



Week 7 2021. Feb 15 2021 to Feb 21 2021

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	315,662	319,689	-1.3%

Key Stats

Wednesday was the busiest day this week with a total of 65,560 visits. The busiest hour was at 1:00 PM on Wednesday with 6,398 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 60,480 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	28,776	49,442	65,560	23,420	53,250	50,071	45,143	315,662
Previous Week	39,459	39,633	55,130	36,295	58,934	48,810	41,428	319,689
Change WoW	-10,683	9,809	10,430	-12,875	-5,684	1,261	3,715	-4,027
% Change WoW	-27.1%	24.7%	-17.4%	-35.5%	-9.6%	2.6%	9.0%	-1.3%

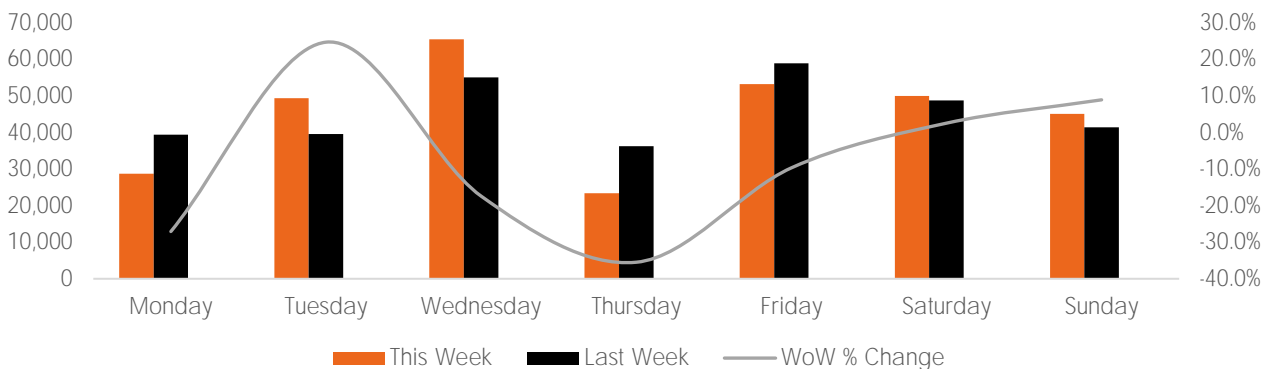
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	3,435	5,127	6,453	3,280	6,250	5,922	5,098	35,565
Previous Week	6,872	4,136	5,449	4,819	6,982	5,720	4,587	38,565
Previous Year	11,214	7,981	12,759	8,995	12,416	12,204	10,371	75,940
% Change WoW	-50.0%	24.0%	-17.4%	-31.9%	-10.5%	3.5%	11.1%	-7.8%
% Change YoY	-69.4%	-35.8%	-49.4%	-63.5%	-49.7%	-51.5%	-50.8%	-53.2%

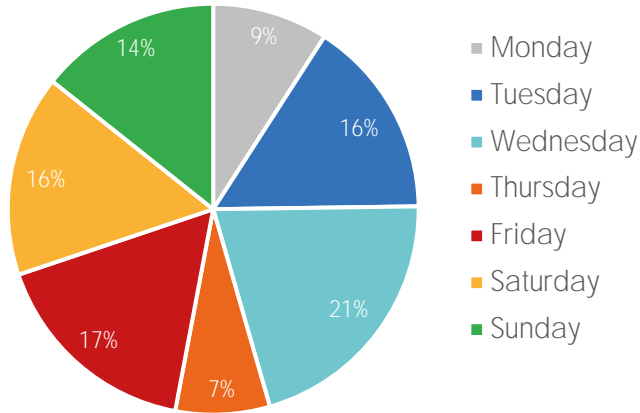
Weather (High/Low F)

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

Visitors by Day (All Locations)

