



# Footfall Report 125th St BID

## Visitor Totals

|                | Current Week | Previous Week | WoW % Change |
|----------------|--------------|---------------|--------------|
| Total Visitors | 340,985      | 354,283       | -3.8%        |

## Key Stats

Thursday was the busiest day this week with a total of 57,739 visits. The busiest hour was at 12:00 PM on Thursday with 6,617 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 62,367 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  | 34,302  | 53,321  | 50,306    | 57,739   | 51,638  | 44,001   | 49,678 | 340,985 |
| Previous Week | 54,102  | 55,091  | 60,665    | 27,488   | 62,358  | 46,287   | 48,292 | 354,283 |
| Change WoW    | -19,800 | -1,770  | -10,359   | 30,251   | -10,720 | -2,286   | 1,386  | -13,298 |
| % Change WoW  | -36.6%  | -3.2%   | -17.4%    | 110.1%   | -17.2%  | -4.9%    | 2.9%   | -3.8%   |

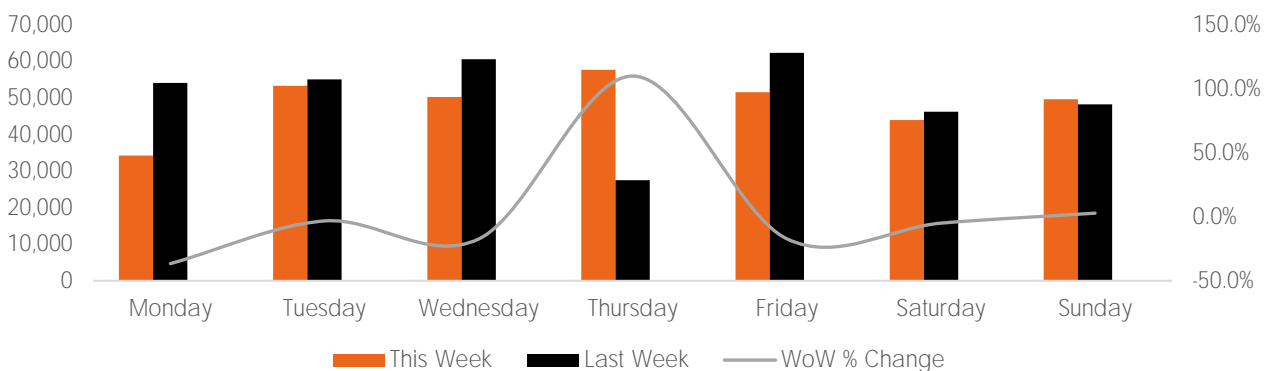
## Visitors by Day (Original Locations)

|               | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total  |
|---------------|--------|---------|-----------|----------|--------|----------|--------|--------|
| Current Week  | 6,113  | 7,378   | 6,404     | 10,466   | 6,217  | 8,777    | 6,201  | 51,556 |
| Previous Week | 8,046  | 6,843   | 7,371     | 3,750    | 9,734  | 7,456    | 7,408  | 50,608 |
| Previous Year | 11,927 | 15,536  | 9,715     | 12,633   | 18,098 | 14,939   | 11,281 | 94,129 |
| % Change WoW  | -24.0% | 7.8%    | -17.4%    | 179.1%   | -36.1% | 17.7%    | -16.3% | 1.9%   |
| % Change YoY  | -48.7% | -52.5%  | -34.1%    | -17.2%   | -65.6% | -41.2%   | -45.0% | -45.2% |

