



# Footfall Report 125th St BID

## Visitor Totals

	Current Week	Previous Week	WoW % Change	2020	% v 2020 Change	2019	% v 2019 Change
Total Visitors	569,784	515,452	10.5%	378,620	50.5%	95,364	497.5%

## Key Stats

Wednesday was the busiest day this week with a total of 99,507 visits. The busiest hour was at 3:00 PM on Wednesday with 8,723 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 87,861 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	80,528	90,055	99,507	65,429	94,737	76,927	62,601	569,784
Previous Week	75,174	85,111	71,521	80,027	90,826	59,670	53,123	515,452
Change WoW	5,354	4,944	27,986	-14,598	3,911	17,257	9,478	54,332
% Change WoW	7.1%	5.8%	-17.4%	-18.2%	4.3%	28.9%	17.8%	10.5%
2020	46,040	49,539	65,165	41,347	57,057	59,881	59,591	378,620
% v 2020 Change	74.9%	81.8%	52.7%	58.2%	66.0%	28.5%	5.1%	50.5%
2019	14,299	12,117	13,194	15,190	13,547	15,658	11,359	95,364
% v 2019 Change	463.2%	643.2%	654.2%	330.7%	599.3%	391.3%	451.1%	497.5%

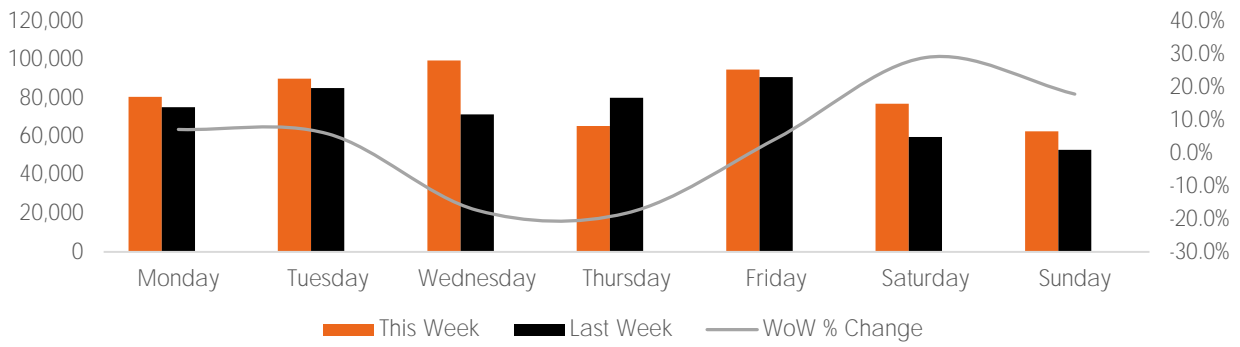
## Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	8,086	9,596	10,449	5,598	10,628	7,952	6,124	58,433
Previous Week	6,663	8,003	5,369	8,881	10,243	6,689	5,916	51,764
2020	6,197	5,075	6,521	5,470	5,193	6,695	6,853	42,004
2019	14,299	12,117	13,194	15,190	13,547	15,658	11,359	95,364
% Change WoW	21.4%	19.9%	-17.4%	-37.0%	3.8%	18.9%	3.5%	12.9%
% v 2020 Change	30.5%	89.1%	60.2%	2.3%	104.7%	18.8%	-10.6%	39.1%
% v 2019 Change	-43.5%	-20.8%	-20.8%	-63.1%	-21.5%	-49.2%	-46.1%	-38.7%

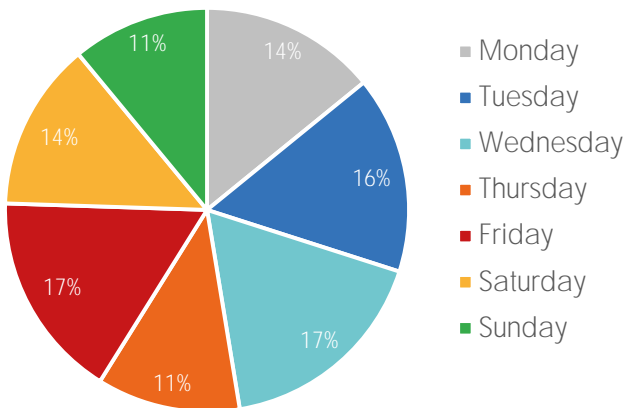
## Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
This Week	61 / 52	59 / 46	61 / 48	57 / 45	59 / 48	55 / 45	66 / 43
Last Week	63 / 45	63 / 48	64 / 41	64 / 39	55 / 50	59 / 43	55 / 41

