



Footfall Report

125th St BID

Visitor Totals

| | Current Week | Previous Week | WoW % Change |
|----------------|--------------|---------------|--------------|
| Total Visitors | 249,654 | 245,890 | 1.5% |

Key Stats

Thursday was the busiest day this week with a total of 40,391 visits. The busiest hour was at 6:00 PM on Thursday with 3,368 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 47,248 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 | 35,523 | 40,268 | 39,895 | 40,391 | 39,911 | 25,528 | 28,138 | 249,654 |
| Previous Week | 28,804 | 36,011 | 36,796 | 36,243 | 42,804 | 36,203 | 29,029 | 245,890 |
| Change WoW | 6,719 | 4,257 | 3,099 | 4,148 | -2,893 | -10,675 | -891 | 3,764 |
| % Change WoW | 23.3% | 11.8% | -17.4% | 11.4% | -6.8% | -29.5% | -3.1% | 1.5% |

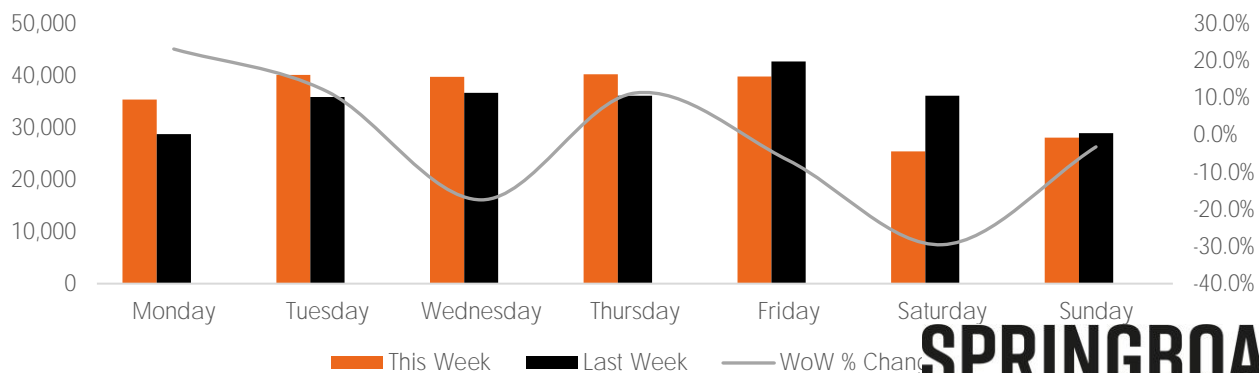
Visitors by Day (Original Locations)

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total |
|---------------|--------|---------|-----------|----------|--------|----------|--------|--------|
| Current Week | 4,169 | 4,952 | 4,219 | 5,091 | 4,072 | 1,886 | 2,104 | 26,493 |
| Previous Week | 3,041 | 3,836 | 3,569 | 4,356 | 4,771 | 3,358 | 2,821 | 25,752 |
| Previous Year | 13,624 | 13,816 | 13,174 | 10,339 | 15,607 | 16,465 | 11,852 | 94,877 |
| % Change WoW | 37.1% | 29.1% | -17.4% | 16.9% | -14.7% | -43.8% | -25.4% | 2.9% |
| % Change YoY | -69.4% | -64.2% | -68.0% | -50.8% | -73.9% | -88.5% | -82.2% | -72.1% |

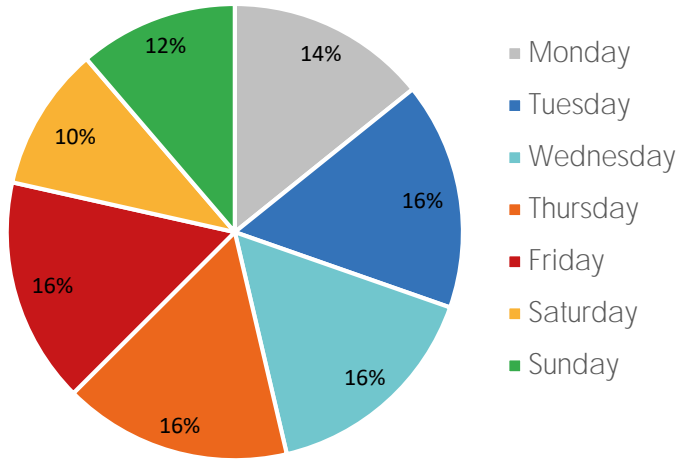
Weather (High/Low F)

