



Week 12 2021. Mar 22 2021 to Mar 28 2021

# Footfall Report 125th St BID

## Visitor Totals

	Current Week	Previous Week	WoW % Change
Total Visitors	387,397	378,620	2.3%

## Key Stats

Friday was the busiest day this week with a total of 66,368 visits. The busiest hour was at 4:00 PM on Friday with 6,244 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 73,499 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	54,425	57,831	56,506	57,494	66,368	54,012	40,761	387,397
Previous Week	46,040	49,539	65,165	41,347	57,057	59,881	59,591	378,620
Change WoW	8,385	8,292	-8,659	16,147	9,311	-5,869	-18,830	8,777
% Change WoW	18.2%	16.7%	-17.4%	39.1%	16.3%	-9.8%	-31.6%	2.3%

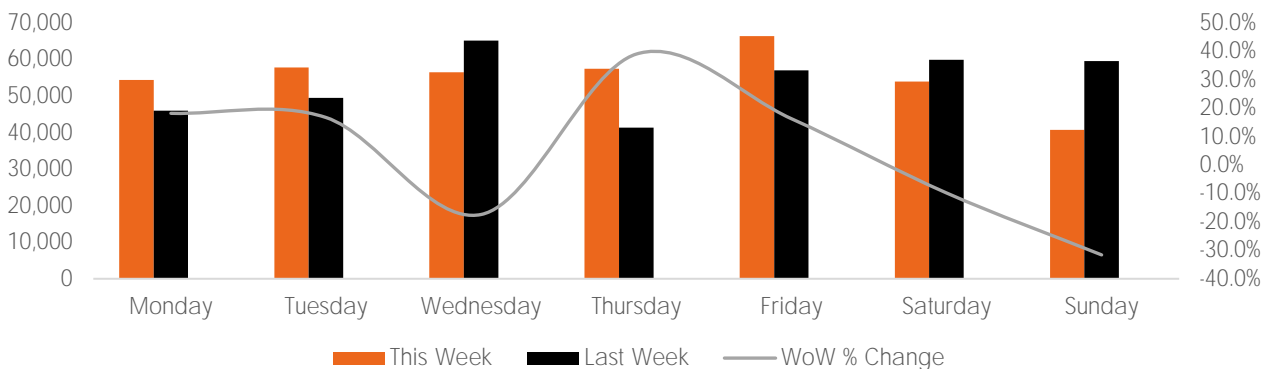
## Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	7,976	5,740	5,677	7,765	7,224	6,128	5,034	45,544
Previous Week	6,197	5,075	6,521	5,470	5,193	6,695	6,853	42,004
Previous Year	8,180	4,288	2,761	5,114	4,434	2,873	997	28,647
% Change WoW	28.7%	13.1%	-17.4%	42.0%	39.1%	-8.5%	-26.5%	8.4%
% Change YoY	-2.5%	33.9%	105.6%	51.8%	62.9%	113.3%	404.9%	59.0%

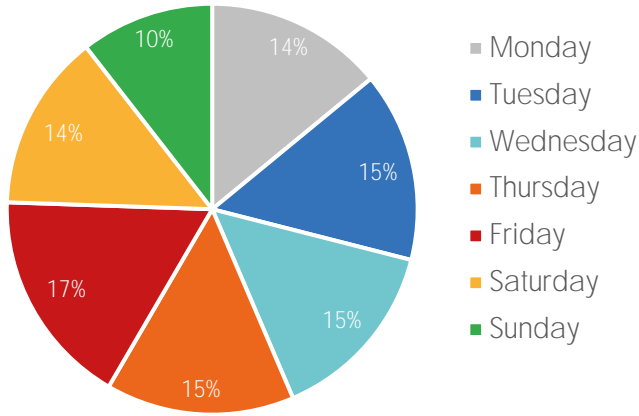
## Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	61 / 48	66 / 50	61 / 48	59 / 48	66 / 45	64 / 43	63 / 48
Last Week	55 / 41	55 / 43	55 / 50	57 / 48	57 / 45	55 / 43	61 / 46