## Visitors by Day (All Locations)

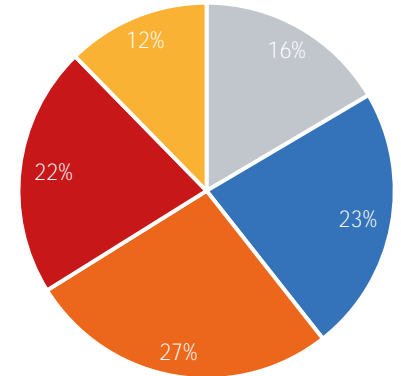


## % Share of Visitors by Day



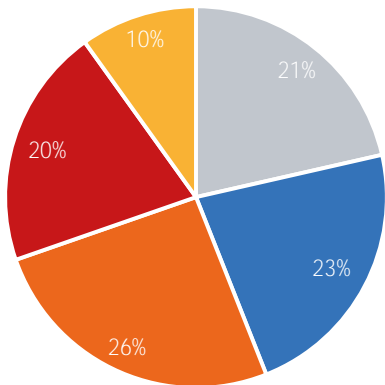
## Visitors by Day Part - Weekend

Morning	10,793
Lunch	14,962
Afternoon	17,476
Early Eve	14,091
Evening	8,056



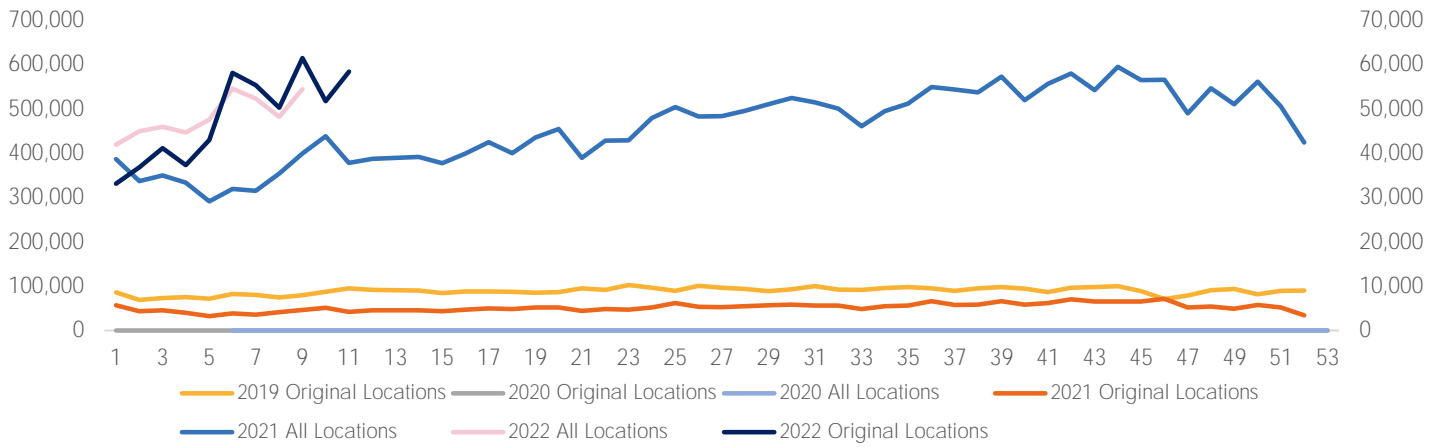
## Visitors by Day Part - Weekday

Morning	17,663
Lunch	18,576
Afternoon	21,153
Early Eve	16,819
Evening	8,164

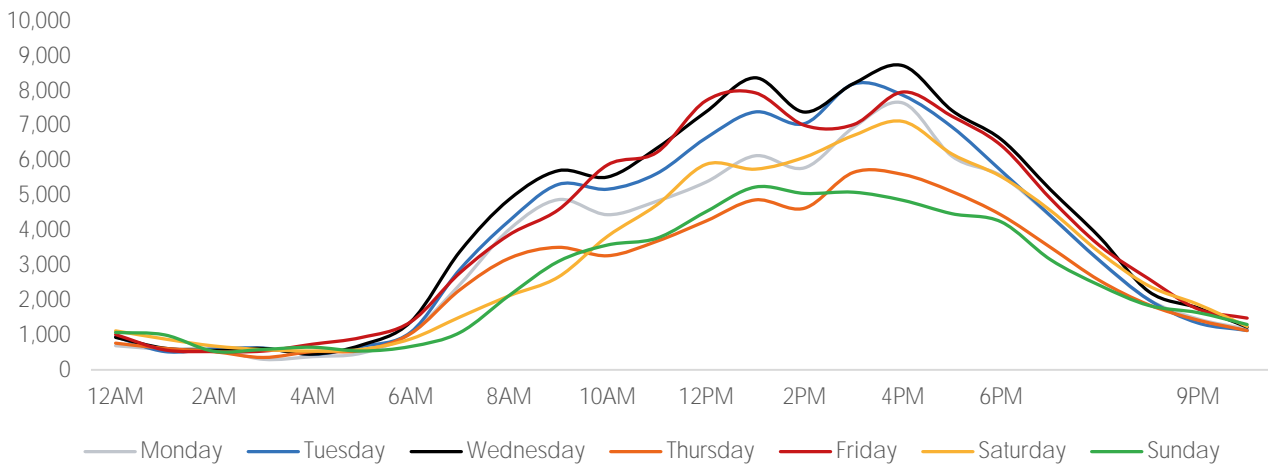


Day Parts are calculated using the following time periods:  
 Morning 06:00AM - 10:59AM  
 Lunch 11:00AM - 1:59PM  
 Afternoon 2:00PM - 4:59PM  
 Early Evening 5:00PM - 7:59PM  
 Evening 8:00PM - 11:59PM

## Long Term Trend by Week



## Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	1,052	1,080	1,378	1,041	1,377	887	671
7:00	2,451	2,883	3,397	2,298	2,783	1,516	1,071
8:00	4,025	4,272	4,886	3,199	3,872	2,124	2,133
9:00	4,881	5,317	5,711	3,513	4,590	2,663	3,109
10:00	4,449	5,180	5,530	3,272	5,877	3,831	3,580
11:00	4,836	5,629	6,355	3,686	6,235	4,728	3,774
12:00	5,383	6,648	7,397	4,267	7,718	5,892	4,534
13:00	6,138	7,395	8,375	4,873	7,944	5,755	5,241
14:00	5,792	7,059	7,392	4,634	7,012	6,094	5,059
15:00	6,952	8,198	8,210	5,663	7,033	6,721	5,093
16:00	7,653	7,875	8,723	5,603	7,967	7,123	4,862
17:00	6,127	6,964	7,437	5,112	7,271	6,188	4,477