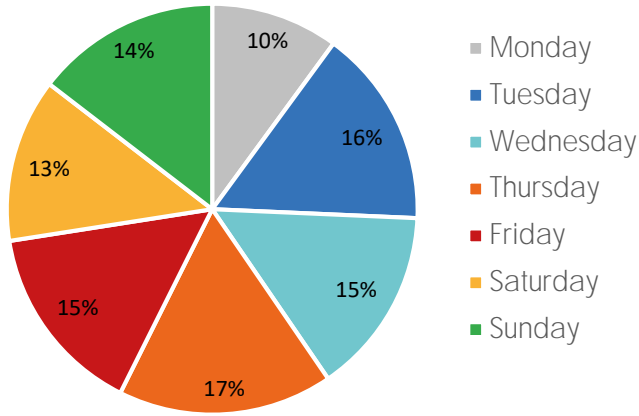
## Weather (High/Low F)

|           | Monday  | Tuesday | Wednesday | Thursday | Friday  | Saturday | Sunday  |
|-----------|---------|---------|-----------|----------|---------|----------|---------|
| This Week | 59 / 43 | 61 / 43 | 61 / 45   | 63 / 43  | 64 / 41 | 59 / 48  | 59 / 50 |
|           |         |         |           |          |         |          |         |
| Last Week | 61 / 46 | 59 / 50 | 61 / 48   | 64 / 45  | 63 / 41 | 63 / 41  | 61 / 43 |
|           |         |         |           |          |         |          |         |

## Visitors by Day (All Locations)

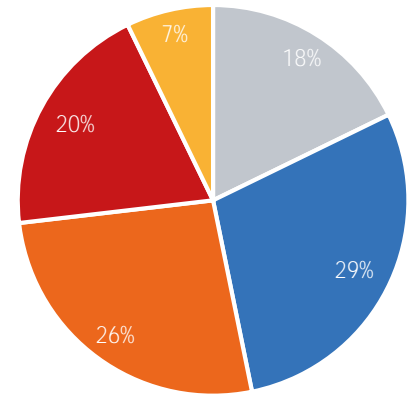


## % Share of Visitors by Day

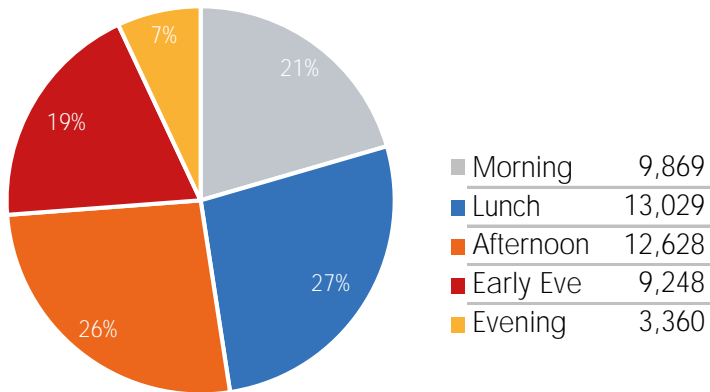


## Visitors by Day Part - Weekend

|           |        |
|-----------|--------|
| Morning   | 8,045  |
| Lunch     | 13,138 |
| Afternoon | 11,924 |
| Early Eve | 8,892  |
| Evening   | 3,262  |



