



Week 48 2020. Nov 23 2020 to Nov 29 2020

# Footfall Report 125th St BID

## Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	354,283	385,483	-8.1%

## Key Stats

Friday was the busiest day this week with a total of 62,358 visits. The busiest hour was at 1:00 PM on Monday with 6,439 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 67,304 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	54,102	55,091	60,665	27,488	62,358	46,287	48,292	354,283
Previous Week	61,490	45,220	60,962	56,334	70,312	56,354	34,811	385,483
Change WoW	-7,388	9,871	-297	-28,846	-7,954	-10,067	13,481	-31,200
% Change WoW	-12.0%	21.8%	-17.4%	-51.2%	-11.3%	-17.9%	38.7%	-8.1%

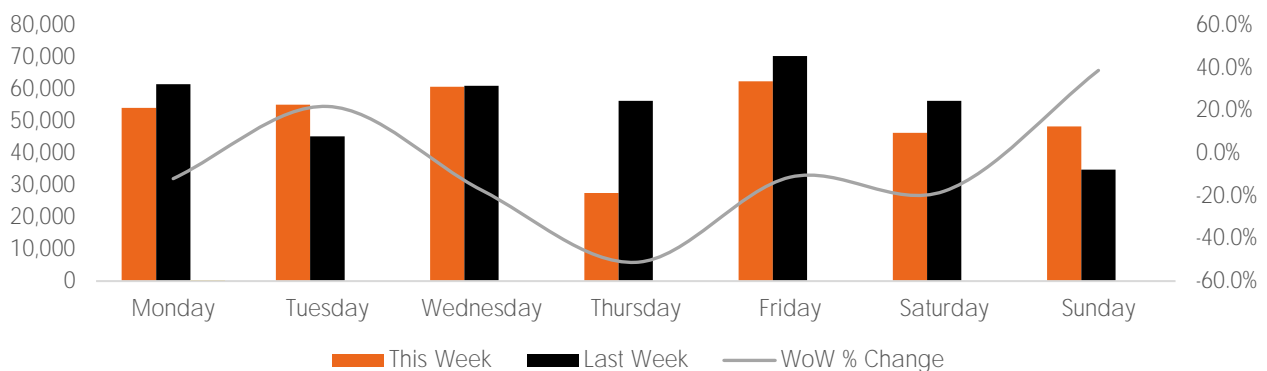
## Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	8,046	6,843	7,371	3,750	9,734	7,456	7,408	50,608
Previous Week	9,699	5,617	7,760	8,188	10,602	8,913	4,210	54,989
Previous Year	13,425	15,697	11,265	6,448	18,250	16,805	8,734	90,624
% Change WoW	-17.0%	21.8%	-17.4%	-54.2%	-8.2%	-16.3%	76.0%	-8.0%
% Change YoY	-40.1%	-56.4%	-34.6%	-41.8%	-46.7%	-55.6%	-15.2%	-44.2%

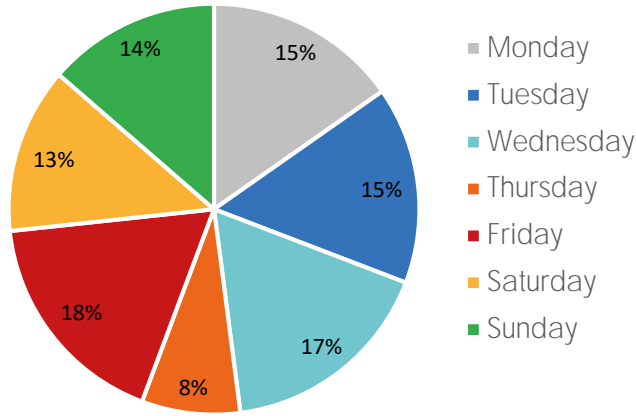
## Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	61 / 46	59 / 50	61 / 48	64 / 45	63 / 41	63 / 41	61 / 43
Last Week	70 / 54	61 / 55	61 / 48	61 / 46	63 / 43	63 / 43	59 / 48

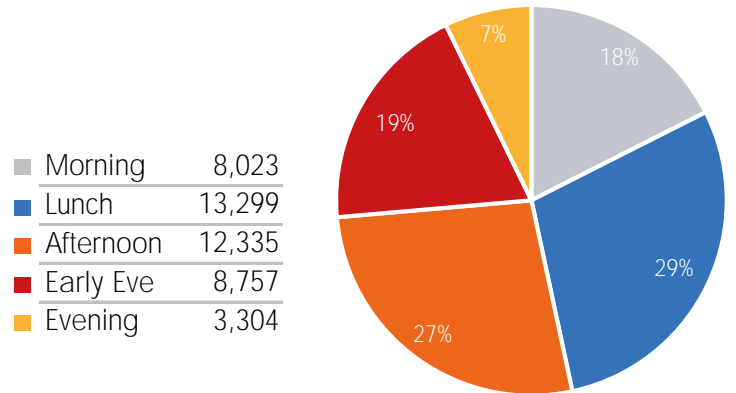
## Visitors by Day (All Locations)



