



# Footfall Report

## 125th St BID

### Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	332,710	365,198	-8.9%

### Key Stats

Saturday was the busiest day this week with a total of 68,419 visits. The busiest hour was at 1:00 PM on Saturday with 7,258 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 60,163 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	43,966	47,588	46,941	40,619	51,154	68,419	34,023	332,710
Previous Week	56,738	46,777	54,196	54,363	57,223	55,249	40,652	365,198
Change WoW	-12,772	811	-7,255	-13,744	-6,069	13,170	-6,629	-32,488
% Change WoW	-22.5%	1.7%	-17.4%	-25.3%	-10.6%	23.8%	-16.3%	-8.9%

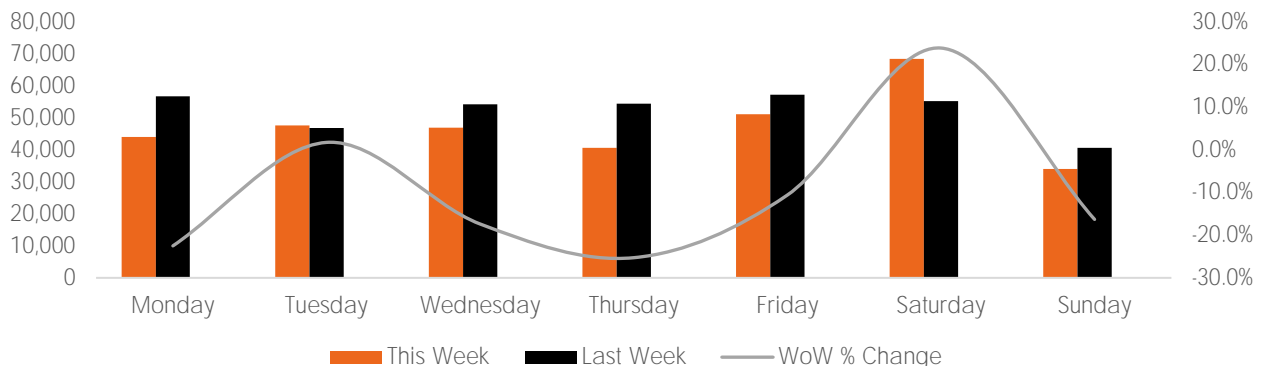
### Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	5,031	6,694	6,054	6,260	7,931	13,183	4,595	49,748
Previous Week	7,109	6,143	6,954	6,499	7,355	6,837	4,936	45,833
Previous Year	16,576	13,156	11,017	11,689	17,495	17,822	12,712	100,467
% Change WoW	-29.2%	9.0%	-17.4%	-3.7%	7.8%	92.8%	-6.9%	8.5%
% Change YoY	-69.6%	-49.1%	-45.0%	-46.4%	-54.7%	-26.0%	-63.9%	-50.5%

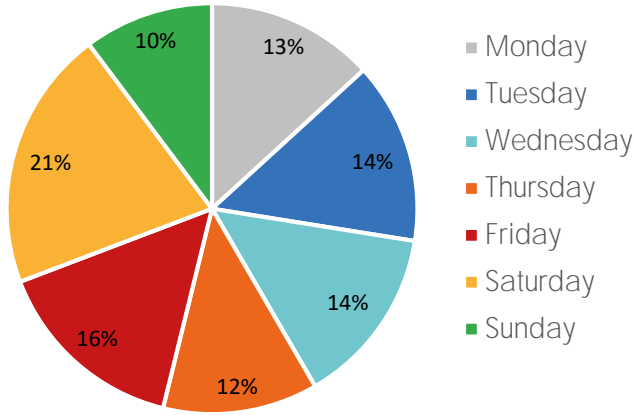
### Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	75 / 54	75 / 48	70 / 48	70 / 48	66 / 48	70 / 50	73 / 50
Last Week	68 / 54	72 / 54	72 / 54	73 / 50	64 / 54	63 / 54	66 / 55

