



Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	229,022	213,783	7.1%

Key Stats

Thursday was the busiest day this week with a total of 38,520 visits. The busiest hour was at 5:00 PM on Tuesday with 3,239 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 47,556 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	38,185	37,433	26,624	38,520	28,249	31,082	28,929	229,022
Previous Week	27,566	34,819	27,193	27,824	33,349	36,272	26,760	213,783
Change WoW	10,619	2,614	-569	10,696	-5,100	-5,190	2,169	15,239
% Change WoW	38.5%	7.5%	-17.4%	38.4%	-15.3%	-14.3%	8.1%	7.1%

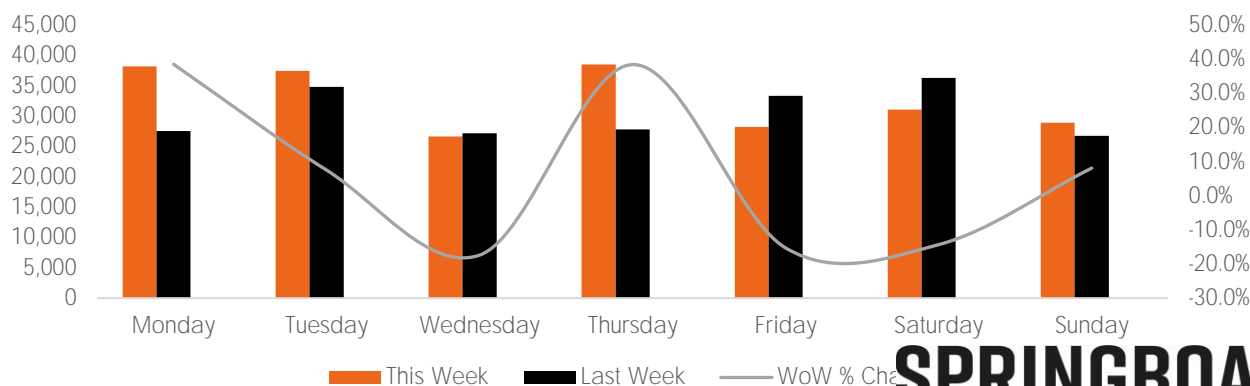
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	5,151	5,024	2,281	5,174	3,087	2,928	2,290	25,935
Previous Week	2,525	4,310	2,478	3,086	4,476	4,245	2,252	23,372
Previous Year	12,299	13,183	12,274	11,781	12,775	16,418	6,514	85,244
% Change WoW	104.0%	16.6%	-17.4%	67.7%	-31.0%	-31.0%	1.7%	11.0%
% Change YoY	-58.1%	-61.9%	-81.4%	-56.1%	-75.8%	-82.2%	-64.8%	-69.6%

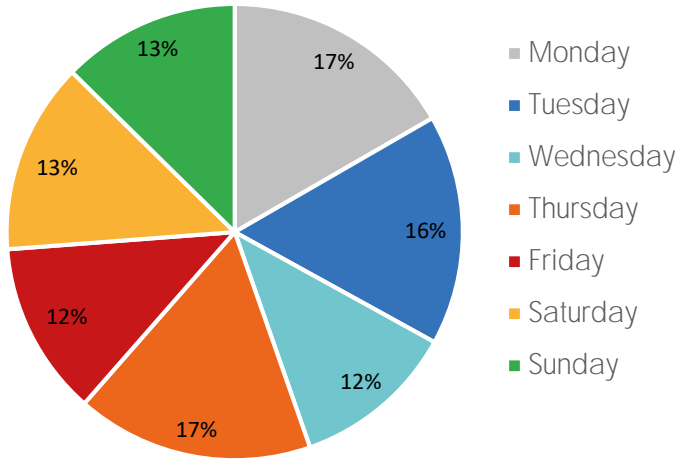
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	66 / 50	68 / 52	73 / 52	72 / 50	68 / 52	63 / 52	63 / 52
Last Week	68 / 54	70 / 54	63 / 54	66 / 52	66 / 55	61 / 50	64 / 48

Visitors by Day (All Locations)

