



Footfall Report

125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	385,483	348,944	10.5%

Key Stats

Friday was the busiest day this week with a total of 70,312 visits. The busiest hour was at 1:00 PM on Friday with 7,344 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 72,345 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	61,490	45,220	60,962	56,334	70,312	56,354	34,811	385,483
Previous Week	63,072	59,907	41,804	42,483	46,553	58,568	36,557	348,944
Change WoW	-1,582	-14,687	19,158	13,851	23,759	-2,214	-1,746	36,539
% Change WoW	-2.5%	-24.5%	-17.4%	32.6%	51.0%	-3.8%	-4.8%	10.5%

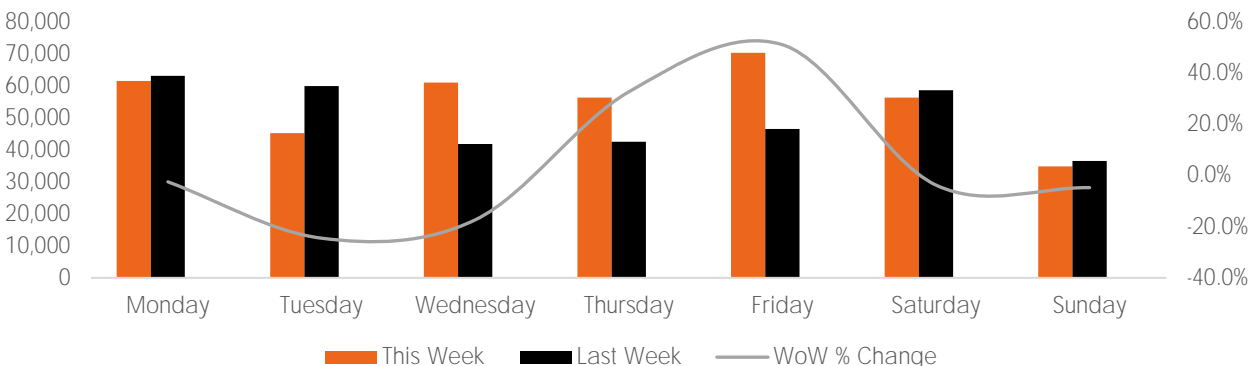
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	9,699	5,617	7,760	8,188	10,602	8,913	4,210	54,989
Previous Week	9,845	9,875	5,009	5,061	6,264	9,435	4,603	50,092
Previous Year	9,222	9,248	9,352	15,444	11,539	15,087	8,912	78,804
% Change WoW	-1.5%	-43.1%	-17.4%	61.8%	69.3%	-5.5%	-8.5%	9.8%
% Change YoY	5.2%	-39.3%	-17.0%	-47.0%	-8.1%	-40.9%	-52.8%	-30.2%

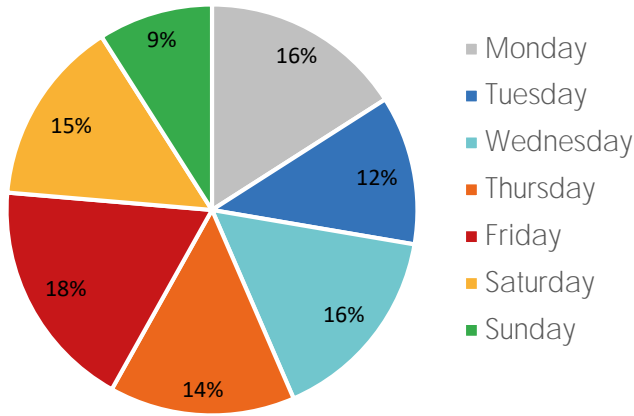
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	70 / 54	61 / 55	61 / 48	61 / 46	63 / 43	63 / 43	59 / 48
Last Week	59 / 43	61 / 46	57 / 45	59 / 48	59 / 48	59 / 46	63 / 50

Visitors by Day (All Locations)

