



Footfall Report

125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	409,155	332,710	23.0%

Key Stats

Saturday was the busiest day this week with a total of 64,607 visits. The busiest hour was at 12:00 PM on Saturday with 6,961 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 78,645 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	58,675	52,210	59,437	59,810	63,820	64,607	50,596	409,155
Previous Week	43,966	47,588	46,941	40,619	51,154	68,419	34,023	332,710
Change WoW	14,709	4,622	12,496	19,191	12,666	-3,812	16,573	76,445
% Change WoW	33.5%	9.7%	-17.4%	47.2%	24.8%	-5.6%	48.7%	23.0%

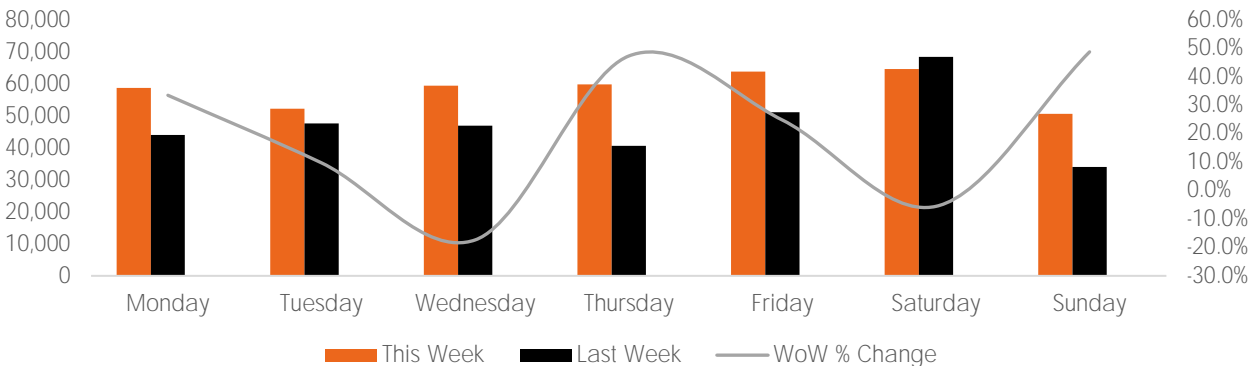
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	8,063	7,853	8,492	9,494	10,600	11,891	7,836	64,229
Previous Week	5,031	6,694	6,054	6,260	7,931	13,183	4,595	49,748
Previous Year	15,567	11,686	15,286	9,531	14,807	13,575	8,202	88,654
% Change WoW	60.3%	17.3%	-17.4%	51.7%	33.7%	-9.8%	70.5%	29.1%
% Change YoY	-48.2%	-32.8%	-44.4%	-0.4%	-28.4%	-12.4%	-4.5%	-27.6%

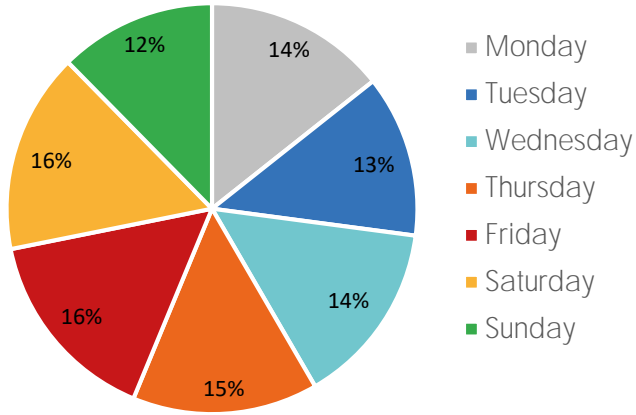
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	73 / 50	63 / 52	68 / 52	68 / 55	61 / 48	59 / 50	59 / 45
Last Week	75 / 54	75 / 48	70 / 48	70 / 48	66 / 48	70 / 50	73 / 50

Visitors by Day (All Locations)

