



Week 26 2020. 22 Jun 2020 to 28 Jun 2020

# Footfall Report 125th St BID

## Visitor Totals

|                | Current Week | Previous Week | WoW % Change |
|----------------|--------------|---------------|--------------|
| Total Visitors | 366,905      | 336,104       | 9.2%         |

## Key Stats

Friday was the busiest day this week with a total of 61,655 visits. The busiest hour was at 3:00 PM on Friday with 5,347 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 67,321 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  | 52,337 | 55,839  | 54,557    | 57,248   | 61,655 | 44,442   | 40,827 | 366,905 |
| Previous Week | 49,748 | 51,767  | 47,461    | 45,720   | 57,283 | 47,389   | 36,736 | 336,104 |
| Change WoW    | 2,589  | 4,072   | 7,096     | 11,528   | 4,372  | -2,947   | 4,091  | 30,801  |
| % Change WoW  | 5.2%   | 7.9%    | -17.4%    | 25.2%    | 7.6%   | -6.2%    | 11.1%  | 9.2%    |

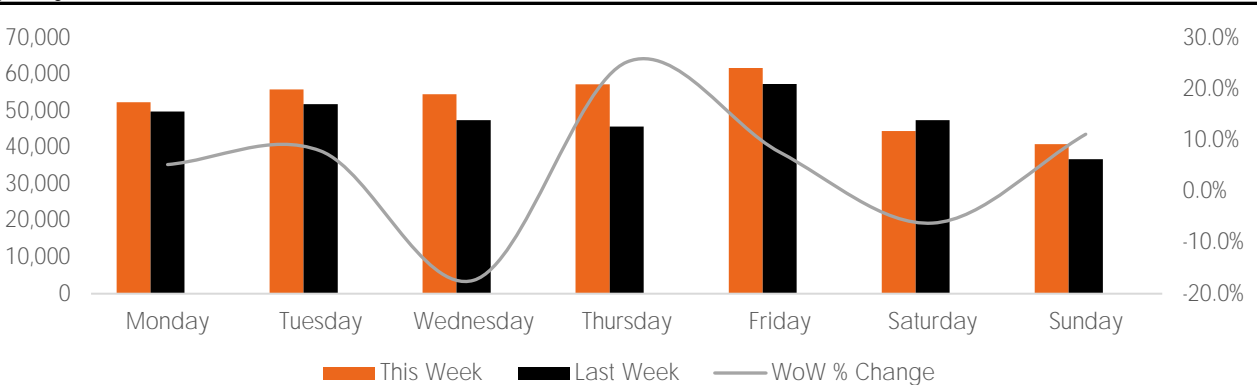
## Visitors by Day (Original Locations)

|               | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Total   |
|---------------|--------|---------|-----------|----------|--------|----------|--------|---------|
| Current Week  | 7,555  | 8,498   | 7,784     | 8,999    | 9,573  | 6,320    | 6,445  | 55,174  |
| Previous Week | 5,831  | 6,202   | 6,037     | 4,986    | 7,293  | 5,826    | 3,748  | 39,923  |
| Previous Year | 15,081 | 12,712  | 14,497    | 14,144   | 16,927 | 15,117   | 12,502 | 100,980 |
| % Change WoW  | 29.6%  | 37.0%   | -17.4%    | 80.5%    | 31.3%  | 8.5%     | 72.0%  | 38.2%   |
| % Change YoY  | -49.9% | -33.1%  | -46.3%    | -36.4%   | -43.4% | -58.2%   | -48.4% | -45.4%  |

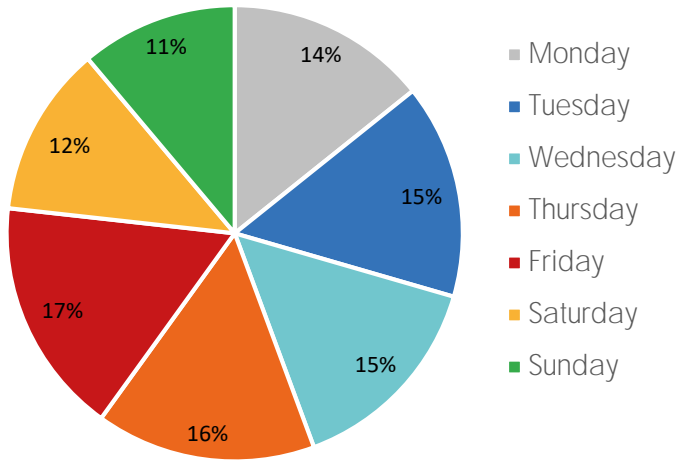
## Weather (High/Low F)