### Visitors by Day (All Locations)

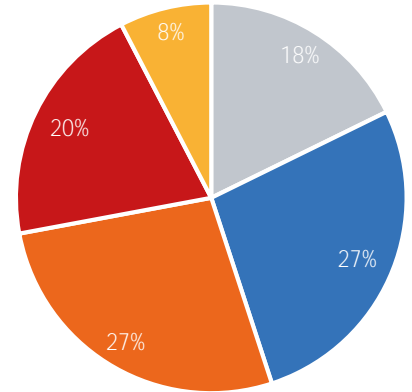


## % Share of Visitors by Day



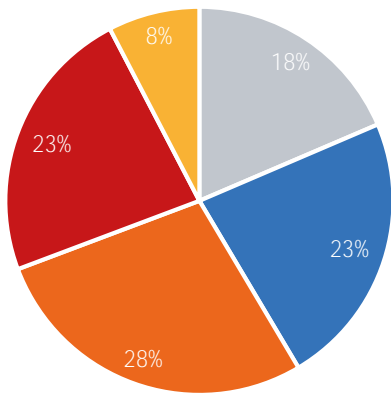
## Visitors by Day Part - Weekend

Morning	8,777
Lunch	13,472
Afternoon	13,403
Early Eve	10,047
Evening	3,771



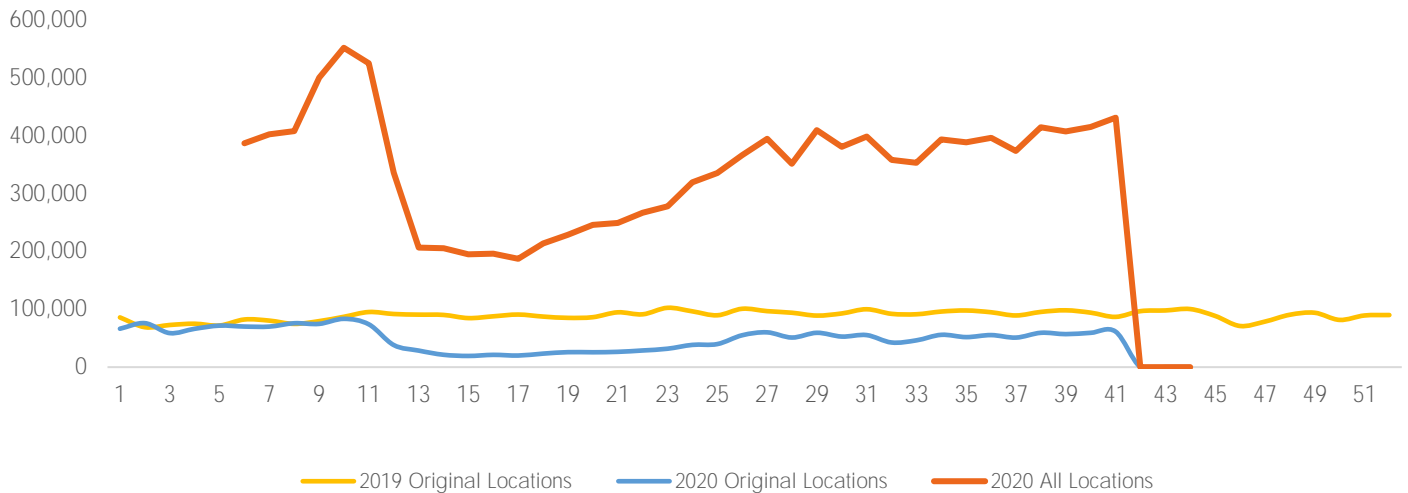
## Visitors by Day Part - Weekday

Morning	8,312
Lunch	10,258
Afternoon	12,450
Early Eve	10,341
Evening	3,420

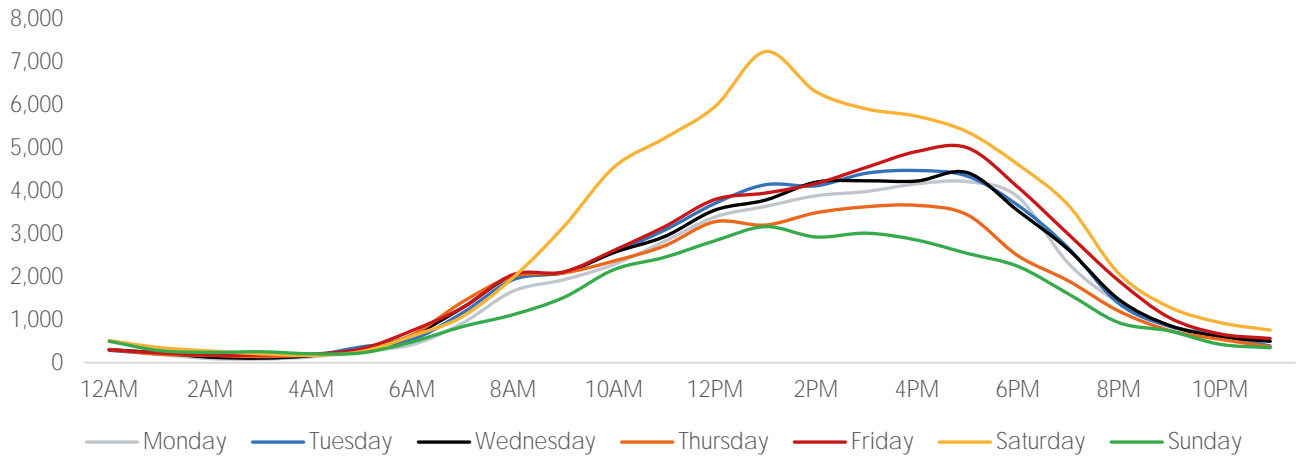


Day Parts are calculated using the following time periods:  
 Morning 06:00AM - 10:59AM  
 Lunch 11:00AM - 1:59PM  
 Afternoon 2:00PM - 4:59PM  
 Early Evening 5:00PM - 7:59PM  
 Evening 8:00PM - 11:59PM

## Long Term Trend by Week



## Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	421	540	637	645	749	623	486
7:00	924	1,164	1,283	1,418	1,284	1,077	843
8:00	1,670	1,936	2,029	2,016	2,056	1,986	1,121
9:00	1,935	2,108	2,100	2,092	2,117	3,166	1,520
10:00	2,293	2,577	2,572	2,373	2,621	4,560	2,172
11:00	2,830	3,090	2,942	2,725	3,172	5,236	2,458
12:00	3,399	3,715	3,560	3,289	3,807	5,972	2,845
13:00	3,646	4,152	3,793	3,211	3,957	7,258	3,174
14:00	3,894	4,126	4,211	3,497	4,180	6,322	2,933
15:00	3,994	4,420	4,243	3,638	4,557	5,920	3,022
16:00	4,172	4,483	4,238	3,670	4,927	5,748	2,861