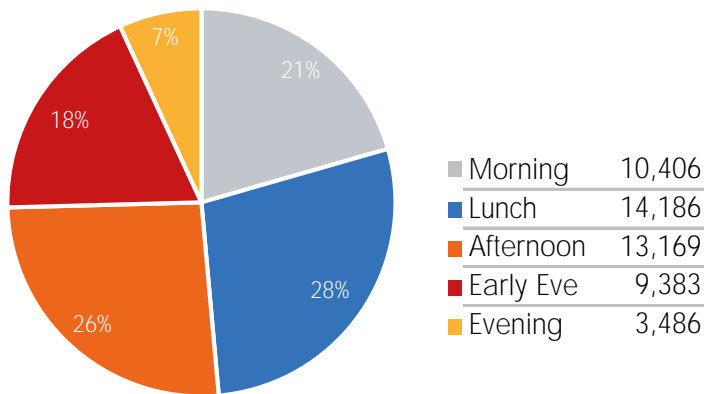
## % Share of Visitors by Day



## Visitors by Day Part - Weekend

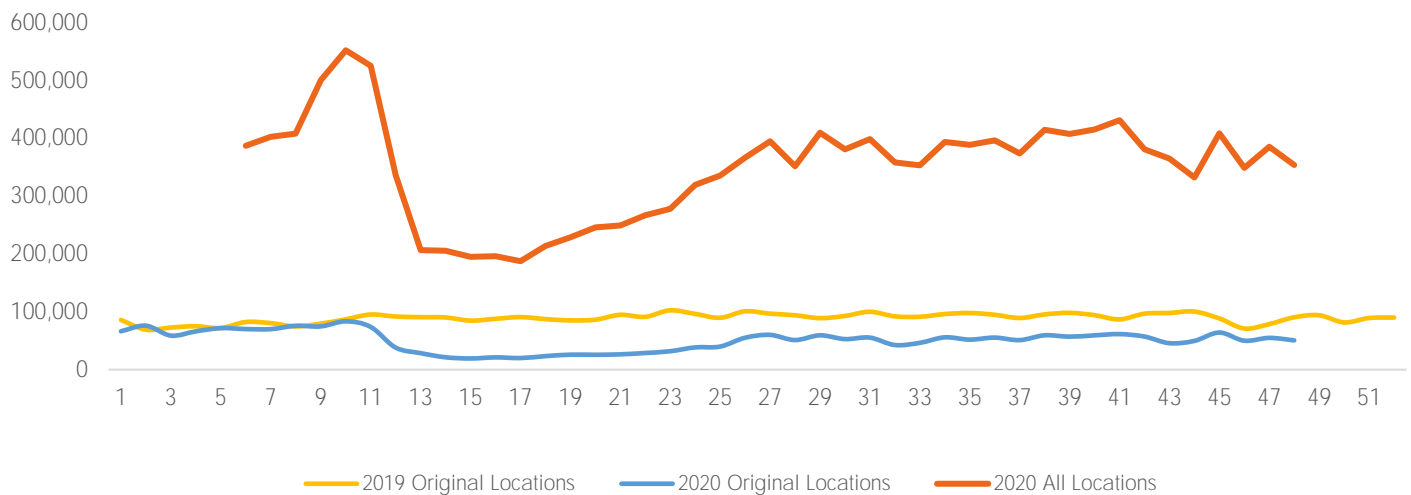


## Visitors by Day Part - Weekday

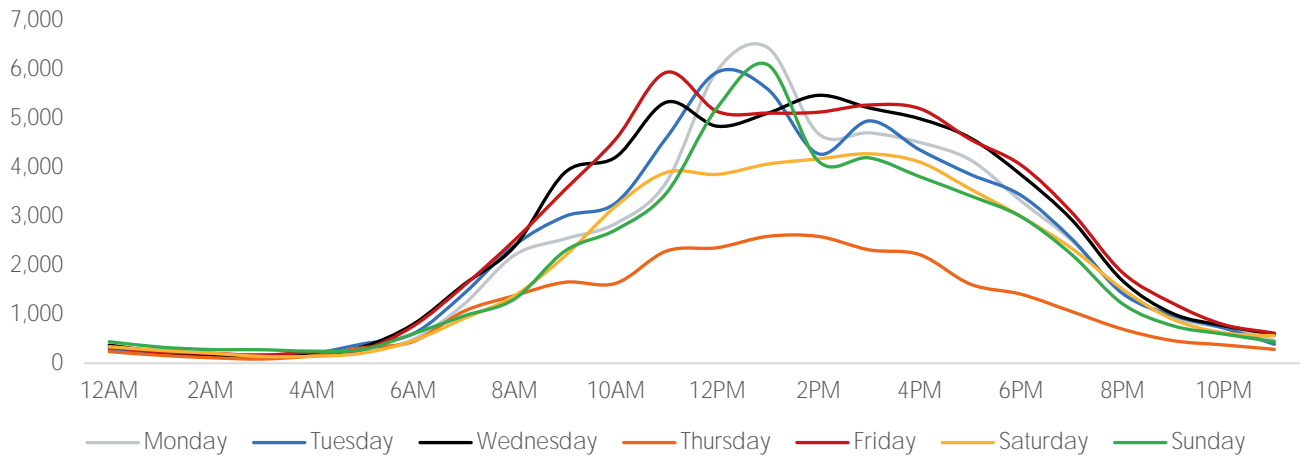


Day Parts are calculated using the following time periods:  
 Morning 06:00AM - 10:59AM  
 Lunch 11:00AM - 1:59PM  
 Afternoon 2:00PM - 4:59PM  
 Early Evening 5:00PM - 7:59PM  
 Evening 8:00PM - 11:59PM

## Long Term Trend by Week



## Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	487	603	797	445	759	460	601
7:00	1,203	1,418	1,607	1,061	1,581	913	966
8:00	2,207	2,407	2,382	1,380	2,512	1,377	1,312
9:00	2,540	3,000	3,896	1,654	3,546	2,193	2,294
10:00	2,853	3,272	4,209	1,632	4,577	3,206	2,724
11:00	3,699	4,602	5,328	2,290	5,937	3,895	3,477
12:00	5,973	5,940	4,837	2,358	5,139	3,854	5,215
13:00	6,439	5,592	5,103	2,589	5,105	4,065	6,091
14:00	4,685	4,274	5,468	2,588	5,123	4,170	4,122
15:00	4,702	4,946	5,211	2,315	5,271	4,274	4,192
16:00	4,506	4,354	4,990	2,216	5,196	4,105	3,807
17:00	4,148	3,854	4,596	1,614	4,567	3,553	3,417
18:00	3,310	3,425	3,845	1,409	4,044	2,994	2,990
19:00	2,503	2,538	2,929	1,055	3,079	2,343	2,217