18:00	5,566	5,707	6,609	4,440	6,435	5,540	4,244
19:00	4,410	4,421	5,170	3,514	4,911	4,571	3,162
20:00	3,126	3,134	3,806	2,562	3,564	3,370	2,424
21:00	2,012	2,010	2,246	1,865	2,609	2,409	1,846
22:00	1,459	1,344	1,775	1,426	1,744	1,878	1,641
23:00	1,171	1,130	1,226	1,125	1,484	1,244	1,300

## Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change
125th St West	6,258	7,198	7,753	4,391	7,977	5,974	4,398	43,949	15.5%
Frederick Douglas Blv	1,828	2,398	2,696	1,207	2,651	1,978	1,726	14,484	5.7%
NW Cor. of Malcolm X & 125th	7,289	10,904	13,598	6,624	11,412	8,951	6,237	65,015	13.6%
NW Cor. of 125th & Malcolm X	8,671	11,508	15,569	7,519	9,754	10,854	6,681	70,556	14.2%
SE Cor. of Malcolm X & 125th	8,998	9,614	9,625	8,648	10,585	7,659	5,934	61,063	9.9%
SE Cor. of 125th & Malcolm X	6,121	6,972	6,889	5,205	7,935	6,499	4,517	44,138	16.7%
NE Cor. of Malcolm X & 125th	7,546	7,870	9,315	7,348	9,386	9,248	8,482	59,195	5.8%
NE Cor. of 125th & Malcolm X	13,267	12,357	13,014	12,380	13,254	10,946	10,459	85,677	11.3%
SW Cor. Of Malcolm X & 125th	14,938	15,328	14,666	8,323	14,676	9,713	10,217	87,861	2.1%
SW Cor. Of 125th & Malcolm X	5,612	5,906	6,382	3,784	7,107	5,105	3,950	37,846	17.0%
<b>Total</b>	<b>80,528</b>	<b>90,055</b>	<b>99,507</b>	<b>65,429</b>	<b>94,737</b>	<b>76,927</b>	<b>62,601</b>	<b>569,784</b>	<b>10.5%</b>