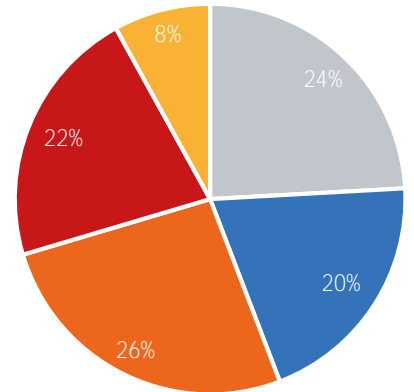


% Share of Visitors by Day

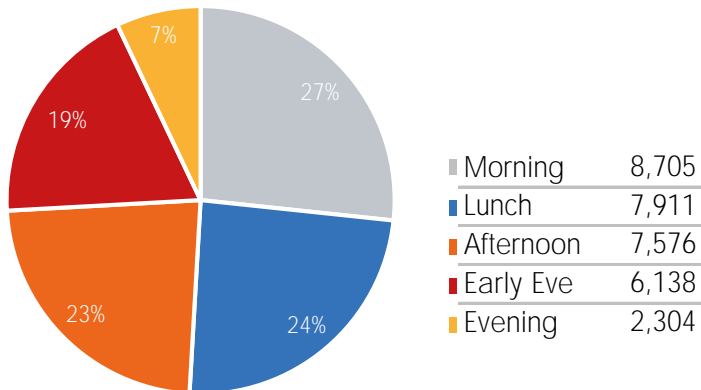


Visitors by Day Part - Weekend

Morning	6,996
Lunch	5,823
Afternoon	7,605
Early Eve	6,259
Evening	2,326



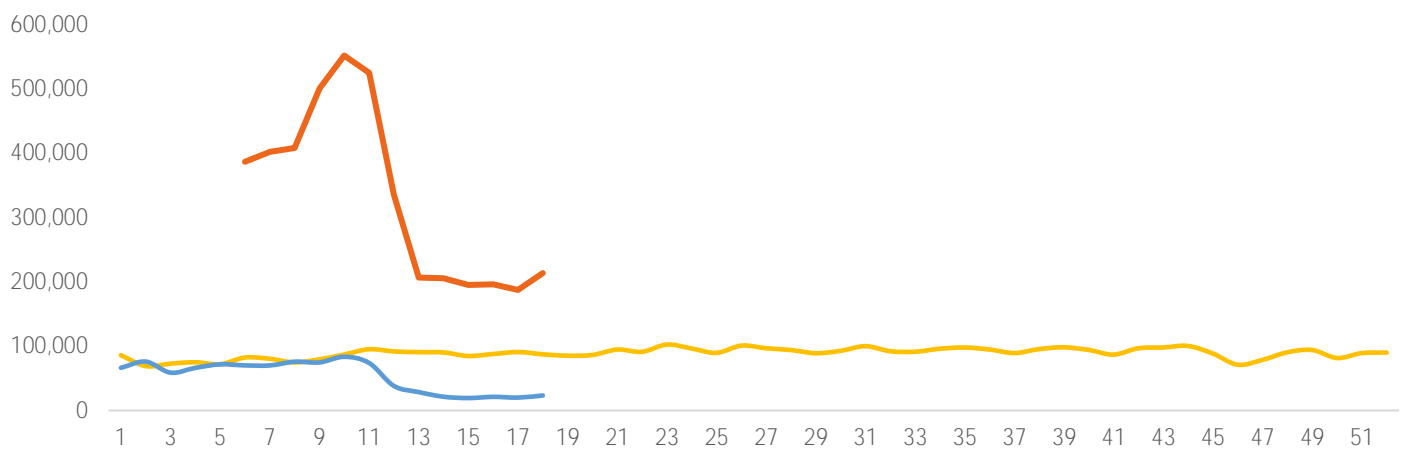
Visitors by Day Part - Weekday



Morning	8,705
Lunch	7,911
Afternoon	7,576
Early Eve	6,138
Evening	2,304

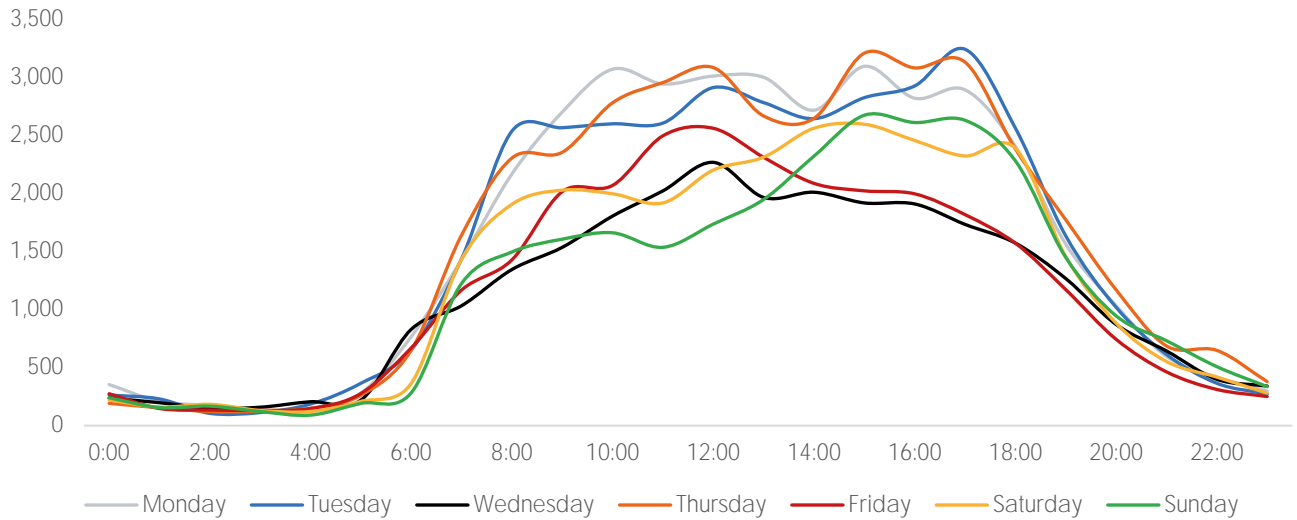
Day Parts are calculated using the following time periods:
 Morning 06:00AM - 10:59AM
 Lunch 11:00AM - 1:59PM
 Afternoon 2:00PM - 4:59PM
 Early Evening 5:00PM - 7:59PM
 Evening 8:00PM - 11:59PM

Long Term Trend by Week



— 2019 Original Locations — 2020 Original Locations — 2020 All Locations

Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	766	652	829	649	669	364	283
7:00	1,428	1,437	1,032	1,640	1,167	1,433	1,224
8:00	2,166	2,535	1,344	2,303	1,427	1,905	1,495
9:00	2,699	2,564	1,535	2,353	2,014	2,027	1,605
10:00	3,068	2,598	1,804	2,779	2,068	1,996	1,660
11:00	2,940	2,604	2,021	2,953	2,495	1,917	1,535
12:00	3,009	2,910	2,266	3,082	2,559	2,200	1,735
13:00	2,998	2,780	1,964	2,665	2,309	2,311	1,947
14:00	2,715	2,642	2,009	2,645	2,085	2,560	2,320
15:00	3,093	2,823	1,917	3,206	2,021	2,594	2,672
