



Week 15 2021. Apr 12 2021 to Apr 18 2021

# Footfall Report 125th St BID

## Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	377,833	392,220	-3.7%

## Key Stats

Wednesday was the busiest day this week with a total of 73,088 visits. The busiest hour was at 2:00 PM on Wednesday with 6,390 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 68,858 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	40,172	58,438	73,088	41,942	58,870	47,774	57,549	377,833
Previous Week	53,058	57,947	75,438	61,010	59,671	52,486	32,610	392,220
Change WoW	-12,886	491	-2,350	-19,068	-801	-4,712	24,939	-14,387
% Change WoW	-24.3%	0.8%	-17.4%	-31.3%	-1.3%	-9.0%	76.5%	-3.7%

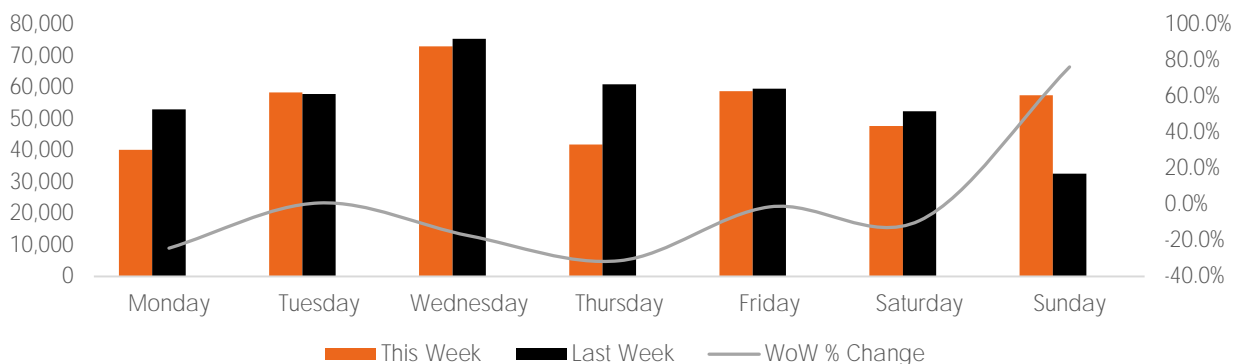
## Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	6,136	5,814	7,281	5,709	6,446	5,549	6,948	43,883
Previous Week	7,622	5,676	7,574	8,179	6,519	6,129	3,904	45,603
Previous Year	2,856	3,197	3,488	4,217	4,132	1,599	1,776	21,265
% Change WoW	-19.5%	2.4%	-17.4%	-30.2%	-1.1%	-9.5%	78.0%	-3.8%
% Change YoY	114.8%	81.9%	108.7%	35.4%	56.0%	247.0%	291.2%	106.4%

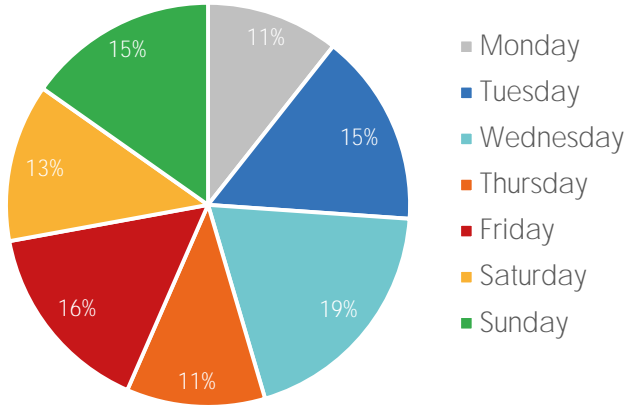
## Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	61 / 48	61 / 48	61 / 46	57 / 45	57 / 48	64 / 46	68 / 50
Last Week	57 / 48	57 / 48	55 / 48	61 / 46	59 / 46	64 / 46	61 / 48

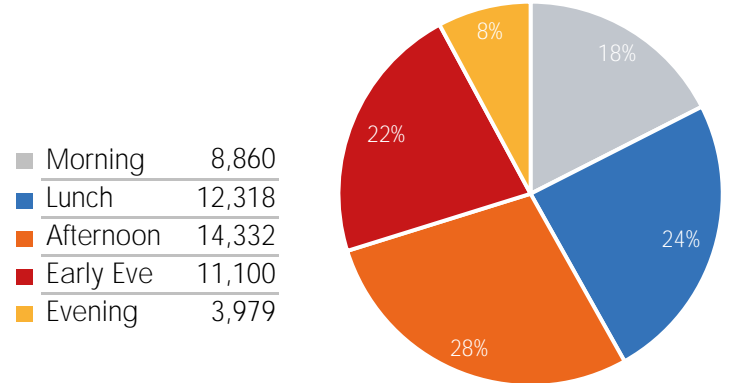
## Visitors by Day (All Locations)