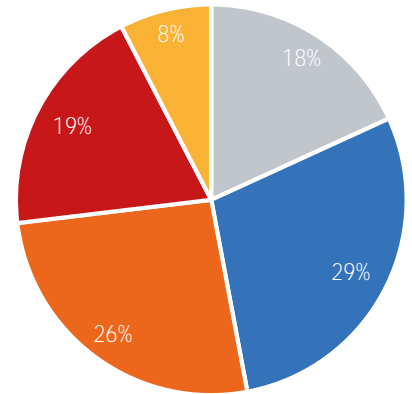


% Share of Visitors by Day

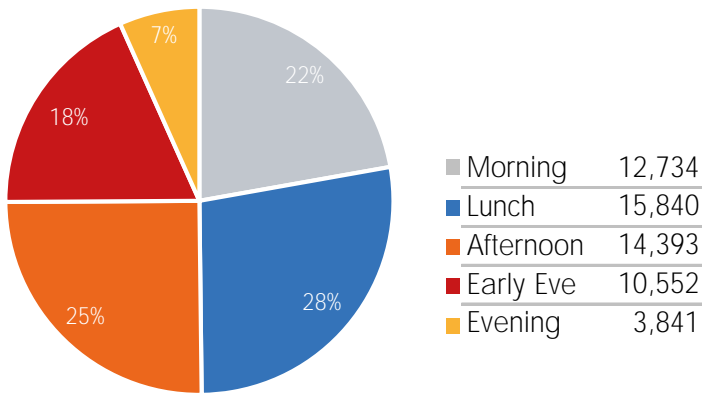


Visitors by Day Part - Weekend

Morning	10,091
Lunch	16,029
Afternoon	14,471
Early Eve	10,709
Evening	4,229



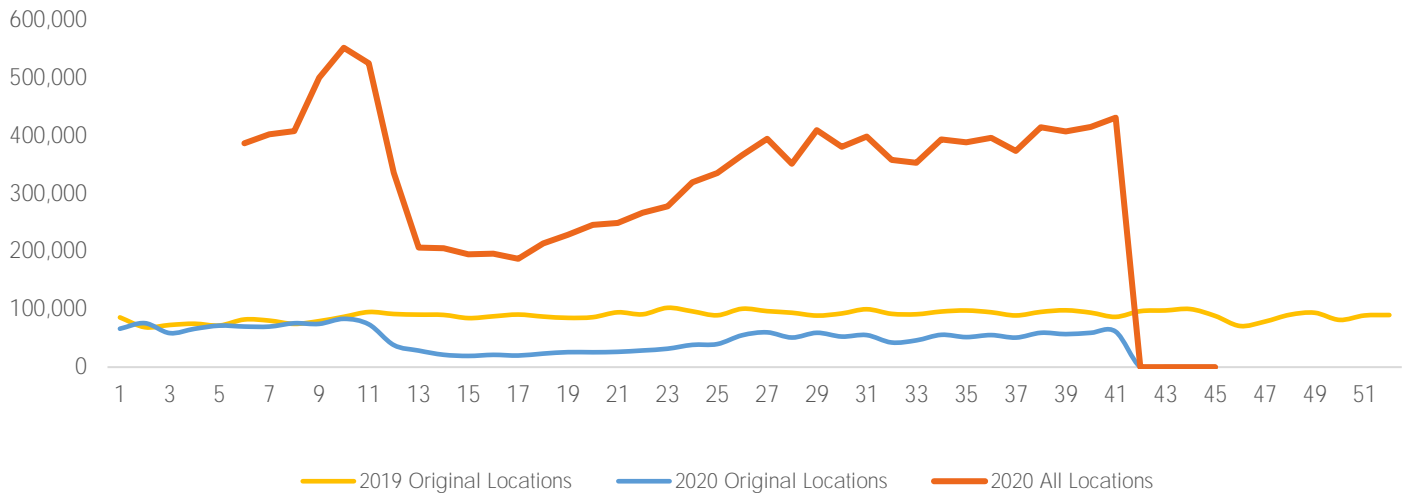
Visitors by Day Part - Weekday



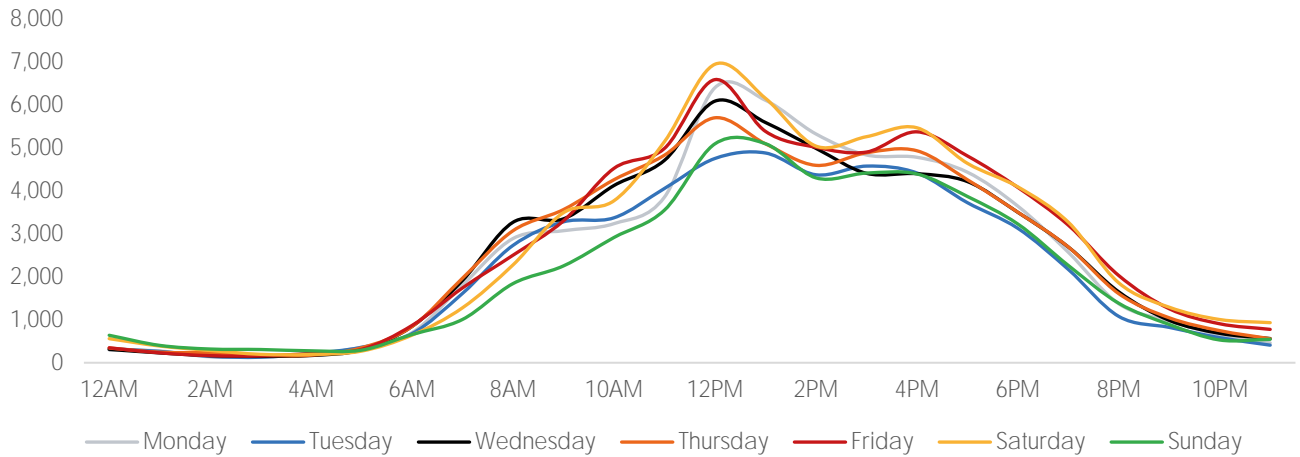
Morning	12,734
Lunch	15,840
Afternoon	14,393
Early Eve	10,552
Evening	3,841

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	701	680	847	845	870	644	659
7:00	1,812	1,618	1,920	1,973	1,745	1,282	1,010
8:00	2,897	2,737	3,276	3,079	2,508	2,282	1,846
9:00	3,080	3,286	3,356	3,572	3,309	3,500	2,259
10:00	3,244	3,380	4,133	4,268	4,533	3,778	2,921
11:00	3,862	4,064	4,720	4,840	4,998	5,156	3,559
12:00	6,414	4,764	6,101	5,713	6,603	6,961	5,105
13:00	6,122	4,892	5,604	5,106	5,397	6,168	5,109
14:00	5,336	4,384	5,001	4,604	5,025	5,053	4,312
15:00	4,846	4,586	4,418	4,896	4,913	5,271	4,423
16:00	4,792	4,427	4,409	4,944	5,385	5,480	4,403
17:00	4,445	3,734	4,226	4,269	4,824	4,651	3,879
18:00	3,653	3,135	3,508	3,511	4,089	4,102	3,236
19:00	2,577	2,177	2,700	2,701	3,209	3,279	2,270