17:00	4,223	4,351	4,433	3,450	5,013	5,384	2,550
18:00	3,871	3,674	3,546	2,498	4,097	4,626	2,249
19:00	2,320	2,678	2,640	1,911	2,998	3,676	1,608
20:00	1,404	1,384	1,478	1,206	1,911	2,082	937
21:00	861	851	872	754	1,053	1,300	742
22:00	649	640	612	547	673	938	432
23:00	373	391	500	375	566	761	350

## Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	Change
125th St West	4,101	5,181	4,400	4,252	5,756	8,772	3,429	35,891	8%
Frederick Douglas Blv	930	1,513	1,654	2,008	2,175	4,411	1,166	13,857	10%
NW Cor. of Malcolm X & 125th	2,357	2,353	1,916	1,836	2,141	2,835	1,498	14,936	-11%
NW Cor. of 125th & Malcolm X	6,809	5,709	6,957	5,296	7,461	10,155	4,459	46,846	-11%
SE Cor. of Malcolm X & 125th	6,132	5,678	5,029	3,973	5,377	5,465	3,806	35,460	-11%
SE Cor. of 125th & Malcolm X	3,759	4,907	4,682	3,338	4,722	3,793	2,928	28,129	-17%
NE Cor. of Malcolm X & 125th	4,885	5,435	6,440	6,273	6,119	8,495	4,958	42,605	-11%
NE Cor. of 125th & Malcolm X	3,259	3,161	3,437	3,168	3,231	4,951	2,366	23,573	-11%
SW Cor. Of Malcolm X & 125th	7,877	8,816	8,079	7,348	9,261	12,100	6,682	60,163	-8%
SW Cor. Of 125th & Malcolm X	3,857	4,835	4,347	3,127	4,911	7,442	2,731	31,250	-14%
<b>Total</b>	<b>43,966</b>	<b>47,588</b>	<b>46,941</b>	<b>40,619</b>	<b>51,154</b>	<b>68,419</b>	<b>34,023</b>	<b>332,710</b>	<b>-8.9%</b>