16:00	2,818	2,924	1,908	3,079	1,995	2,454	2,609
17:00	2,890	3,239	1,732	3,128	1,816	2,321	2,628
18:00	2,402	2,560	1,571	2,380	1,570	2,386	2,279
19:00	1,562	1,633	1,266	1,772	1,171	1,455	1,448
20:00	1,032	1,018	871	1,169	743	882	945
21:00	596	613	643	686	463	552	731
22:00	418	365	399	648	312	418	508
23:00	299	272	341	379	251	280	336

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	3,049	2,904	1,526	2,921	1,914	1,814	1,615	15,743	7%
Frederick Douglas Blv	2,102	2,120	755	2,253	1,173	1,114	675	10,192	18%
NW Cor. of Malcolm X & 125th	3,306	3,770	1,675	3,534	1,620	2,904	3,328	20,137	28%
NW Cor. of 125th & Malcolm X	3,665	3,924	2,188	4,330	2,291	3,218	3,635	23,251	2%
SE Cor. of Malcolm X & 125th	3,873	3,494	3,805	4,103	3,865	3,524	3,389	26,053	-1%
SE Cor. of 125th & Malcolm X	3,510	3,510	3,032	3,306	3,120	2,949	2,601	22,028	5%
NE Cor. of Malcolm X & 125th	6,077	4,240	5,260	4,620	5,200	4,034	3,934	33,365	-4%
NE Cor. of 125th & Malcolm X	2,977	2,551	2,245	2,808	2,466	2,176	1,930	17,153	4%
SW Cor. Of Malcolm X & 125th	7,520	8,816	4,685	7,918	4,978	7,534	6,105	47,556	22%
SW Cor. Of 125th & Malcolm X	2,106	2,104	1,453	2,727	1,622	1,815	1,717	13,544	-5%
Total	38,185	37,433	26,624	38,520	28,249	31,082	28,929	229,022	7.1%