



Week 6 2023. Feb 06 2023 to Feb 12 2023

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change	2022	% v 2022 Change	2021	% v 2021 Change
Total Visitors	489,608	452,153	8.3%	546,072	-10.3%	319,689	53.2%

Key Stats

Friday was the busiest day this week with a total of 98,923 visits. The busiest hour was at 12:00 PM on Friday with 11,720 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 84,057 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	68,969	68,429	78,611	61,657	98,923	68,260	44,759	489,608
Previous Week	70,239	60,900	73,842	74,948	71,207	47,835	53,182	452,153
Change WoW	-1,270	7,529	4,769	-13,291	27,716	20,425	-8,423	37,455
WoW % Change	-1.8%	12.4%	-17.4%	-17.7%	38.9%	42.7%	-15.8%	8.3%
2022	60,460	77,644	91,094	86,641	94,406	82,508	53,319	546,072
% v 2022 Change	14.1%	-11.9%	-13.7%	-28.8%	4.8%	-17.3%	-16.1%	-10.3%
2021	39,459	39,633	55,130	36,295	58,934	48,810	41,428	319,689
% v 2021 Change	74.8%	72.7%	42.6%	69.9%	67.9%	39.8%	8.0%	53.2%

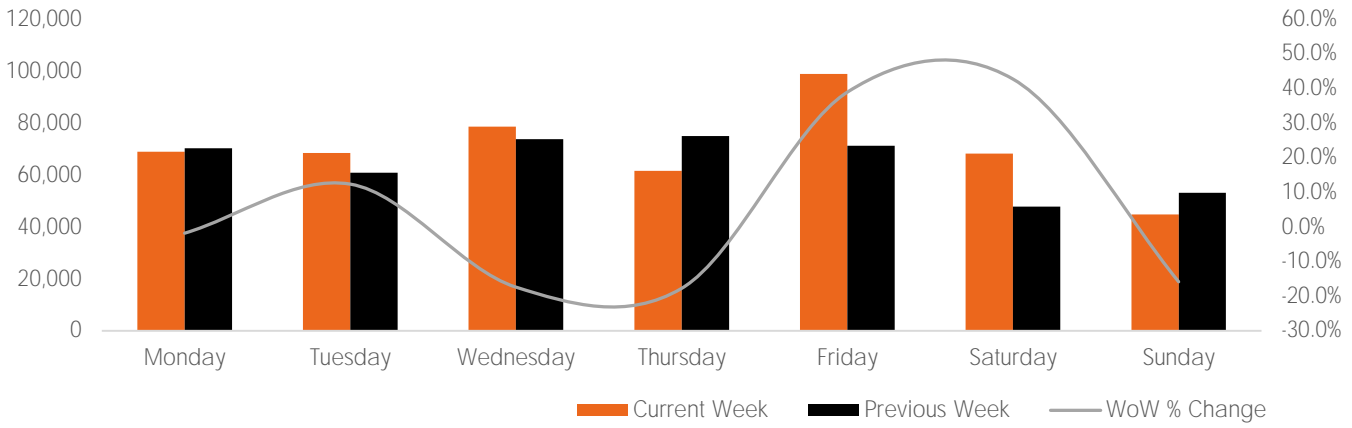
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	6,100	9,376	8,793	5,883	11,520	7,822	4,578	54,072
Previous Week	6,217	8,301	8,221	7,039	8,232	5,538	5,440	48,988
2022	4,462	8,810	9,952	9,366	11,312	9,423	4,869	58,194
2021	6,872	4,136	5,449	4,819	6,982	5,720	4,587	38,565
WoW % Change	-1.9%	13.0%	-17.4%	-16.4%	39.9%	41.2%	-15.8%	10.4%
% v 2022 Change	36.7%	6.4%	-11.6%	-37.2%	1.8%	-17.0%	-6.0%	-7.1%
% v 2021 Change	-11.2%	126.7%	61.4%	22.1%	65.0%	36.7%	-0.2%	40.2%

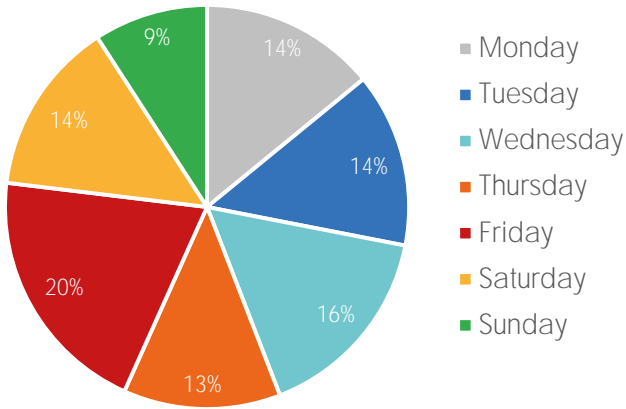
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current Week	57 / 50	58 / 44	59 / 45	61 / 46	63 / 46	59 / 45	52 / 47
Previous Week	54 / 42	58 / 40	55 / 41	58 / 42	58 / 49	57 / 50	64 / 43