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-----------|---------|---------|-----------|----------|---------|----------|---------|
| This Week | 61 / 52 | 63 / 54 | 66 / 54 | 68 / 52 | 68 / 52 | 70 / 52 | 70 / 52 |
| | | | | | | | |
| Last Week | 66 / 54 | 63 / 52 | 64 / 54 | 64 / 54 | 64 / 54 | 64 / 59 | 64 / 55 |
| | | | | | | | |

Visitors by Day (All Locations)

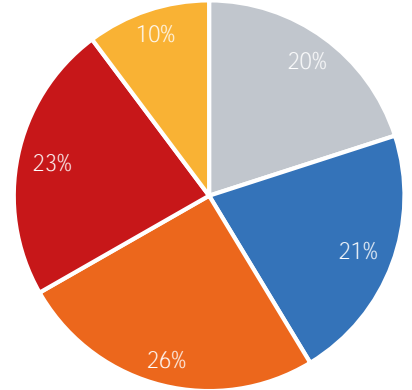


% Share of Visitors by Day

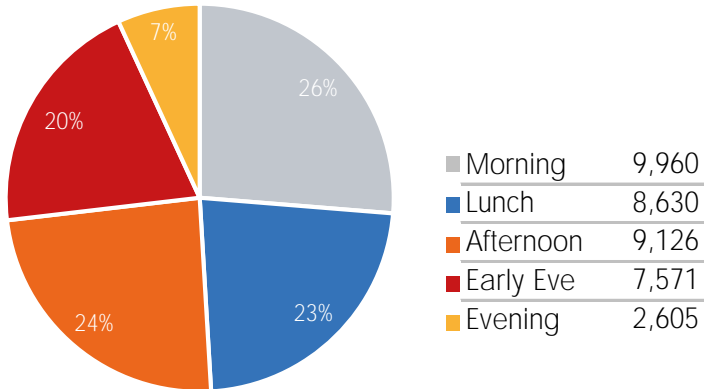


Visitors by Day Part - Weekend

| | |
|-----------|-------|
| Morning | 5,140 |
| Lunch | 5,469 |
| Afternoon | 6,519 |
| Early Eve | 5,912 |
| Evening | 2,626 |



