



Week 5 2021. Feb 01 2021 to Feb 07 2021

# Footfall Report 125th St BID

## Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	291,604	333,667	-12.6%

## Key Stats

Friday was the busiest day this week with a total of 60,904 visits. The busiest hour was at 1:00 PM on Saturday with 6,775 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 63,625 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	18,668	28,201	46,461	49,663	60,904	59,225	28,482	291,604
Previous Week	50,515	35,492	52,996	44,985	65,483	51,322	32,874	333,667
Change WoW	-31,847	-7,291	-6,535	4,678	-4,579	7,903	-4,392	-42,063
% Change WoW	-63.0%	-20.5%	-17.4%	10.4%	-7.0%	15.4%	-13.4%	-12.6%

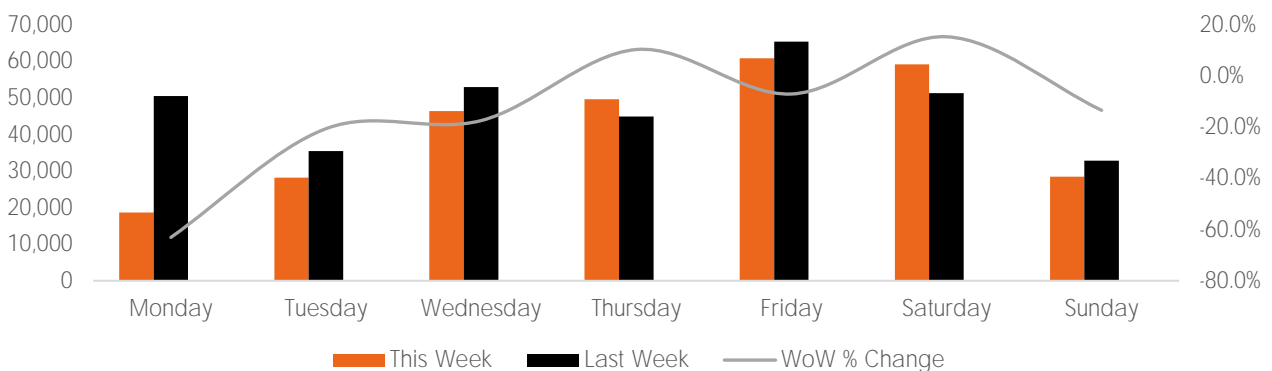
## Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	1,163	2,631	4,701	8,059	5,398	7,680	2,731	32,363
Previous Week	7,372	3,820	5,308	6,706	6,652	7,367	3,013	40,238
Previous Year	13,364	8,652	8,324	8,325	12,099	11,242	8,240	70,246
% Change WoW	-84.2%	-31.1%	-17.4%	20.2%	-18.9%	4.2%	-9.4%	-19.6%
% Change YoY	-91.3%	-69.6%	-43.5%	-3.2%	-55.4%	-31.7%	-66.9%	-53.9%

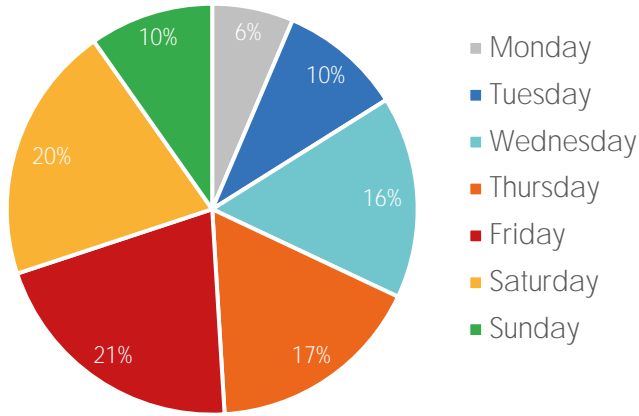
## Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	61 / 52	57 / 46	54 / 43	57 / 41	61 / 43	63 / 45	63 / 45
Last Week	54 / 41	52 / 48	55 / 50	55 / 46	52 / 45	55 / 48	59 / 48