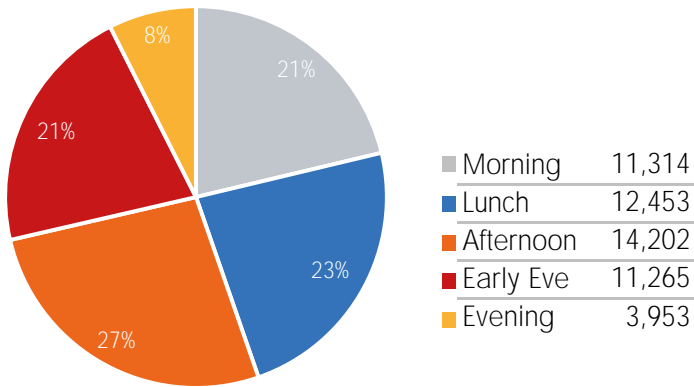
## % Share of Visitors by Day



## Visitors by Day Part - Weekend

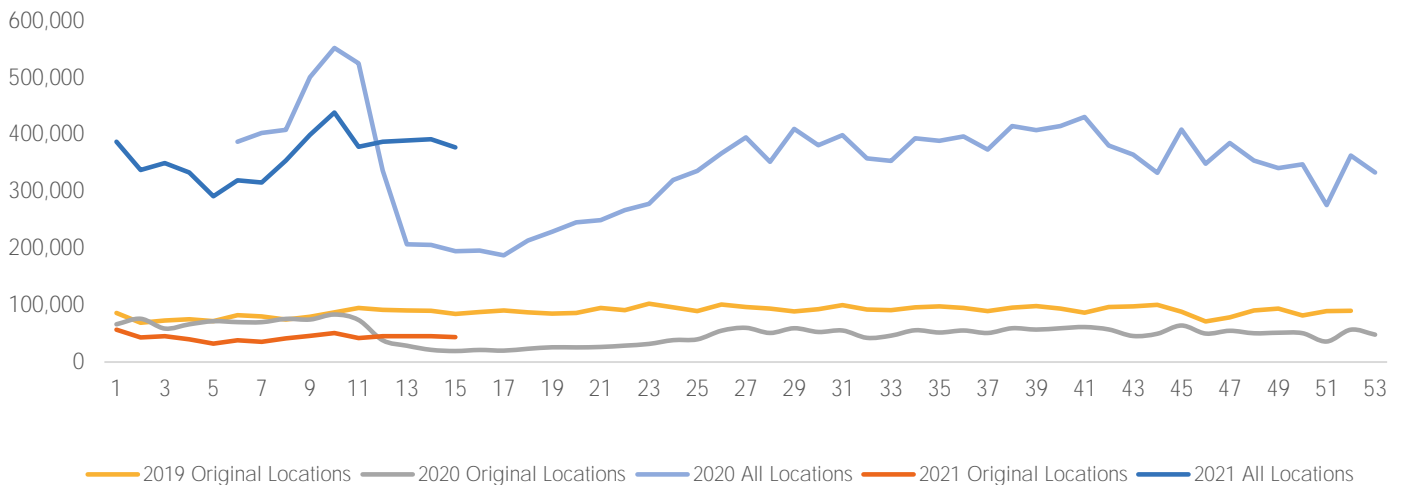


## Visitors by Day Part - Weekday

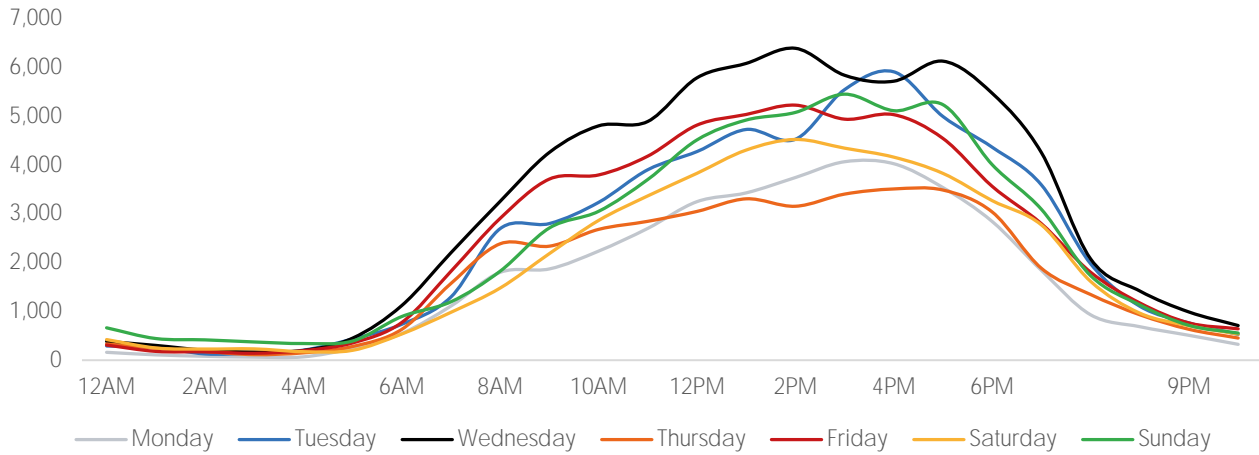


Day Parts are calculated using the following time periods:  
 Morning 06:00AM - 10:59AM  
 Lunch 11:00AM - 1:59PM  
 Afternoon 2:00PM - 4:59PM  
 Early Evening 5:00PM - 7:59PM  
 Evening 8:00PM - 11:59PM

## Long Term Trend by Week



## Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	547	736	1,120	632	773	537	895
7:00	1,110	1,296	2,202	1,573	1,822	982	1,197
8:00	1,800	2,696	3,255	2,385	2,906	1,479	1,824
9:00	1,870	2,799	4,257	2,336	3,711	2,184	2,709
10:00	2,235	3,233	4,801	2,680	3,795	2,863	3,050
11:00	2,701	3,902	4,891	2,845	4,181	3,366	3,702
12:00	3,248	4,274	5,785	3,048	4,816	3,829	4,513
13:00	3,428	4,727	6,080	3,306	5,034	4,305	4,920
14:00	3,742	4,526	6,390	3,154	5,225	4,522	5,076
15:00	4,066	5,543	5,837	3,403	4,938	4,344	5,450
16:00	4,025	5,908	5,716	3,508	5,030	4,160	5,111
17:00	3,536	4,992	6,126	3,486	4,543	3,827	5,234
18:00	2,842	4,363	5,469	3,037	3,562	3,269	4,006
19:00	1,841	3,592	4,254	1,883	2,797	2,772	3,092
