



Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	409,965	352,150	16.4%

Key Stats

Tuesday was the busiest day this week with a total of 63,713 visits. The busiest hour was at 6:00 PM on Thursday with 5,876 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 71,650 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	59,314	63,713	61,584	61,661	59,796	58,483	45,414	409,965
Previous Week	47,745	55,745	51,951	61,777	34,977	50,650	49,305	352,150
Change WoW	11,569	7,968	9,633	-116	24,819	7,833	-3,891	57,815
% Change WoW	24.2%	14.3%	-17.4%	-0.2%	71.0%	15.5%	-7.9%	16.4%

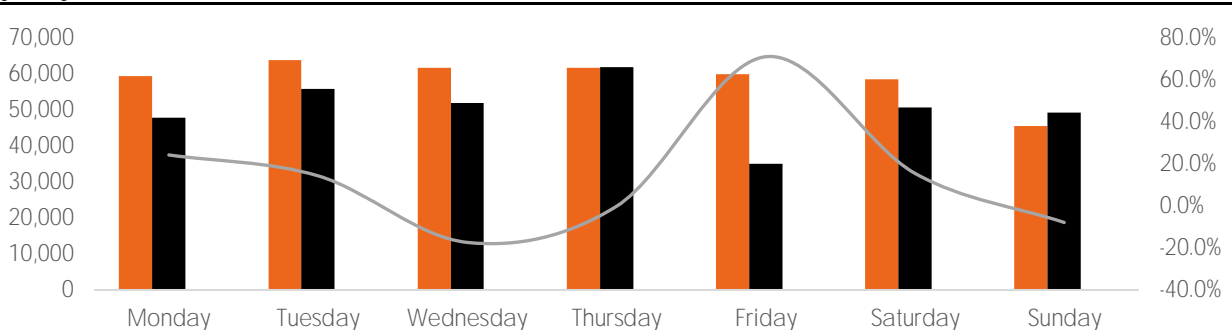
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	8,363	10,489	8,547	8,443	7,956	9,106	6,537	59,441
Previous Week	6,971	8,872	7,531	9,642	4,453	6,832	6,906	51,207
Previous Year	12,714	14,254	11,412	10,706	16,311	13,264	10,511	89,172
% Change WoW	20.0%	18.2%	-17.4%	-12.4%	78.7%	33.3%	-5.3%	16.1%
% Change YoY	-34.2%	-26.4%	-25.1%	-21.1%	-51.2%	-31.3%	-37.8%	-33.3%

Weather (High/Low F)

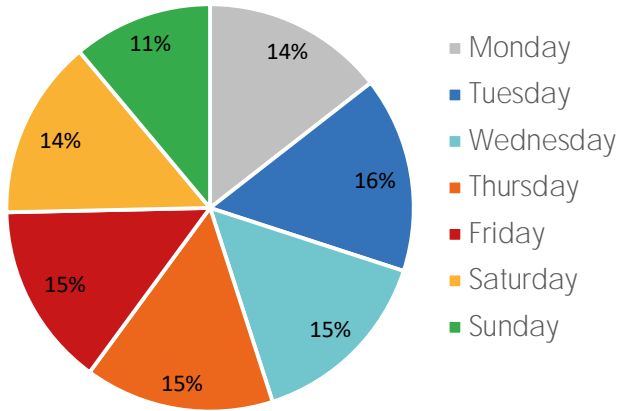
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	64 / 55	64 / 54	66 / 57	64 / 57	66 / 55	66 / 57	64 / 55
Last Week	68 / 55	72 / 55	70 / 54	73 / 52	70 / 54	70 / 52	70 / 54

Visitors by Day (All Locations)