## Visitors by Day (All Locations)

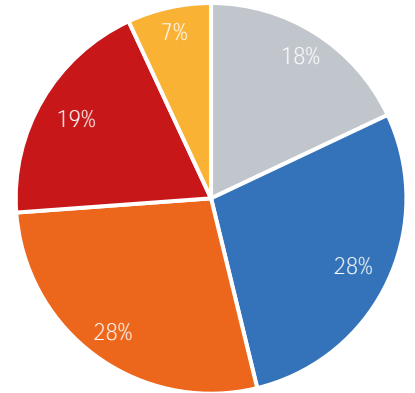


## % Share of Visitors by Day

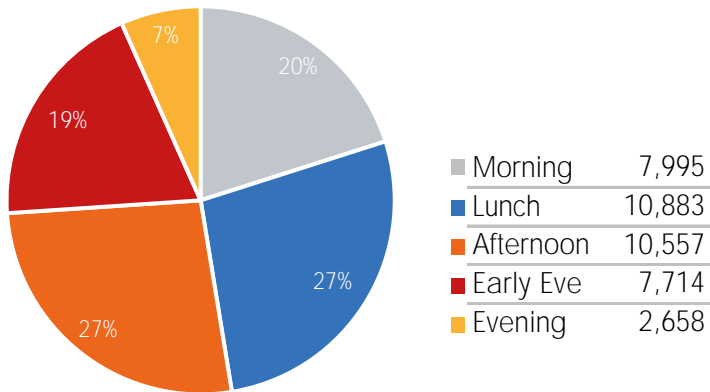


## Visitors by Day Part - Weekend

Morning	7,634
Lunch	11,985
Afternoon	11,737
Early Eve	8,165
Evening	2,945



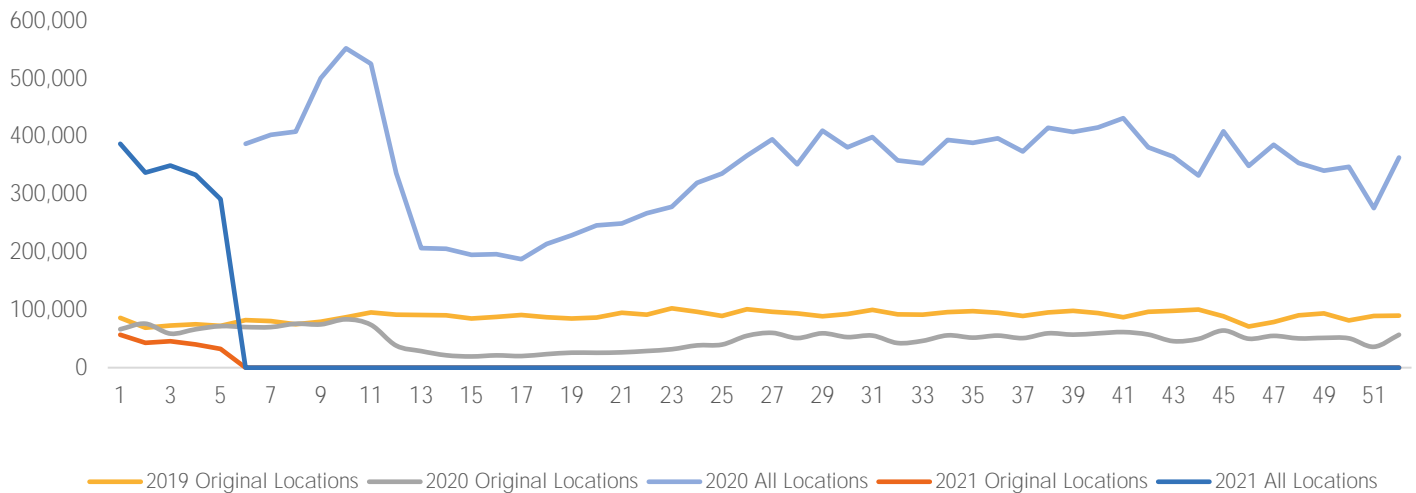
## Visitors by Day Part - Weekday



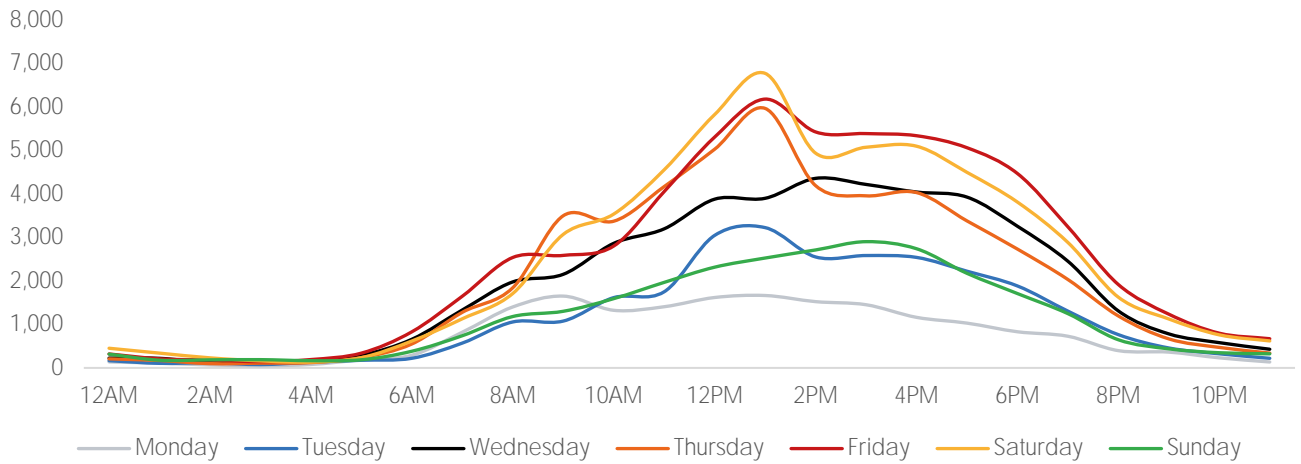
Morning	7,995
Lunch	10,883
Afternoon	10,557
Early Eve	7,714
Evening	2,658

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	291	221	658	550	830	618	383
7:00	821	571	1,332	1,279	1,649	1,130	740
8:00	1,402	1,057	1,978	1,843	2,540	1,711	1,182
9:00	1,651	1,077	2,153	3,500	2,588	3,071	1,302
10:00	1,325	1,617	2,865	3,374	2,803	3,538	1,593
11:00	1,407	1,751	3,199	4,171	4,056	4,557	1,967
12:00	1,619	3,048	3,881	5,030	5,309	5,827	2,317
13:00	1,665	3,227	3,901	5,969	6,183	6,775	2,527
14:00	1,524	2,552	4,360	4,193	5,428	4,940	2,713
15:00	1,453	2,585	4,220	3,958	5,390	5,075	2,904
16:00	1,163	2,542	4,045	4,033	5,341	5,100	2,741
17:00	1,030	2,224	3,929	3,381	5,065	4,498	2,175
18:00	831	1,885	3,258	2,733	4,471	3,814	1,710
19:00	728	1,306	2,453	2,033	3,244	2,885	1,248
