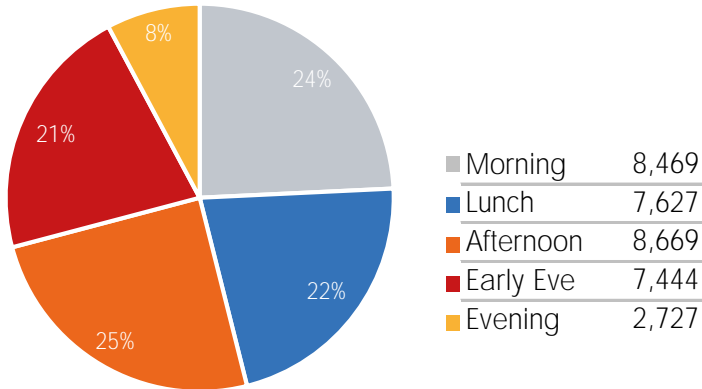


Visitors by Day Part - Weekend

| | |
|-----------|-------|
| Morning | 6,135 |
| Lunch | 6,315 |
| Afternoon | 8,115 |
| Early Eve | 7,235 |
| Evening | 3,334 |



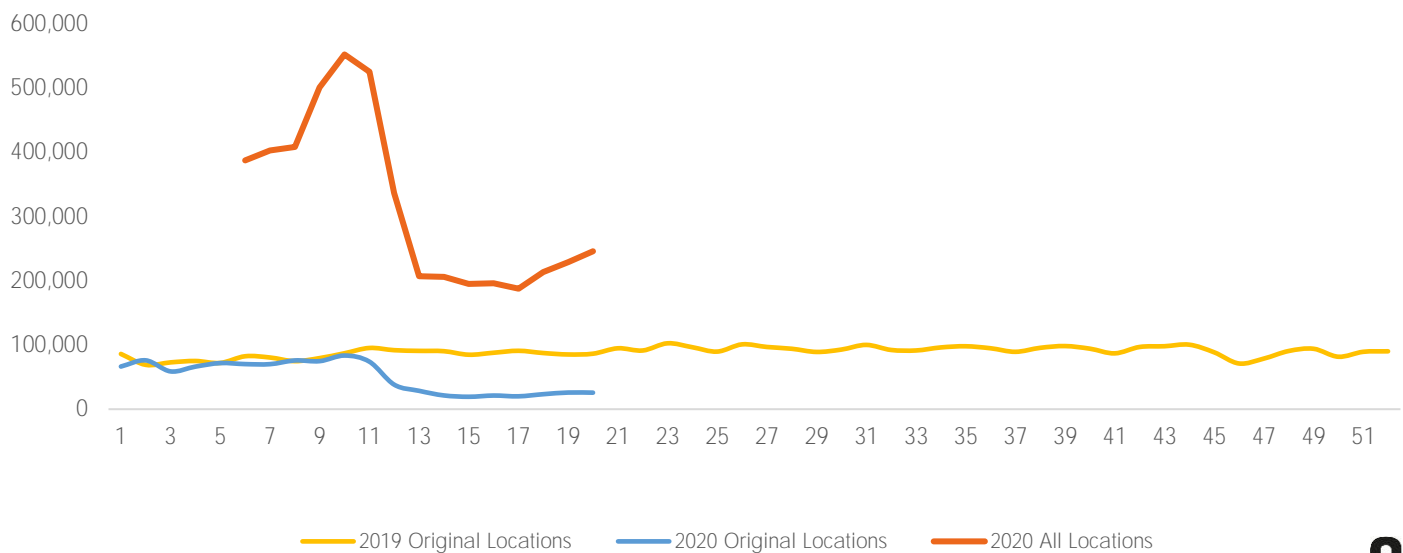
Visitors by Day Part - Weekday



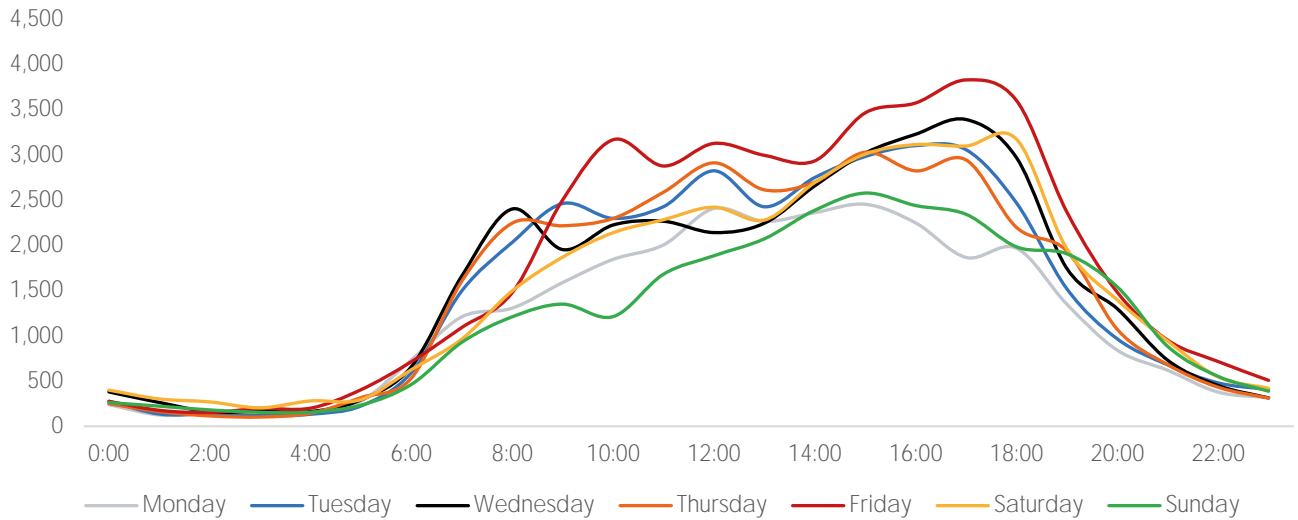
| | |
|-----------|-------|
| Morning | 8,469 |
| Lunch | 7,627 |
| Afternoon | 8,669 |
| Early Eve | 7,444 |
| Evening | 2,727 |