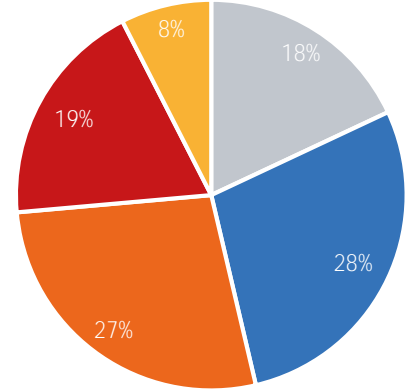


% Share of Visitors by Day

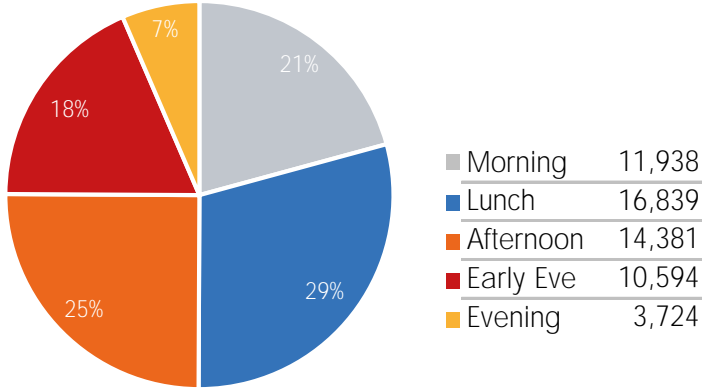


Visitors by Day Part - Weekend

Morning	7,939
Lunch	12,475
Afternoon	12,014
Early Eve	8,323
Evening	3,315



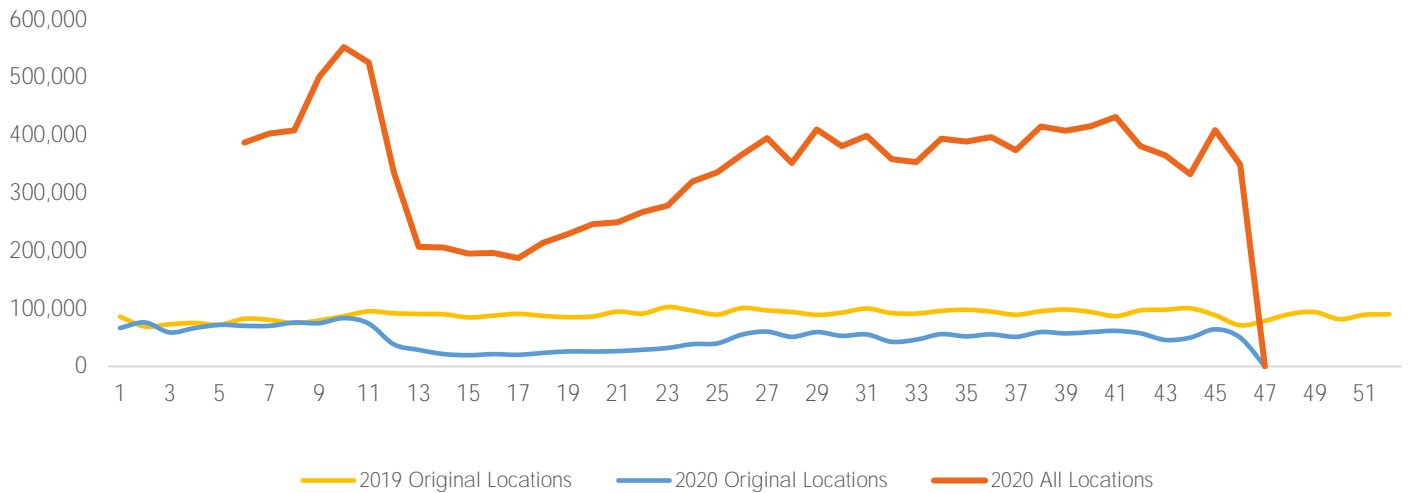
Visitors by Day Part - Weekday



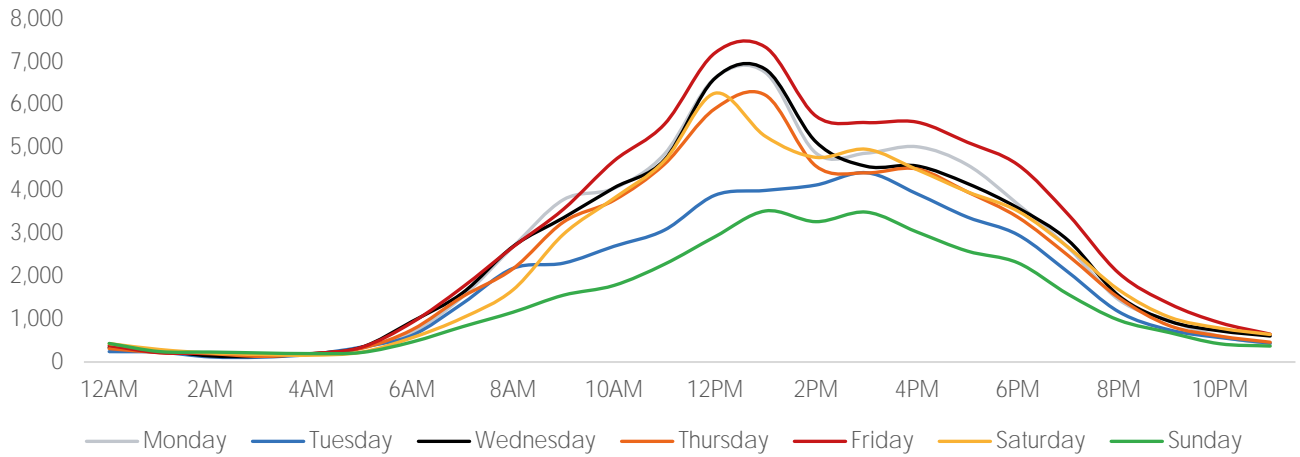
Morning	11,938
Lunch	16,839
Afternoon	14,381
Early Eve	10,594
Evening	3,724

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	693	622	946	753	922	567	467
7:00	1,522	1,366	1,612	1,524	1,745	1,030	824
8:00	2,689	2,184	2,695	2,176	2,683	1,683	1,162
9:00	3,787	2,306	3,364	3,265	3,565	2,981	1,559
10:00	4,050	2,699	4,062	3,772	4,690	3,819	1,786
11:00	4,849	3,077	4,715	4,614	5,546	4,693	2,281
12:00	6,623	3,890	6,616	5,908	7,208	6,268	2,922
13:00	6,751	4,002	6,828	6,224	7,344	5,263	3,523
14:00	4,873	4,127	5,135	4,571	5,737	4,773	3,273
15:00	4,871	4,415	4,564	4,412	5,584	4,962	3,496
16:00	5,021	3,924	4,573	4,503	5,595	4,489	3,034
17:00	4,599	3,380	4,164	3,967	5,125	3,971	2,587
18:00	3,682	2,968	3,594	3,378	4,601	3,521	2,314