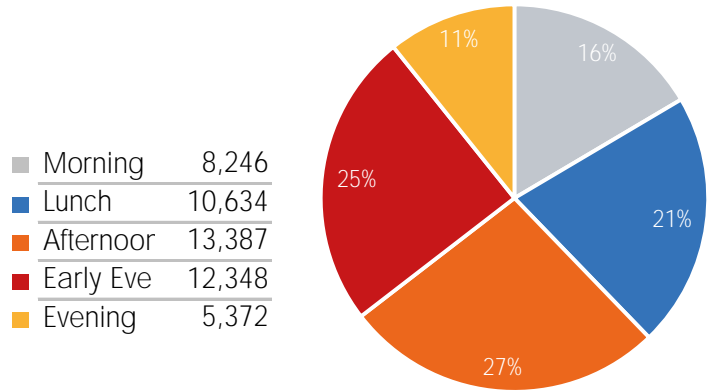


■ This Week
 ■ Last Week
 — WoW % Change

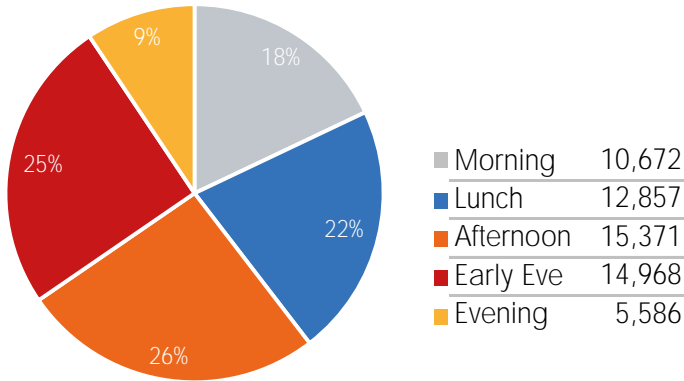
% Share of Visitors by Day



Visitors by Day Part - Weekend

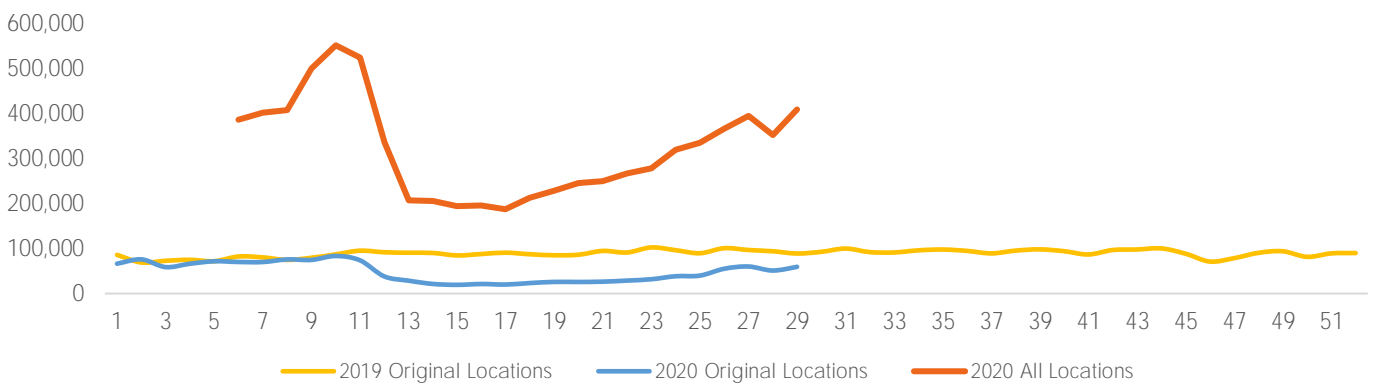


Visitors by Day Part - Weekday

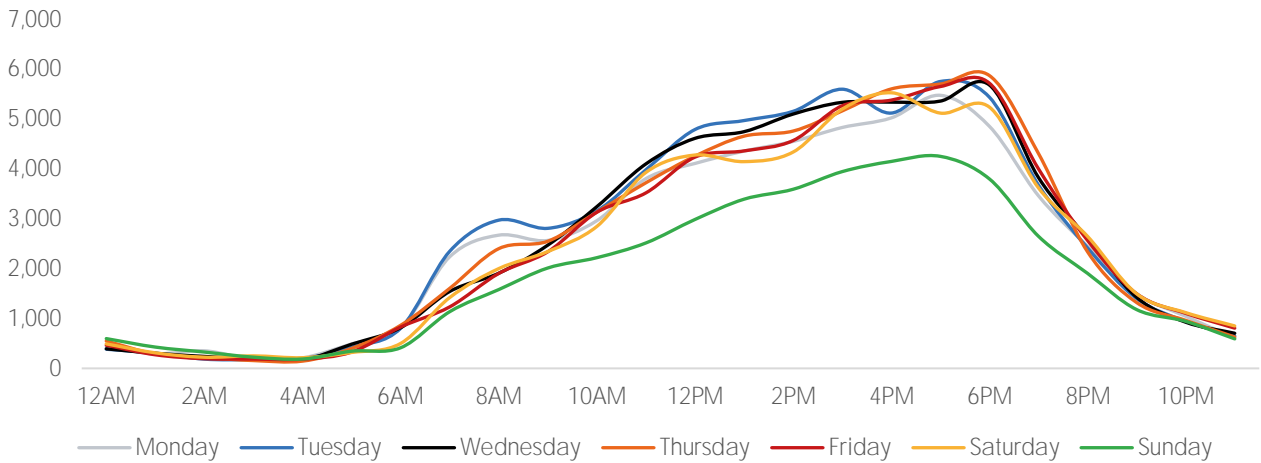


Day Parts are calculated using the following time periods:
 Morning 06:00AM - 10:59AM
 Lunch 11:00AM - 1:59PM
 Afternoon 2:00PM - 4:59PM
 Early Evening 5:00PM - 7:59PM
 Evening 8:00PM - 11:59PM

Long Term Trend by Week



Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	806	805	817	865	831	501	414
7:00	2,240	2,350	1,544	1,606	1,235	1,422	1,138
8:00	2,674	2,975	1,910	2,403	1,906	2,003	1,582
9:00	2,568	2,811	2,474	2,552	2,341	2,345	2,015
10:00	2,965	3,162	3,247	3,138	3,134	2,850	2,222
11:00	3,809	3,987	4,105	3,726	3,523	3,934	2,518
12:00	4,113	4,794	4,617	4,261	4,240	4,282	2,989
13:00	4,361	4,974	4,751	4,661	4,365	4,149	3,396
14:00	4,555	5,159	5,104	4,763	4,573	4,342	3,595
15:00	4,835	5,603	5,339	5,167	5,271	5,203	3,949
16:00	5,027	5,124	5,343	5,608	5,384	5,531	4,153
17:00	5,480	5,758	5,364	5,706	5,656	5,123	4,255
