

**125th Street Bid**

Week 11, 2015

03/16/2015 to 03/22/2015



REGION - New York

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Pedestrian

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2015	2014	2015	2014	2015	2014
125th Street Bid	▼ -4.6 %	▼ -2.4 %	▲ 4.3 %	▼ -1.0 %	▼ -14.7 %	▼ -2.5 %
New York	▲ 0.2 %	▲ 0.2 %	▲ 2.5 %	▲ 9.0 %	▼ -2.8 %	▲ 0.9 %
USA	▲ 0.2 %	▼ -1.0 %	▲ 2.5 %	▲ 8.8 %	▼ -2.7 %	▲ 0.6 %

Headlines

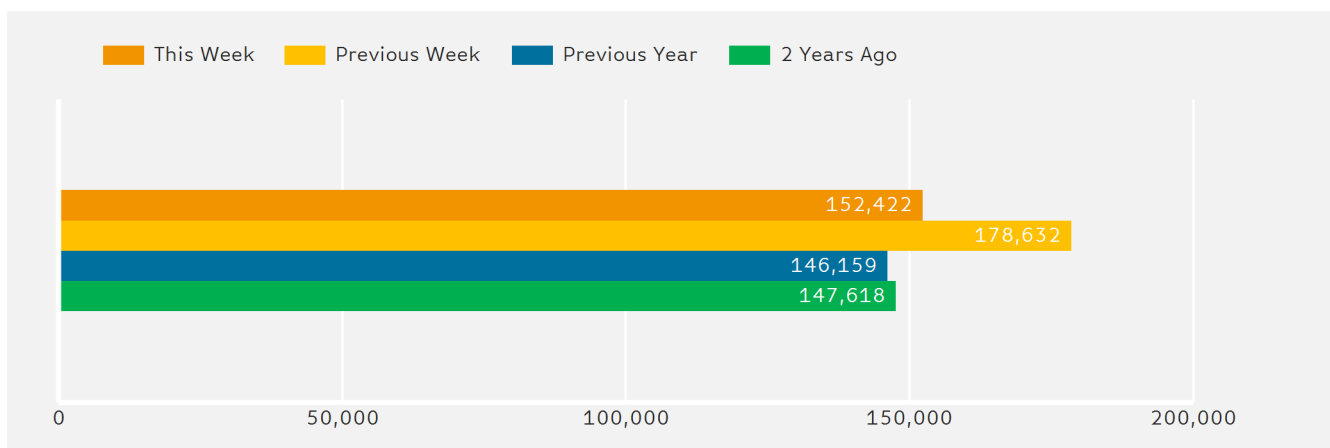
The footfall in 125th Street Bid for the last year was 19.5% up on the previous year.

Footfall for the year to date is 4.6% down on the previous year.

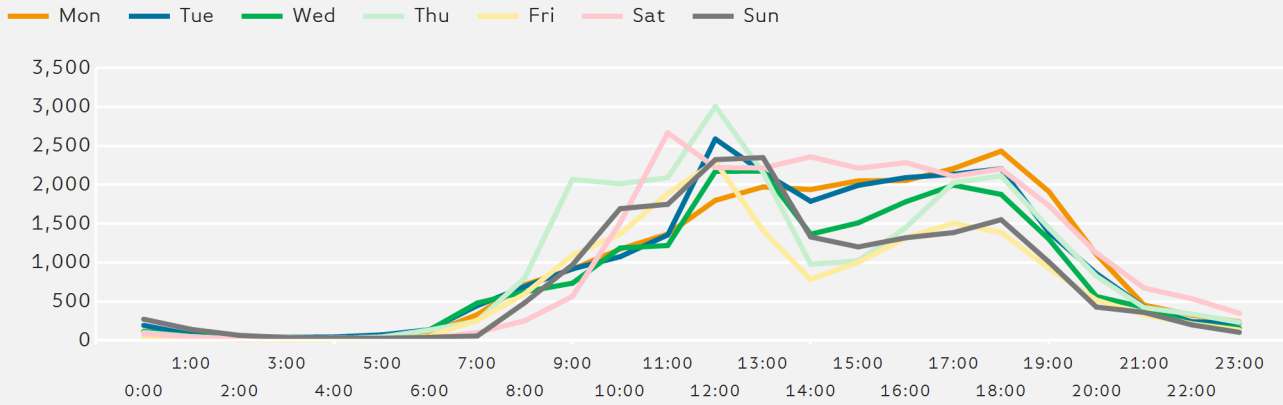
Footfall week commencing 16 March 2015 was 152,422.