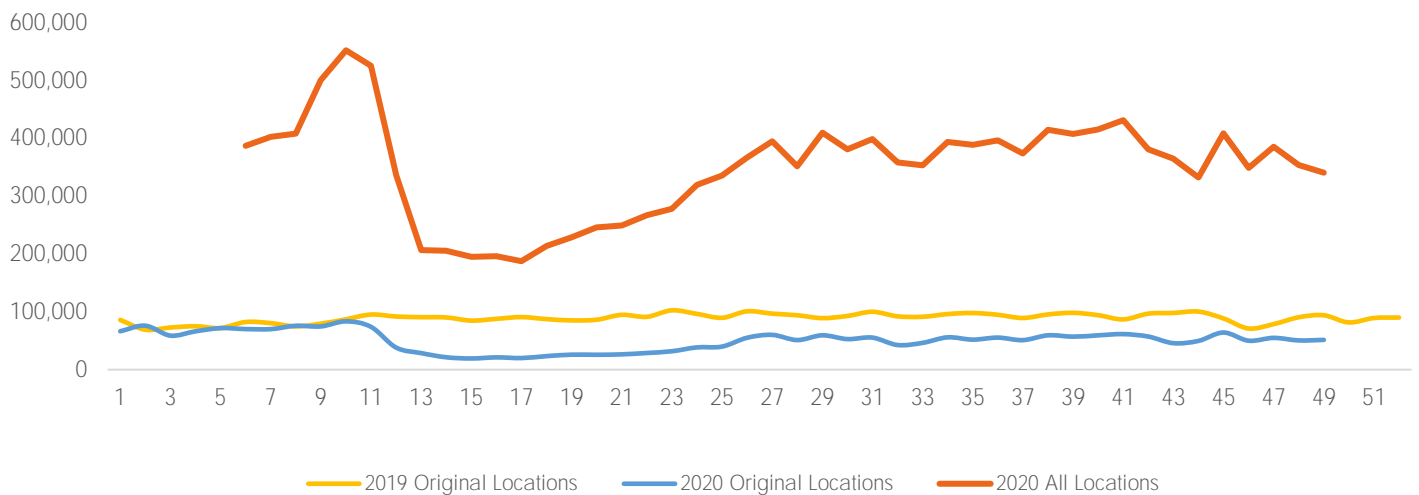
## Visitors by Day Part - Weekday



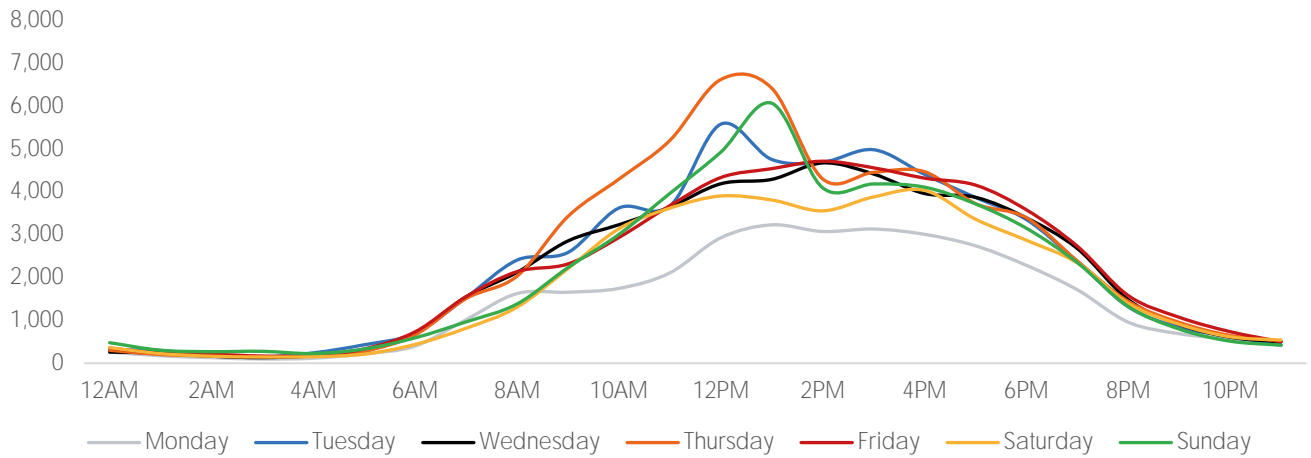
|           |        |
|-----------|--------|
| Morning   | 9,869  |
| Lunch     | 13,029 |
| Afternoon | 12,628 |
| Early Eve | 9,248  |
| Evening   | 3,360  |