|           | Monday  | Tuesday | Wednesday | Thursday | Friday  | Saturday | Sunday  |
|-----------|---------|---------|-----------|----------|---------|----------|---------|
| This Week | 68 / 55 | 70 / 55 | 66 / 55   | 66 / 55  | 64 / 55 | 63 / 55  | 66 / 54 |
|           |         |         |           |          |         |          |         |
| Last Week | 64 / 55 | 68 / 54 | 73 / 54   | 77 / 54  | 66 / 54 | 66 / 57  | 68 / 54 |
|           |         |         |           |          |         |          |         |

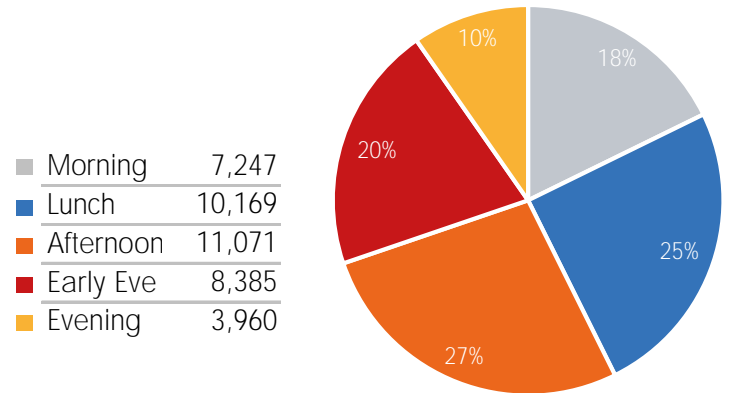
## Visitors by Day (All Locations)



## % Share of Visitors by Day

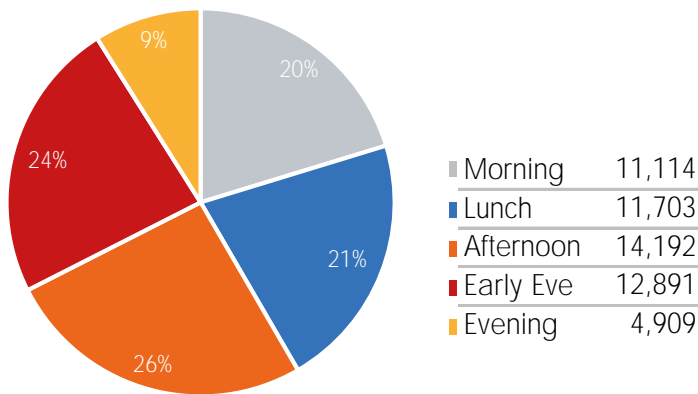


## Visitors by Day Part - Weekend



|           |        |
|-----------|--------|
| Morning   | 7,247  |
| Lunch     | 10,169 |
| Afternoon | 11,071 |
| Early Eve | 8,385  |
| Evening   | 3,960  |