## Visitors by Day (All Locations)

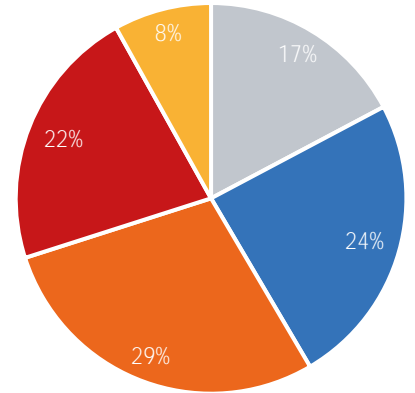


## % Share of Visitors by Day

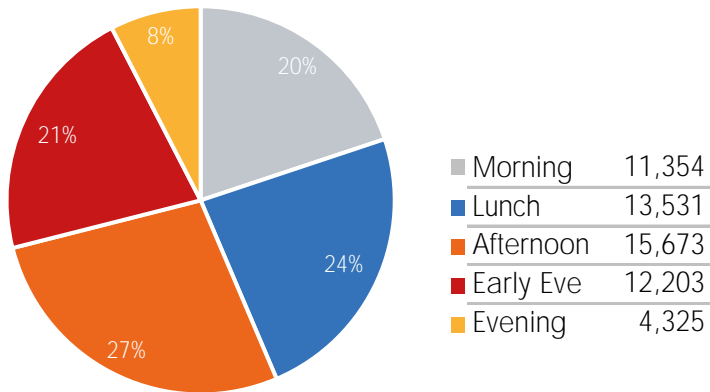


## Visitors by Day Part - Weekend

Morning	7,833
Lunch	11,036
Afternoon	12,965
Early Eve	9,922
Evening	3,674



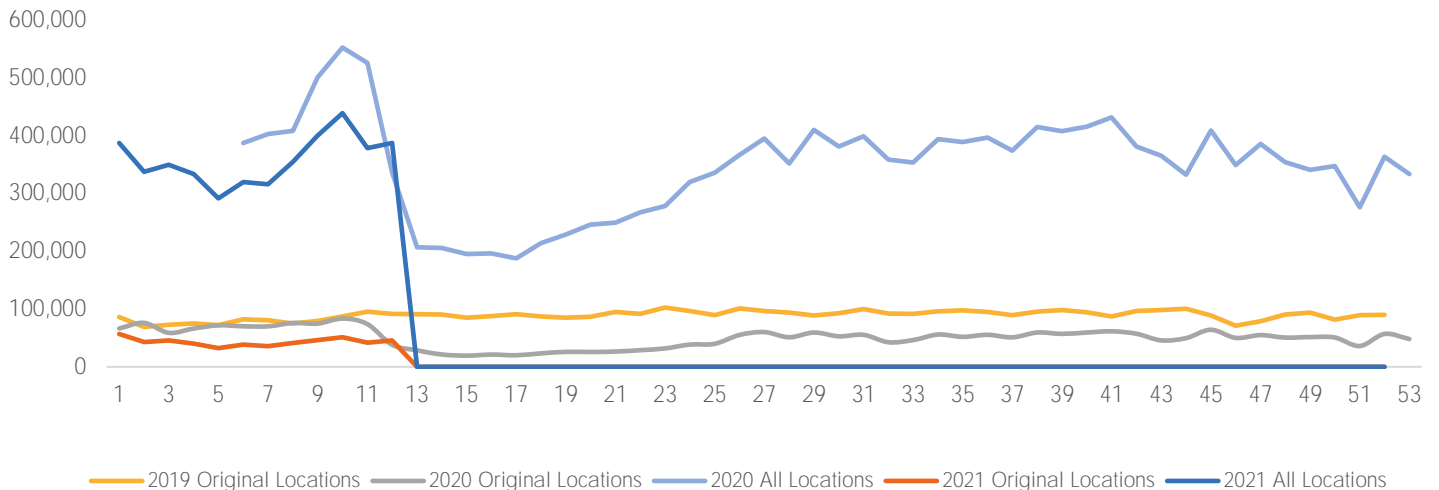
## Visitors by Day Part - Weekday



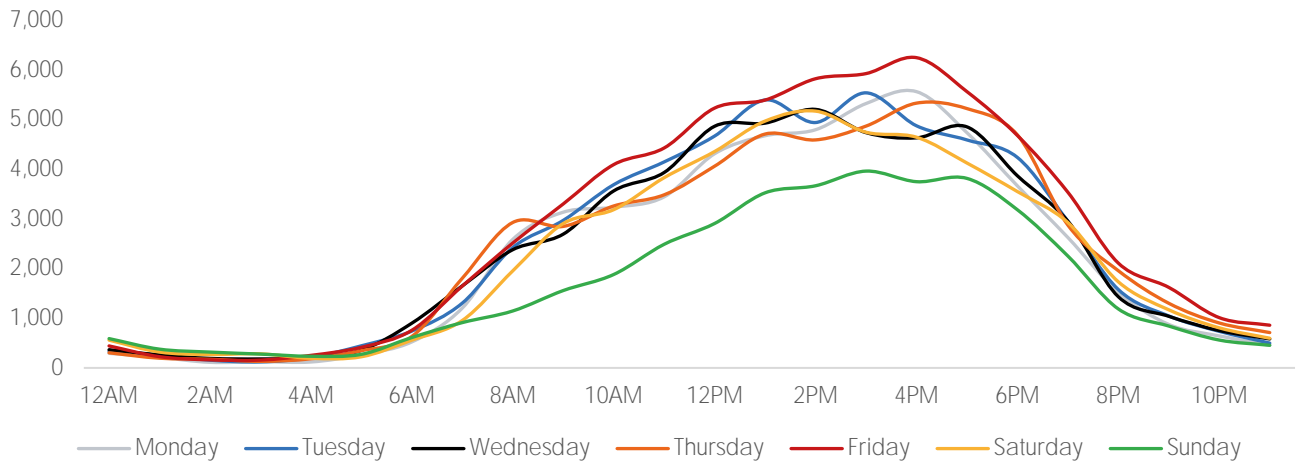
Morning	11,354
Lunch	13,531
Afternoon	15,673
Early Eve	12,203
Evening	4,325

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	523	741	900	633	757	559	612
7:00	1,205	1,304	1,651	1,805	1,648	955	912
8:00	2,587	2,422	2,379	2,927	2,513	1,953	1,146
9:00	3,134	2,969	2,692	2,848	3,300	2,906	1,557
10:00	3,232	3,687	3,562	3,259	4,092	3,185	1,880
11:00	3,443	4,146	3,933	3,484	4,427	3,829	2,488
12:00	4,311	4,667	4,864	4,060	5,230	4,355	2,907
13:00	4,673	5,393	4,927	4,707	5,391	4,968	3,524
14:00	4,794	4,939	5,203	4,589	5,820	5,168	3,666
15:00	5,321	5,536	4,735	4,867	5,924	4,743	3,961
16:00	5,560	4,873	4,630	5,329	6,244	4,643	3,748
17:00	4,733	4,588	4,851	5,219	5,560	4,123	3,814
18:00	3,663	4,235	3,866	4,689	4,677	3,548	3,182
19:00	2,624	2,949	2,953	2,873	3,534	2,925	2,251