20:00	1,447	1,427	1,688	697	1,853	1,515	1,216
21:00	934	976	1,012	461	1,222	896	764
22:00	723	719	767	374	789	621	596
23:00	469	388	585	284	615	561	439

## Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	5,340	5,189	5,630	2,975	7,624	5,610	5,683	38,051	-7%
Frederick Douglas Blv	2,706	1,654	1,741	775	2,110	1,846	1,725	12,557	-10%
NW Cor. of Malcolm X & 125th	2,859	2,756	2,507	1,142	2,890	1,734	2,100	15,988	-8%
NW Cor. of 125th & Malcolm X	8,259	6,692	9,080	3,290	10,071	6,222	6,248	49,862	-9%
SE Cor. of Malcolm X & 125th	5,704	5,262	5,328	2,901	5,185	4,486	4,161	33,027	-12%
SE Cor. of 125th & Malcolm X	3,198	3,554	4,679	1,974	4,033	3,537	2,454	23,429	-11%
NE Cor. of Malcolm X & 125th	5,924	6,364	8,411	3,899	8,259	5,206	6,940	45,003	-9%
NE Cor. of 125th & Malcolm X	3,956	3,699	4,491	1,967	4,359	3,033	3,316	24,821	-9%
SW Cor. Of Malcolm X & 125th	9,932	11,866	11,905	5,679	9,856	8,728	9,338	67,304	-7%
SW Cor. Of 125th & Malcolm X	6,224	8,055	6,893	2,886	7,971	5,885	6,327	44,241	-3%
<b>Total</b>	<b>54,102</b>	<b>55,091</b>	<b>60,665</b>	<b>27,488</b>	<b>62,358</b>	<b>46,287</b>	<b>48,292</b>	<b>354,283</b>	<b>-8.1%</b>