18:00	4,858	5,442	5,687	5,876	5,723	5,243	3,802
19:00	3,464	3,679	3,829	4,312	4,004	3,622	2,651
20:00	2,449	2,418	2,612	2,340	2,568	2,650	1,907
21:00	1,500	1,403	1,427	1,322	1,498	1,498	1,180
22:00	1,046	946	927	964	1,105	1,120	944
23:00	610	652	705	630	808	852	592

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	6,010	6,531	5,942	6,091	5,880	6,739	4,564	41,757	13%
Frederick Douglas Blv	2,353	3,958	2,605	2,352	2,076	2,367	1,973	17,684	23%
NW Cor. of Malcolm X & 125th	5,447	6,290	6,617	6,117	5,434	6,098	4,914	40,917	37%
NW Cor. of 125th & Malcolm X	7,177	7,080	6,949	6,762	6,318	6,576	5,213	46,075	22%
SE Cor. of Malcolm X & 125th	5,601	5,836	6,421	6,887	6,612	5,458	4,340	41,155	8%
SE Cor. of 125th & Malcolm X	6,073	6,232	6,268	6,725	7,273	5,605	4,253	42,429	16%
NE Cor. of Malcolm X & 125th	6,840	6,450	7,539	8,270	7,562	5,745	5,089	47,495	10%
NE Cor. of 125th & Malcolm X	3,772	3,695	3,962	4,026	4,104	3,465	2,563	25,587	12%
SW Cor. Of Malcolm X & 125th	10,892	11,945	9,646	9,825	9,618	10,936	8,788	71,650	17%
SW Cor. Of 125th & Malcolm X	5,149	5,696	5,635	4,606	4,919	5,494	3,717	35,216	12%
Total	59,314	63,713	61,584	61,661	59,796	58,483	45,414	409,965	16.4%