20:00	1,521	1,577	1,432	1,955	2,108	1,732	1,186
21:00	874	1,045	1,038	1,300	1,620	1,169	842
22:00	643	736	751	904	1,011	806	560
23:00	456	499	583	711	859	597	455

## Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	6,004	4,442	4,222	5,936	5,710	4,283	3,440	34,037	10.1%
Frederick Douglas Blv	1,972	1,298	1,455	1,829	1,514	1,845	1,594	11,507	3.8%
NW Cor. of Malcolm X & 125th	2,161	3,541	2,892	3,567	3,443	3,209	2,220	21,033	1.5%
NW Cor. of 125th & Malcolm X	6,273	7,430	10,485	5,798	8,628	5,504	6,604	50,722	4.9%
SE Cor. of Malcolm X & 125th	6,603	6,374	5,692	6,863	7,200	5,917	3,965	42,614	6.7%
SE Cor. of 125th & Malcolm X	5,081	5,620	5,340	5,715	6,314	4,738	3,109	35,917	9.7%
NE Cor. of Malcolm X & 125th	4,238	7,260	9,716	7,296	9,351	5,596	7,331	50,788	2.7%
NE Cor. of 125th & Malcolm X	2,810	4,577	5,197	4,233	4,880	3,527	3,524	28,748	3.7%
SW Cor. Of Malcolm X & 125th	12,832	11,456	7,555	10,122	12,597	12,841	6,096	73,499	-6.9%
SW Cor. Of 125th & Malcolm X	6,451	5,833	3,952	6,135	6,731	6,552	2,878	38,532	-0.4%
<b>Total</b>	<b>54,425</b>	<b>57,831</b>	<b>56,506</b>	<b>57,494</b>	<b>66,368</b>	<b>54,012</b>	<b>40,761</b>	<b>387,397</b>	<b>2.3%</b>