19:00	2,667	2,093	2,835	2,480	3,439	2,674	1,578
20:00	1,452	1,172	1,545	1,500	2,074	1,684	977
21:00	967	749	953	850	1,361	1,049	688
22:00	599	571	727	605	918	791	426
23:00	420	440	607	462	650	643	372

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	7,156	4,253	5,695	6,228	7,811	6,793	3,164	41,100	11%
Frederick Douglas Blv	2,543	1,364	2,065	1,960	2,791	2,120	1,046	13,889	7%
NW Cor. of Malcolm X & 125th	3,158	2,289	2,736	2,372	3,260	2,084	1,499	17,398	11%
NW Cor. of 125th & Malcolm X	9,132	5,559	9,915	6,839	11,362	7,472	4,464	54,743	14%
SE Cor. of Malcolm X & 125th	5,772	5,376	5,561	5,445	5,827	5,220	4,121	37,322	-4%
SE Cor. of 125th & Malcolm X	3,341	4,456	3,730	3,795	4,358	3,934	2,635	26,249	-1%
NE Cor. of Malcolm X & 125th	6,549	5,287	9,186	8,108	9,319	6,252	4,957	49,658	15%
NE Cor. of 125th & Malcolm X	4,371	3,076	4,905	4,095	4,919	3,646	2,367	27,379	13%
SW Cor. Of Malcolm X & 125th	12,232	8,653	10,666	10,889	12,580	10,728	6,597	72,345	10%
SW Cor. Of 125th & Malcolm X	7,236	4,907	6,503	6,603	8,085	8,105	3,961	45,400	25%
Total	61,490	45,220	60,962	56,334	70,312	56,354	34,811	385,483	10.5%