Visitors by Day (All Locations)

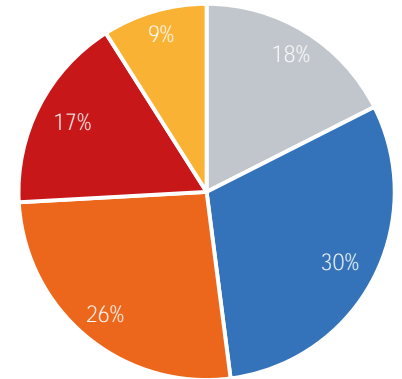


% Share of Visitors by Day

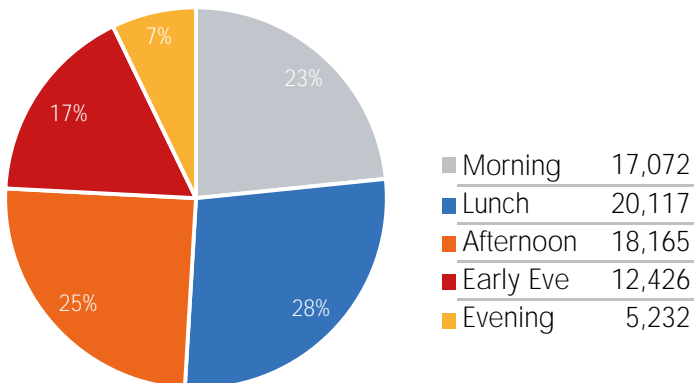


Visitors by Day Part - Weekend

Morning	9,459
Lunch	16,408
Afternoon	14,109
Early Eve	9,102
Evening	4,854



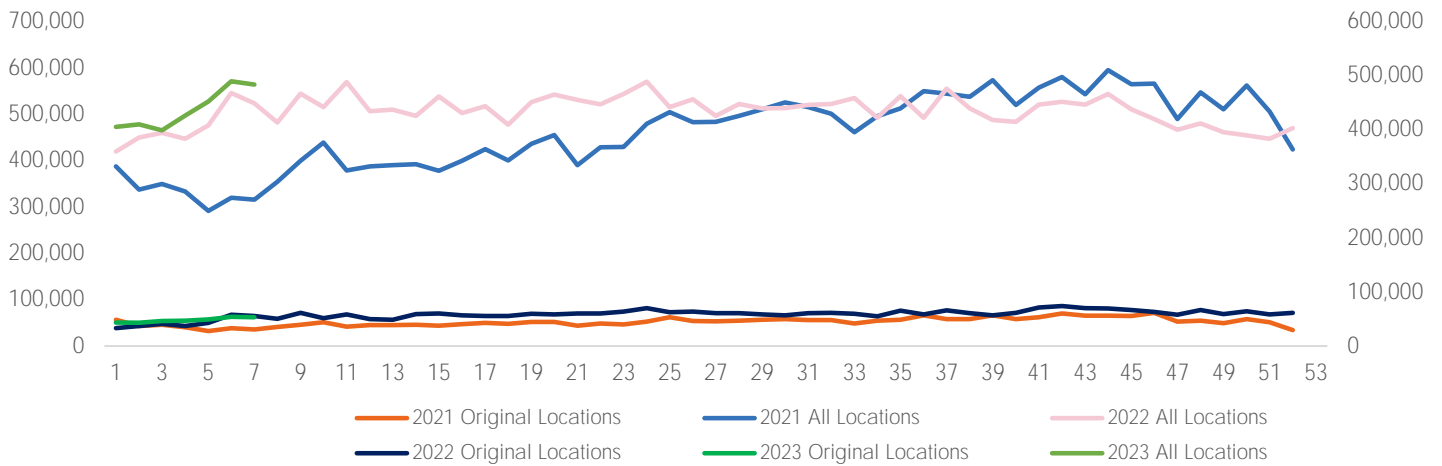
Visitors by Day Part - Weekday



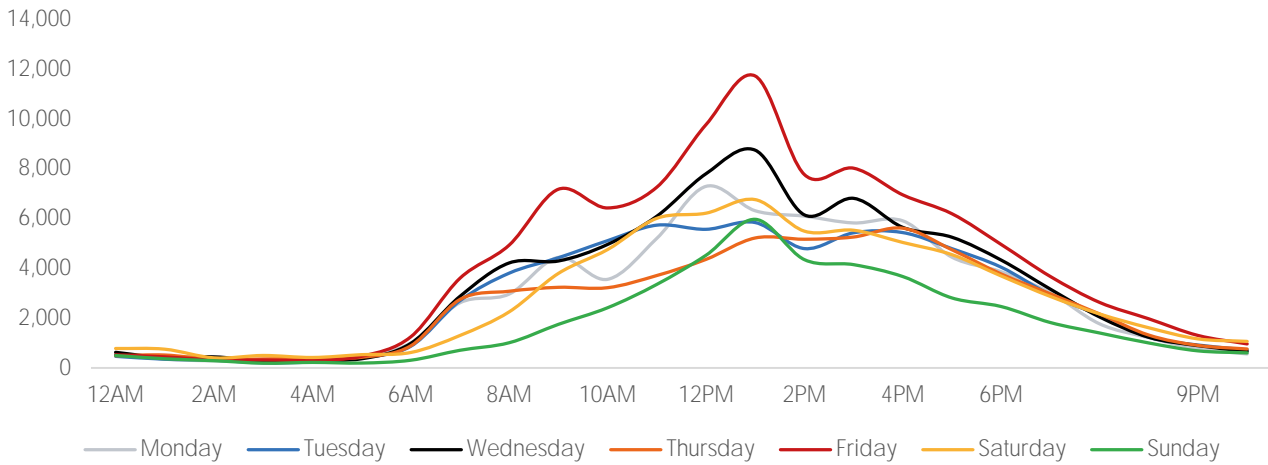
Morning	17,072
Lunch	20,117
Afternoon	18,165
Early Eve	12,426
Evening	5,232

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	1,001	870	985	888	1,249	620	310
7:00	2,617	2,698	2,875	2,749	3,601	1,303	709
8:00	2,966	3,805	4,215	3,079	4,931	2,252	1,012
9:00	4,437	4,423	4,293	3,236	7,174	3,794	1,749
10:00	3,558	5,109	4,958	3,221	6,422	4,752	2,416
11:00	5,201	5,732	6,089	3,709	7,255	6,006	3,353
12:00	7,289	5,565	7,795	4,357	9,765	6,212	4,522
13:00	6,310	5,837	8,742	5,217	11,720	6,757	5,966
14:00	6,093	4,791	6,144	5,166	7,763	5,491	4,348
15:00	5,820	5,425	6,809	5,255	8,018	5,527	4,146
16:00	5,905	5,433	5,643	5,610	6,948	5,037	3,669
17:00	4,445	4,787	5,247	4,742	6,189	4,547	2,809
18:00	3,861	4,044	4,329	3,772	4,957	3,691	2,465
19:00	3,016	2,933	3,163	2,975	3,670	2,869	1,822
