



Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	267,143	249,654	7.0%

Key Stats

Saturday was the busiest day this week with a total of 47,306 visits. The busiest hour was at 3:00 PM on Saturday with 5,399 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 48,354 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	30,723	41,612	40,094	34,772	39,737	47,306	32,899	267,143
Previous Week	35,523	40,268	39,895	40,391	39,911	25,528	28,138	249,654
Change WoW	-4,800	1,344	199	-5,619	-174	21,778	4,761	17,489
% Change WoW	-13.5%	3.3%	-17.4%	-13.9%	-0.4%	85.3%	16.9%	7.0%

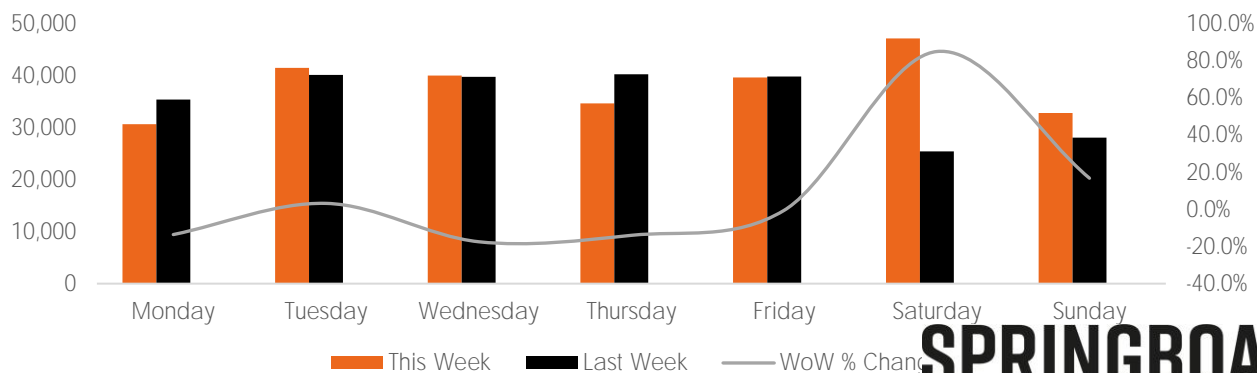
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	2,281	4,566	4,819	3,787	4,308	6,157	2,920	28,838
Previous Week	4,169	4,952	4,219	5,091	4,072	1,886	2,104	26,493
Previous Year	11,303	10,810	10,520	10,796	17,774	17,258	12,958	91,419
% Change WoW	-45.3%	-7.8%	-17.4%	-25.6%	5.8%	226.5%	38.8%	8.9%
% Change YoY	-79.8%	-57.8%	-54.2%	-64.9%	-75.8%	-64.3%	-77.5%	-68.5%

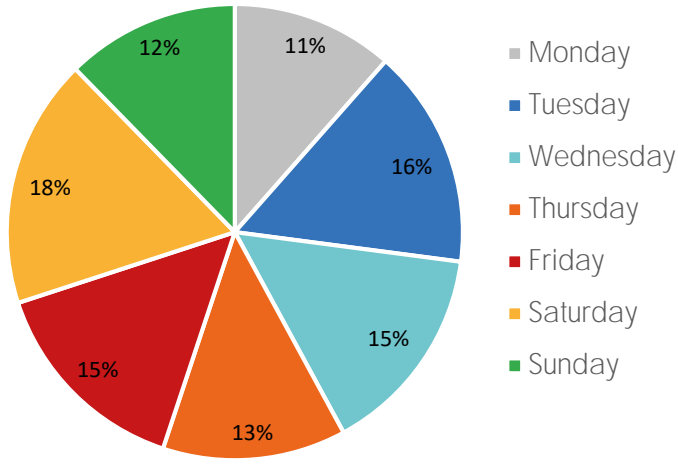
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	73 / 54	77 / 55	75 / 54	70 / 54	68 / 59	68 / 55	64 / 52
Last Week	61 / 52	63 / 54	66 / 54	68 / 52	68 / 52	70 / 52	70 / 52

Visitors by Day (All Locations)