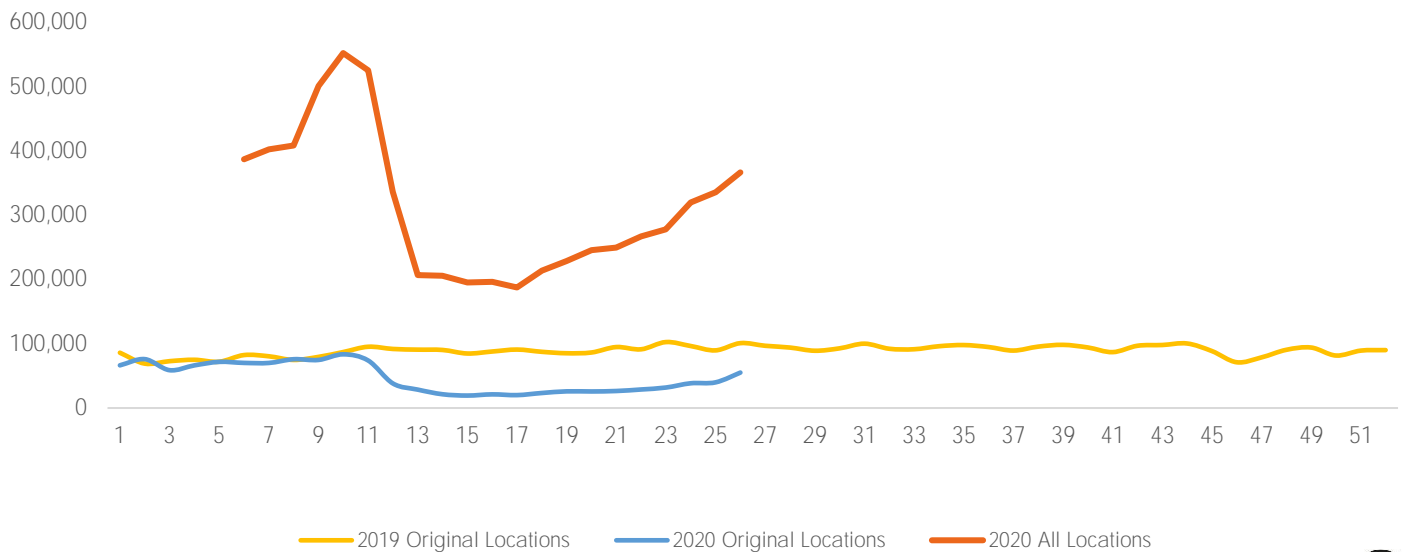
## Visitors by Day Part - Weekday



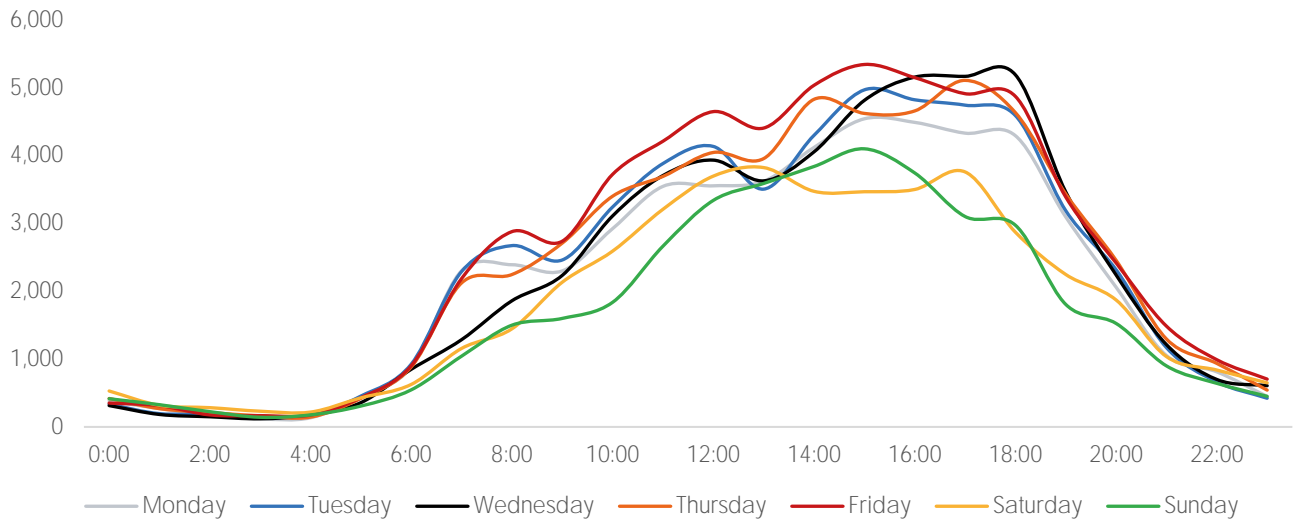
|           |        |
|-----------|--------|
| Morning   | 11,114 |
| Lunch     | 11,703 |
| Afternoon | 14,192 |
| Early Eve | 12,891 |
| Evening   | 4,909  |