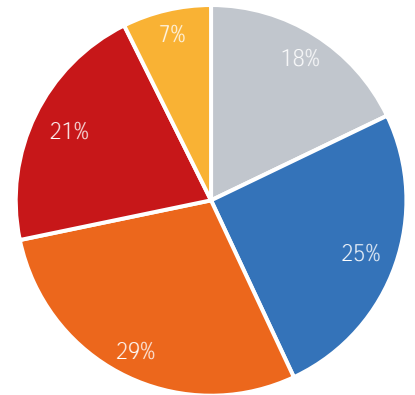


% Share of Visitors by Day

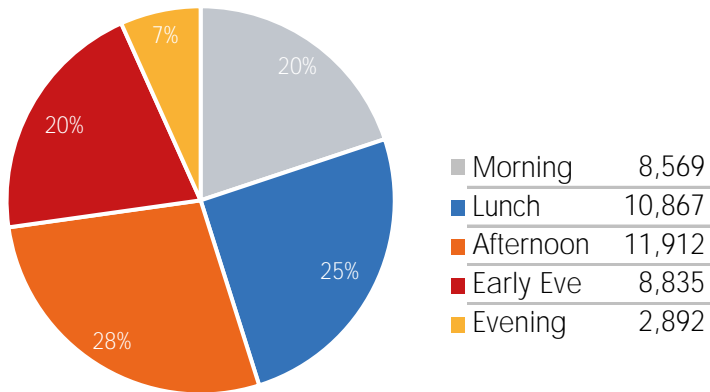


Visitors by Day Part - Weekend

Morning	8,222
Lunch	11,580
Afternoon	13,213
Early Eve	9,626
Evening	3,378



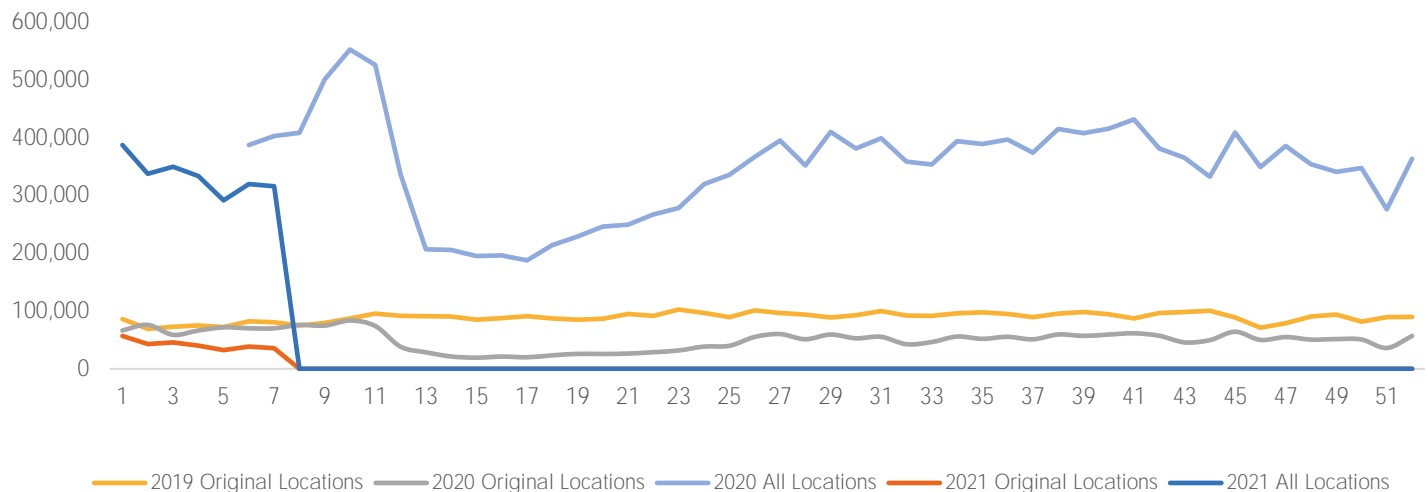
Visitors by Day Part - Weekday



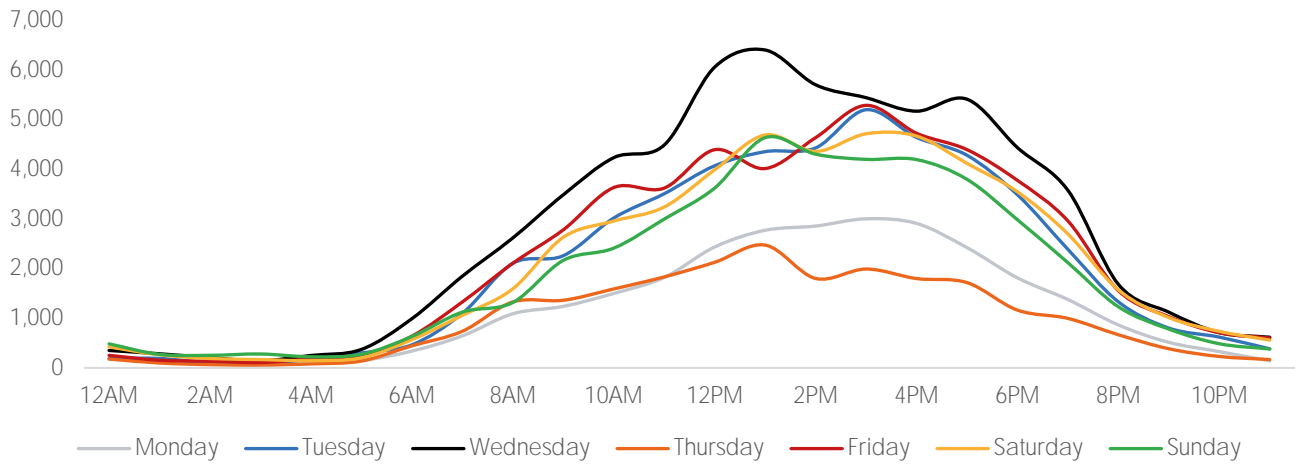
Morning	8,569
Lunch	10,867
Afternoon	11,912
Early Eve	8,835
Evening	2,892

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	338	464	989	444	638	567	631
7:00	644	1,097	1,845	737	1,327	1,057	1,123
8:00	1,089	2,104	2,615	1,327	2,106	1,591	1,316
9:00	1,238	2,258	3,484	1,361	2,778	2,629	2,164
10:00	1,498	3,016	4,231	1,589	3,629	2,955	2,410
11:00	1,819	3,505	4,485	1,831	3,619	3,238	2,995
12:00	2,433	4,067	6,053	2,125	4,392	3,986	3,619
13:00	2,770	4,352	6,398	2,472	4,012	4,688	4,634
14:00	2,855	4,427	5,699	1,800	4,634	4,357	4,302
15:00	3,001	5,196	5,439	1,990	5,284	4,712	4,197
16:00	2,908	4,639	5,167	1,798	4,723	4,665	4,193
17:00	2,421	4,280	5,408	1,717	4,393	4,116	3,795
18:00	1,812	3,485	4,434	1,163	3,774	3,545	2,982
19:00	1,376	2,386	3,574	996	2,958	2,696	2,118