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  | 402    | 698     | 700       | 664      | 734    | 440      | 594    |
| 7:00  | 1,017  | 1,532   | 1,550     | 1,510    | 1,555  | 818      | 966    |
| 8:00  | 1,626  | 2,406   | 2,120     | 2,032    | 2,137  | 1,308    | 1,383  |
| 9:00  | 1,657  | 2,585   | 2,853     | 3,425    | 2,317  | 2,208    | 2,233  |
| 10:00 | 1,746  | 3,621   | 3,230     | 4,295    | 2,933  | 3,136    | 3,004  |
| 11:00 | 2,108  | 3,663   | 3,644     | 5,196    | 3,675  | 3,618    | 3,961  |
| 12:00 | 2,926  | 5,576   | 4,186     | 6,617    | 4,331  | 3,901    | 4,923  |
| 13:00 | 3,228  | 4,753   | 4,288     | 6,416    | 4,538  | 3,808    | 6,064  |
| 14:00 | 3,073  | 4,689   | 4,672     | 4,300    | 4,712  | 3,554    | 4,093  |
| 15:00 | 3,131  | 4,980   | 4,414     | 4,453    | 4,558  | 3,879    | 4,182  |
| 16:00 | 3,007  | 4,406   | 3,959     | 4,468    | 4,317  | 4,032    | 4,107  |
| 17:00 | 2,740  | 3,866   | 3,871     | 3,724    | 4,155  | 3,360    | 3,717  |
| 18:00 | 2,284  | 3,352   | 3,391     | 3,394    | 3,579  | 2,869    | 3,149  |
| 19:00 | 1,714  | 2,376   | 2,676     | 2,386    | 2,730  | 2,340    | 2,348  |
| 20:00 | 959    | 1,317   | 1,482     | 1,444    | 1,580  | 1,396    | 1,325  |
| 21:00 | 689    | 839     | 907       | 954      | 1,073  | 909      | 798    |
| 22:00 | 563    | 629     | 608       | 647      | 737    | 617      | 516    |
| 23:00 | 425    | 427     | 499       | 518      | 502    | 542      | 421    |

## Visitors by Day by Location

| Entrances                    | Monday        | Tuesday       | Wednesday     | Thursday      | Friday        | Saturday      | Sunday        | Total          | WoW % Change |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--------------|
| 125th St West                | 4,362         | 5,392         | 4,317         | 8,073         | 4,630         | 6,906         | 4,454         | 38,134         | 0%           |
| Frederick Douglas Blv        | 1,751         | 1,986         | 2,087         | 2,393         | 1,587         | 1,871         | 1,747         | 13,422         | 7%           |
| NW Cor. of Malcolm X & 125th | 1,777         | 2,911         | 2,180         | 2,079         | 2,440         | 1,633         | 2,157         | 15,177         | -5%          |
| NW Cor. of 125th & Malcolm X | 5,133         | 7,057         | 7,892         | 5,987         | 8,493         | 5,855         | 6,404         | 46,821         | -6%          |
| SE Cor. of Malcolm X & 125th | 4,111         | 5,918         | 4,794         | 5,420         | 6,141         | 3,825         | 4,175         | 34,384         | 4%           |
| SE Cor. of 125th & Malcolm X | 2,151         | 4,623         | 4,097         | 3,493         | 4,068         | 3,063         | 2,639         | 24,134         | 3%           |
| NE Cor. of Malcolm X & 125th | 3,682         | 6,709         | 7,312         | 7,093         | 6,964         | 4,899         | 7,115         | 43,774         | -3%          |
| NE Cor. of 125th & Malcolm X | 2,457         | 3,899         | 3,903         | 3,579         | 3,676         | 2,856         | 3,403         | 23,773         | -4%          |
| SW Cor. Of Malcolm X & 125th | 5,560         | 9,025         | 8,462         | 11,605        | 8,491         | 8,173         | 11,051        | 62,367         | -7%          |
| SW Cor. Of 125th & Malcolm X | 3,318         | 5,801         | 5,262         | 8,017         | 5,148         | 4,920         | 6,533         | 38,999         | -12%         |
| <b>Total</b>                 | <b>34,302</b> | <b>53,321</b> | <b>50,306</b> | <b>57,739</b> | <b>51,638</b> | <b>44,001</b> | <b>49,678</b> | <b>340,985</b> | <b>-3.8%</b> |