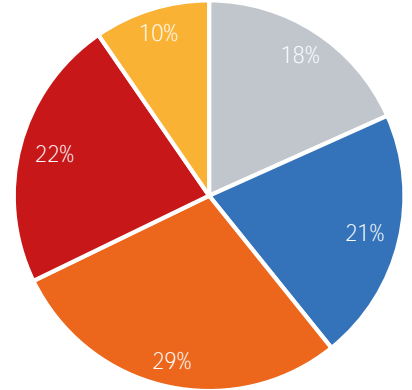


% Share of Visitors by Day

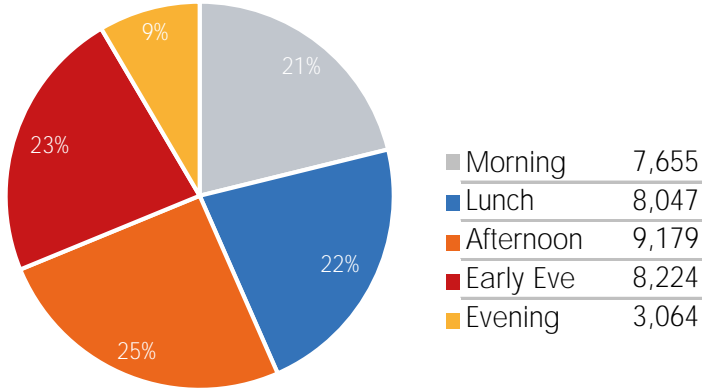


Visitors by Day Part - Weekend

Morning	7,027
Lunch	8,045
Afternoon	10,987
Early Eve	8,679
Evening	3,689



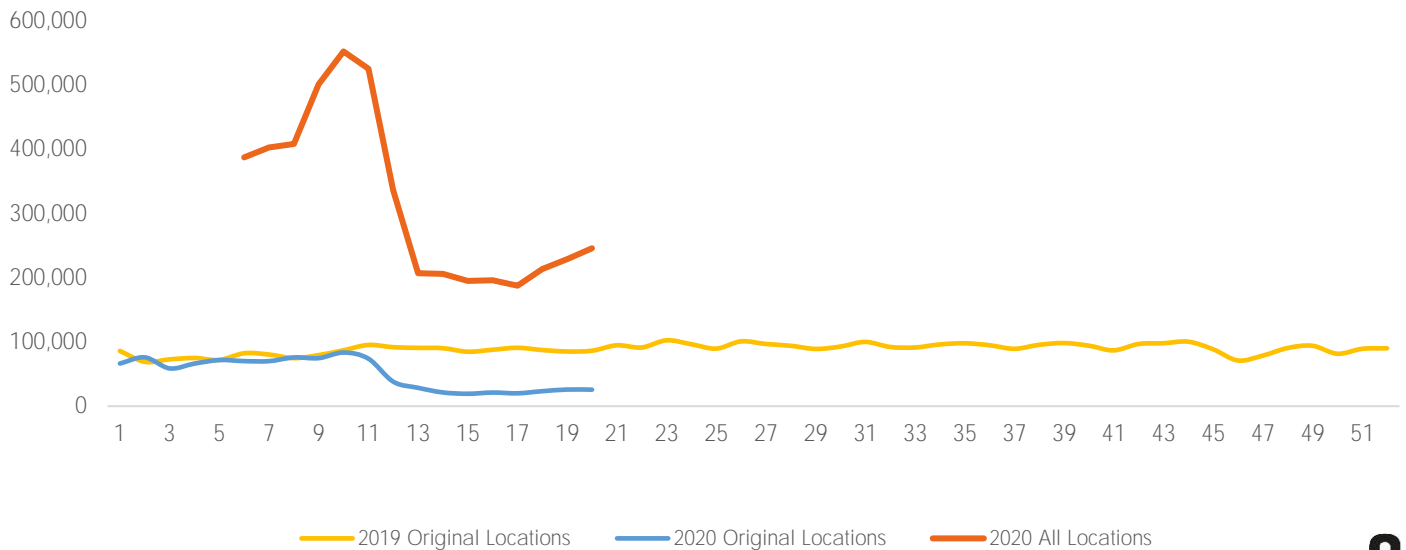
Visitors by Day Part - Weekday



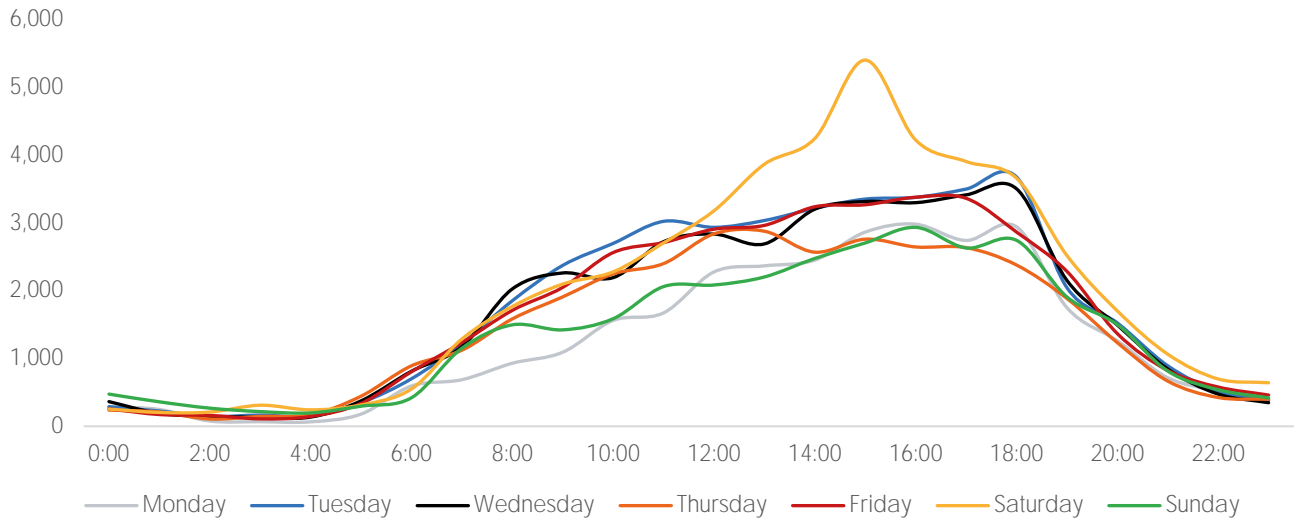
Morning	7,655
Lunch	8,047
Afternoon	9,179
Early Eve	8,224
Evening	3,064

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	595	701	812	892	804	550	421
7:00	687	1,216	1,174	1,122	1,235	1,287	1,151
8:00	930	1,851	2,025	1,583	1,709	1,766	1,496
9:00	1,092	2,372	2,261	1,908	2,048	2,097	1,422
10:00	1,561	2,696	2,192	2,247	2,561	2,277	1,586
11:00	1,672	3,022	2,722	2,399	2,709	2,704	2,060
12:00	2,276	2,933	2,834	2,837	2,906	3,177	2,083
13:00	2,366	3,034	2,689	2,876	2,962	3,864	2,202
14:00	2,450	3,213	3,201	2,567	3,237	4,243	2,475
15:00	2,863	3,350	3,314	2,759	3,266	5,399	2,703
16:00	2,980	3,375	3,297	2,644	3,377	4,221	2,933
17:00	2,740	3,497	3,412	2,634	3,361	3,904	2,629
18:00	2,941	3,676	3,502	2,378	2,864	3,658	2,742