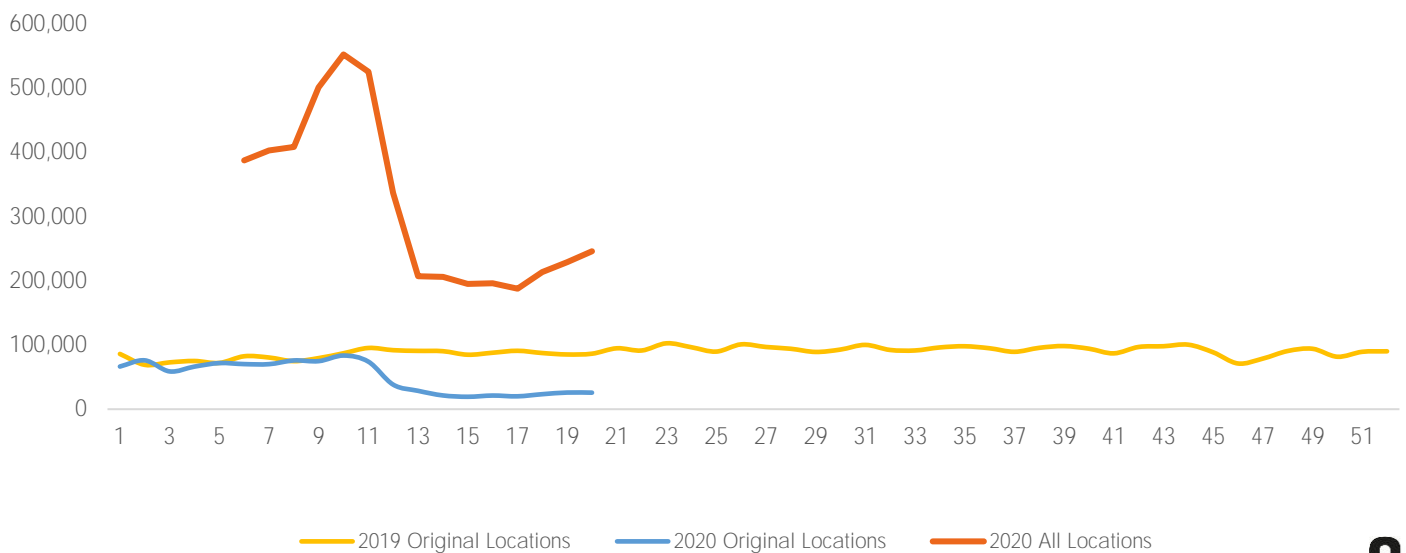
Visitors by Day Part - Weekday



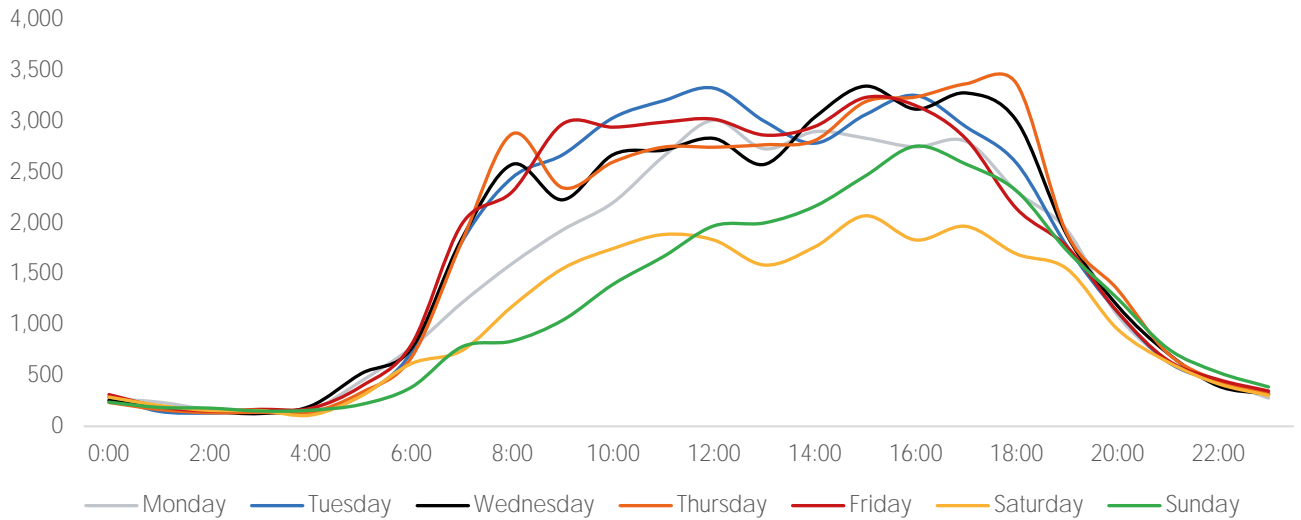
| | |
|-----------|-------|
| Morning | 9,960 |
| Lunch | 8,630 |
| Afternoon | 9,126 |
| Early Eve | 7,571 |
| Evening | 2,605 |