The busiest day in week commencing 16 March 2015 was Saturday with 25,428 visitors.






















The peak hour of the week was 12:00 on Thursday with footfall of 3,007

Pedestrian Totals by Week

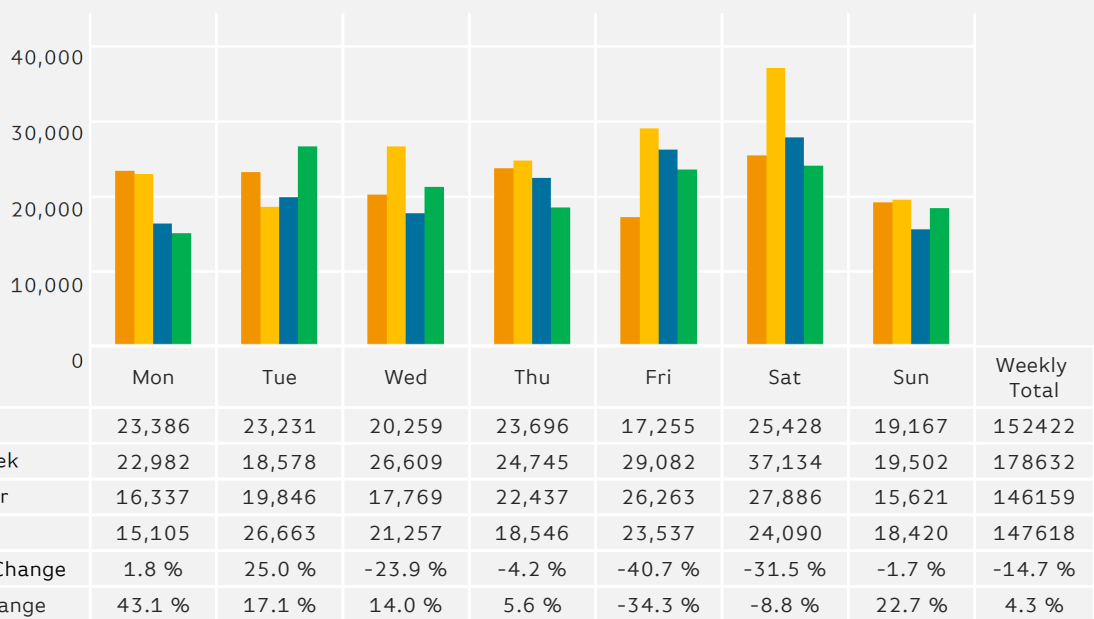
Pedestrian by Hour



Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 50	 55	 37	 41	 35	 46	 42
Previous Week	 53	 51	 59	 46	 41	 50	 42
Previous Year	 32	 41	 44	 51	 50	 62	 41

Pedestrian by Day



Footfall Totals

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago

150,000

100,000

50,000

0

125th St West

Frederick Douglas Blv

This Week

110,613

41,809

Previous Week

130,534

48,098

Previous Year

101,165

44,994

2 Years Ago

107,503

40,115

Week on Week %
Change

-15.3 %

-13.1 %

Year on Year %
Change

9.3 %

-7.1 %

Footfall by Week

— 2013
 — 2014
 — 2015

250,000

200,000

150,000

100,000

50,000

0

19/01

16/02

16/03

13/04

11/05

08/06

06/07

03/08

31/08

28/09

26/10

23/11

21/12

Date

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.