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  | 885    | 926     | 850       | 885      | 903    | 627      | 547    |
| 7:00  | 2,303  | 2,292   | 1,287     | 2,124    | 2,188  | 1,158    | 1,044  |
| 8:00  | 2,393  | 2,675   | 1,861     | 2,248    | 2,881  | 1,447    | 1,501  |
| 9:00  | 2,302  | 2,463   | 2,236     | 2,712    | 2,740  | 2,135    | 1,601  |
| 10:00 | 2,926  | 3,245   | 3,113     | 3,404    | 3,727  | 2,594    | 1,839  |
| 11:00 | 3,549  | 3,886   | 3,709     | 3,696    | 4,215  | 3,211    | 2,667  |
| 12:00 | 3,557  | 4,138   | 3,936     | 4,049    | 4,652  | 3,700    | 3,342  |
| 13:00 | 3,624  | 3,508   | 3,630     | 3,959    | 4,409  | 3,826    | 3,592  |
| 14:00 | 4,123  | 4,302   | 4,058     | 4,833    | 5,040  | 3,476    | 3,842  |
| 15:00 | 4,546  | 4,973   | 4,818     | 4,625    | 5,347  | 3,470    | 4,103  |
| 16:00 | 4,493  | 4,826   | 5,161     | 4,662    | 5,153  | 3,503    | 3,747  |
| 17:00 | 4,334  | 4,747   | 5,172     | 5,113    | 4,916  | 3,762    | 3,104  |
| 18:00 | 4,296  | 4,593   | 5,194     | 4,636    | 4,876  | 2,872    | 2,975  |
| 19:00 | 3,097  | 3,190   | 3,466     | 3,436    | 3,391  | 2,249    | 1,807  |
| 20:00 | 2,060  | 2,318   | 2,241     | 2,457    | 2,419  | 1,872    | 1,526  |
| 21:00 | 1,053  | 1,169   | 1,214     | 1,296    | 1,486  | 1,037    | 900    |
| 22:00 | 812    | 665     | 700       | 937      | 991    | 839      | 643    |
| 23:00 | 450    | 423     | 608       | 543      | 705    | 651      | 451    |

## Visitors by Day by Location

| Entrances                    | Monday        | Tuesday       | Wednesday     | Thursday      | Friday        | Saturday      | Sunday        | Total          | WoW % Change |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--------------|
| 125th St West                | 5,133         | 5,731         | 5,478         | 6,602         | 6,718         | 4,727         | 4,903         | 39,292         | 48%          |
| Frederick Douglas Blv        | 2,422         | 2,767         | 2,306         | 2,397         | 2,855         | 1,593         | 1,542         | 15,882         | 19%          |
| NW Cor. of Malcolm X & 125th | 5,371         | 5,405         | 5,875         | 5,018         | 5,725         | 3,206         | 3,395         | 33,995         | 5%           |
| NW Cor. of 125th & Malcolm X | 5,151         | 5,653         | 5,431         | 5,612         | 6,145         | 3,967         | 3,694         | 35,653         | 6%           |
| SE Cor. of Malcolm X & 125th | 5,392         | 5,628         | 5,971         | 6,336         | 6,695         | 5,009         | 4,177         | 39,208         | -1%          |
| SE Cor. of 125th & Malcolm X | 5,208         | 5,376         | 5,469         | 5,520         | 6,219         | 4,646         | 3,951         | 36,389         | 10%          |
| NE Cor. of Malcolm X & 125th | 5,749         | 5,975         | 6,435         | 6,669         | 6,977         | 6,355         | 4,688         | 42,848         | 6%           |
| NE Cor. of 125th & Malcolm X | 3,188         | 3,554         | 3,741         | 3,688         | 3,522         | 3,445         | 2,658         | 23,796         | 6%           |
| SW Cor. Of Malcolm X & 125th | 9,853         | 10,750        | 9,334         | 10,110        | 11,333        | 7,975         | 7,966         | 67,321         | 7%           |
| SW Cor. Of 125th & Malcolm X | 4,870         | 5,000         | 4,517         | 5,296         | 5,466         | 3,519         | 3,853         | 32,521         | 2%           |
| <b>Total</b>                 | <b>52,337</b> | <b>55,839</b> | <b>54,557</b> | <b>57,248</b> | <b>61,655</b> | <b>44,442</b> | <b>40,827</b> | <b>366,905</b> | <b>9.2%</b>  |