20:00	864	1,330	1,682	667	1,554	1,570	1,230
21:00	514	802	1,121	385	1,031	1,013	781
22:00	328	620	710	230	707	736	486
23:00	142	383	617	168	603	559	381

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	2,699	4,045	4,800	2,455	4,394	4,207	3,481	26,081	-8.3%
Frederick Douglas Blv	736	1,082	1,653	825	1,856	1,715	1,617	9,484	-6.3%
NW Cor. of Malcolm X & 125th	1,089	2,945	3,292	715	2,677	2,249	2,248	15,215	1.7%
NW Cor. of 125th & Malcolm X	3,155	7,135	11,932	2,055	9,332	8,067	6,668	48,344	1.6%
SE Cor. of Malcolm X & 125th	4,612	5,577	5,256	2,868	5,475	4,219	4,300	32,307	3.8%
SE Cor. of 125th & Malcolm X	3,134	4,341	5,018	2,031	4,556	4,152	3,231	26,463	-4.5%
NE Cor. of Malcolm X & 125th	2,281	6,779	11,052	2,495	7,651	6,748	7,400	44,406	1.9%
NE Cor. of 125th & Malcolm X	1,503	3,944	5,912	1,622	4,034	3,931	3,557	24,503	3.3%
SW Cor. Of Malcolm X & 125th	6,519	9,275	10,760	5,913	9,508	9,991	8,514	60,480	-1.1%
SW Cor. Of 125th & Malcolm X	3,048	4,319	5,885	2,441	3,767	4,792	4,127	28,379	-9.4%
Total	28,776	49,442	65,560	23,420	53,250	50,071	45,143	315,662	-1.3%