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 | 735 | 595 | 660 | 534 | 715 | 627 | 464 |
| 7:00 | 1,211 | 1,498 | 1,663 | 1,606 | 1,093 | 965 | 929 |
| 8:00 | 1,307 | 2,034 | 2,403 | 2,247 | 1,478 | 1,498 | 1,211 |
| 9:00 | 1,590 | 2,463 | 1,954 | 2,217 | 2,504 | 1,871 | 1,351 |
| 10:00 | 1,846 | 2,299 | 2,226 | 2,298 | 3,169 | 2,141 | 1,213 |
| 11:00 | 2,006 | 2,429 | 2,267 | 2,589 | 2,878 | 2,284 | 1,682 |
| 12:00 | 2,408 | 2,825 | 2,142 | 2,913 | 3,128 | 2,423 | 1,886 |
| 13:00 | 2,267 | 2,427 | 2,246 | 2,614 | 2,996 | 2,281 | 2,073 |
| 14:00 | 2,362 | 2,751 | 2,659 | 2,700 | 2,935 | 2,696 | 2,389 |
| 15:00 | 2,455 | 2,983 | 3,021 | 3,031 | 3,466 | 3,010 | 2,579 |
| 16:00 | 2,249 | 3,103 | 3,229 | 2,824 | 3,575 | 3,115 | 2,441 |
| 17:00 | 1,867 | 3,058 | 3,392 | 2,945 | 3,830 | 3,099 | 2,344 |
| 18:00 | 1,969 | 2,470 | 2,970 | 2,199 | 3,602 | 3,174 | 1,984 |
| 19:00 | 1,349 | 1,519 | 1,744 | 1,937 | 2,368 | 1,961 | 1,907 |
| 20:00 | 841 | 966 | 1,299 | 1,071 | 1,481 | 1,396 | 1,541 |
| 21:00 | 619 | 680 | 730 | 681 | 952 | 942 | 883 |
| 22:00 | 378 | 480 | 451 | 432 | 716 | 546 | 552 |
| 23:00 | 317 | 406 | 314 | 312 | 508 | 420 | 388 |

Visitors by Day by Location

| Entrances | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total | WoW % Change |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--------------|
| 125th St West | 1,921 | 2,290 | 2,325 | 2,669 | 3,000 | 2,271 | 1,749 | 16,225 | 3% |
| Frederick Douglas Blv | 1,120 | 1,546 | 1,244 | 1,687 | 1,771 | 1,087 | 1,072 | 9,527 | -7% |
| NW Cor. of Malcolm X & 125th | 2,031 | 3,166 | 3,449 | 2,730 | 3,563 | 3,224 | 2,191 | 20,354 | 1% |
| NW Cor. of 125th & Malcolm X | 2,499 | 4,520 | 4,606 | 4,104 | 4,331 | 4,023 | 3,543 | 27,626 | 19% |
| SE Cor. of Malcolm X & 125th | 4,145 | 4,057 | 4,004 | 4,533 | 5,631 | 4,462 | 3,925 | 30,757 | 18% |
| SE Cor. of 125th & Malcolm X | 3,266 | 3,324 | 3,591 | 3,695 | 4,491 | 3,425 | 2,658 | 24,450 | 11% |
| NE Cor. of Malcolm X & 125th | 4,867 | 4,654 | 4,820 | 4,681 | 7,069 | 5,691 | 4,581 | 36,363 | 9% |
| NE Cor. of 125th & Malcolm X | 2,488 | 2,559 | 2,533 | 2,583 | 3,091 | 2,795 | 2,245 | 18,294 | 7% |
| SW Cor. Of Malcolm X & 125th | 4,829 | 7,890 | 7,823 | 7,411 | 7,181 | 6,992 | 5,473 | 47,599 | 0% |
| SW Cor. Of 125th & Malcolm X | 1,638 | 2,005 | 2,401 | 2,150 | 2,676 | 2,233 | 1,592 | 14,695 | 8% |
| Total | 28,804 | 36,011 | 36,796 | 36,243 | 42,804 | 36,203 | 29,029 | 245,890 | 7.4% |