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 | 774 | 728 | 766 | 677 | 803 | 617 | 384 |
| 7:00 | 1,213 | 1,813 | 1,845 | 1,815 | 1,988 | 744 | 781 |
| 8:00 | 1,600 | 2,444 | 2,574 | 2,874 | 2,306 | 1,180 | 838 |
| 9:00 | 1,930 | 2,669 | 2,226 | 2,344 | 2,972 | 1,550 | 1,043 |
| 10:00 | 2,200 | 3,032 | 2,670 | 2,598 | 2,940 | 1,747 | 1,396 |
| 11:00 | 2,653 | 3,200 | 2,714 | 2,744 | 2,989 | 1,885 | 1,669 |
| 12:00 | 3,009 | 3,323 | 2,829 | 2,743 | 3,018 | 1,830 | 1,970 |
| 13:00 | 2,727 | 2,998 | 2,574 | 2,767 | 2,862 | 1,585 | 1,999 |
| 14:00 | 2,896 | 2,782 | 3,038 | 2,809 | 2,947 | 1,763 | 2,162 |
| 15:00 | 2,832 | 3,062 | 3,343 | 3,189 | 3,231 | 2,069 | 2,460 |
| 16:00 | 2,746 | 3,252 | 3,117 | 3,236 | 3,152 | 1,831 | 2,753 |
| 17:00 | 2,800 | 2,943 | 3,276 | 3,366 | 2,824 | 1,965 | 2,576 |
| 18:00 | 2,310 | 2,587 | 3,004 | 3,368 | 2,140 | 1,694 | 2,314 |
| 19:00 | 1,928 | 1,772 | 1,879 | 1,894 | 1,765 | 1,548 | 1,727 |
| 20:00 | 1,094 | 1,125 | 1,187 | 1,347 | 1,127 | 956 | 1,258 |
| 21:00 | 654 | 634 | 718 | 718 | 648 | 633 | 765 |
| 22:00 | 453 | 440 | 397 | 446 | 460 | 418 | 531 |
| 23:00 | 277 | 321 | 318 | 316 | 347 | 303 | 387 |

Visitors by Day by Location

| Entrances | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total | WoW % Change |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--------------|
| 125th St West | 2,376 | 2,711 | 2,430 | 2,917 | 2,548 | 1,332 | 1,486 | 15,800 | -3% |
| Frederick Douglas Blv | 1,793 | 2,241 | 1,789 | 2,174 | 1,524 | 554 | 618 | 10,693 | 12% |
| NW Cor. of Malcolm X & 125th | 2,067 | 3,543 | 3,977 | 4,335 | 3,053 | 1,776 | 2,959 | 21,710 | 7% |
| NW Cor. of 125th & Malcolm X | 3,780 | 4,488 | 4,481 | 4,353 | 3,693 | 2,090 | 2,674 | 25,559 | -7% |
| SE Cor. of Malcolm X & 125th | 4,989 | 4,517 | 4,895 | 4,319 | 5,209 | 3,775 | 4,022 | 31,726 | 3% |
| SE Cor. of 125th & Malcolm X | 3,766 | 4,154 | 3,548 | 3,617 | 3,914 | 2,867 | 2,855 | 24,721 | 1% |
| NE Cor. of Malcolm X & 125th | 6,117 | 5,427 | 5,256 | 4,994 | 6,510 | 4,561 | 4,876 | 37,741 | 4% |
| NE Cor. of 125th & Malcolm X | 3,078 | 3,198 | 3,106 | 2,824 | 3,047 | 2,294 | 2,266 | 19,813 | 8% |
| SW Cor. Of Malcolm X & 125th | 5,860 | 7,692 | 7,939 | 8,363 | 7,875 | 4,677 | 4,842 | 47,248 | -1% |
| SW Cor. Of 125th & Malcolm X | 1,697 | 2,297 | 2,474 | 2,495 | 2,538 | 1,602 | 1,540 | 14,643 | 0% |
| Total | 35,523 | 40,268 | 39,895 | 40,391 | 39,911 | 25,528 | 28,138 | 249,654 | 1.5% |