20:00	397	765	1,310	1,194	1,917	1,626	647
21:00	363	458	782	667	1,235	1,125	438
22:00	231	324	581	471	798	760	349
23:00	136	221	429	341	671	620	324

## Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	833	1,873	3,498	6,177	3,825	5,709	1,962	23,877	-21%
Frederick Douglas Blv	330	758	1,203	1,882	1,573	1,971	769	8,486	-14%
NW Cor. of Malcolm X & 125th	849	1,609	2,315	1,574	3,377	2,532	1,313	13,569	-15%
NW Cor. of 125th & Malcolm X	2,461	3,893	8,385	4,535	11,770	9,078	3,897	44,019	-13%
SE Cor. of Malcolm X & 125th	2,571	3,170	4,162	5,125	5,387	4,822	3,390	28,627	-17%
SE Cor. of 125th & Malcolm X	1,715	1,843	3,177	3,039	4,118	3,787	2,676	20,355	-17%
NE Cor. of Malcolm X & 125th	1,779	3,699	7,768	5,361	9,649	7,597	4,325	40,178	-12%
NE Cor. of 125th & Malcolm X	1,174	2,155	4,156	2,719	5,089	4,422	2,080	21,795	-13%
SW Cor. Of Malcolm X & 125th	5,455	7,040	8,139	13,181	10,582	13,145	6,083	63,625	-4%
SW Cor. Of 125th & Malcolm X	1,501	2,161	3,658	6,070	5,534	6,162	1,987	27,073	-10%
<b>Total</b>	<b>18,668</b>	<b>28,201</b>	<b>46,461</b>	<b>49,663</b>	<b>60,904</b>	<b>59,225</b>	<b>28,482</b>	<b>291,604</b>	<b>-12.6%</b>