20:00	1,375	1,081	1,653	1,611	2,033	1,862	1,387
21:00	975	825	989	1,048	1,259	1,295	893
22:00	652	585	686	749	909	1,008	531
23:00	463	410	564	560	778	935	547

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	Change
125th St West	5,991	5,931	6,058	6,927	7,662	8,519	6,049	47,137	31%
Frederick Douglas Blv	2,072	1,922	2,434	2,567	2,938	3,372	1,787	17,092	23%
NW Cor. of Malcolm X & 125th	3,101	2,594	2,453	2,576	2,671	2,410	2,134	17,939	20%
NW Cor. of 125th & Malcolm X	8,954	6,289	8,900	7,429	9,311	8,635	6,354	55,872	19%
SE Cor. of Malcolm X & 125th	5,626	5,356	6,011	5,656	6,709	6,654	5,013	41,025	16%
SE Cor. of 125th & Malcolm X	4,560	4,394	4,110	3,882	4,230	3,655	2,995	27,826	-1%
NE Cor. of Malcolm X & 125th	6,427	5,985	8,242	8,804	7,639	7,225	7,064	51,386	21%
NE Cor. of 125th & Malcolm X	4,287	3,480	4,399	4,447	4,032	4,212	3,371	28,228	20%
SW Cor. Of Malcolm X & 125th	12,031	10,793	10,500	11,193	11,804	12,375	9,949	78,645	31%
SW Cor. Of 125th & Malcolm X	5,626	5,466	6,330	6,329	6,824	7,550	5,880	44,005	41%
Total	58,675	52,210	59,437	59,810	63,820	64,607	50,596	409,155	23.0%