19:00	1,749	2,044	2,151	1,885	2,284	2,518	1,907
20:00	1,261	1,524	1,493	1,233	1,366	1,701	1,500
21:00	716	893	845	667	824	1,063	814
22:00	524	513	475	425	579	698	540
23:00	394	379	348	399	461	642	419

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	1,583	2,840	2,940	2,393	2,615	4,033	1,891	18,295	16%
Frederick Douglas Blv	698	1,726	1,879	1,394	1,693	2,124	1,029	10,543	-1%
NW Cor. of Malcolm X & 125th	3,600	4,615	4,549	2,466	3,584	5,486	3,706	28,006	29%
NW Cor. of 125th & Malcolm X	2,800	4,554	4,103	2,733	3,545	5,174	3,388	26,297	3%
SE Cor. of Malcolm X & 125th	4,673	4,885	4,561	4,977	5,442	4,885	3,827	33,250	5%
SE Cor. of 125th & Malcolm X	3,191	4,474	3,834	3,788	4,199	4,231	2,625	26,342	7%
NE Cor. of Malcolm X & 125th	4,987	5,695	5,440	6,126	6,472	6,556	4,562	39,838	6%
NE Cor. of 125th & Malcolm X	2,358	3,007	2,958	2,919	3,062	3,113	2,222	19,639	-1%
SW Cor. Of Malcolm X & 125th	5,024	7,256	7,359	5,849	6,720	8,565	7,581	48,354	2%
SW Cor. Of 125th & Malcolm X	1,809	2,560	2,471	2,127	2,405	3,139	2,068	16,579	13%
Total	30,723	41,612	40,094	34,772	39,737	47,306	32,899	267,143	7.0%