20:00	931	1,976	2,076	1,346	1,803	1,615	1,733
21:00	687	1,106	1,418	931	1,173	964	1,133
22:00	510	764	988	633	763	707	714
23:00	325	529	710	454	643	536	556

## Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	4,620	4,503	5,417	4,367	5,094	3,877	4,745	32,623	-4.4%
Frederick Douglas Blv	1,516	1,311	1,864	1,342	1,352	1,672	2,203	11,260	-1.9%
NW Cor. of Malcolm X & 125th	1,660	3,577	3,709	2,627	3,070	2,905	3,066	20,614	-2.8%
NW Cor. of 125th & Malcolm X	4,823	7,529	13,454	4,265	7,694	4,982	9,116	51,863	0.0%
SE Cor. of Malcolm X & 125th	6,365	6,991	6,654	5,456	7,100	5,597	5,119	43,282	4.3%
SE Cor. of 125th & Malcolm X	4,589	5,610	5,400	4,538	5,608	5,007	4,222	34,974	1.2%
NE Cor. of Malcolm X & 125th	3,301	7,353	12,468	5,369	8,332	5,064	10,114	52,001	0.7%
NE Cor. of 125th & Malcolm X	2,159	4,639	6,668	3,113	4,354	3,193	4,866	28,992	-1.0%
SW Cor. Of Malcolm X & 125th	7,501	11,132	11,910	7,376	10,859	10,331	9,749	68,858	-11.7%
SW Cor. Of 125th & Malcolm X	3,638	5,793	5,544	3,489	5,407	5,146	4,349	33,366	-13.5%
<b>Total</b>	<b>40,172</b>	<b>58,438</b>	<b>73,088</b>	<b>41,942</b>	<b>58,870</b>	<b>47,774</b>	<b>57,549</b>	<b>377,833</b>	<b>-3.7%</b>