20:00	1,770	2,110	2,046	2,167	2,631	2,166	1,404
21:00	1,214	1,234	1,231	1,319	1,972	1,613	1,002
22:00	765	920	893	906	1,304	1,166	686
23:00	562	724	668	760	964	1,066	605

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change	% v 2022 Change
125th St West	4,680	7,332	6,923	4,519	9,155	5,737	3,406	41,752	10.3%	-5.2%
Frederick Douglas Blv	1,420	2,044	1,870	1,364	2,365	2,085	1,172	12,320	10.6%	-13.0%
NW Cor. of Malcolm X & 125th	7,659	7,644	10,024	6,332	10,795	8,862	4,692	56,008	11.3%	-7.7%
NW Cor. of 125th & Malcolm X	7,507	6,501	8,494	6,260	9,366	7,613	4,269	50,010	14.5%	-24.1%
SE Cor. of Malcolm X & 125th	6,674	6,256	7,563	6,552	8,976	5,861	3,442	45,324	6.0%	-15.7%
SE Cor. of 125th & Malcolm X	5,961	6,432	6,101	6,309	7,740	4,964	3,370	40,877	8.0%	6.1%
NE Cor. of Malcolm X & 125th	6,961	5,826	6,747	6,867	8,695	9,334	5,244	49,674	8.2%	-30.7%
NE Cor. of 125th & Malcolm X	10,033	9,354	10,821	8,633	13,410	9,281	6,306	67,838	6.6%	-16.9%
SW Cor. Of Malcolm X & 125th	12,183	11,222	12,570	9,950	19,876	9,352	8,904	84,057	3.9%	11.3%
SW Cor. Of 125th & Malcolm X	5,891	5,818	7,498	4,871	8,545	5,171	3,954	41,748	9.6%	4.0%
Total	68,969	68,429	78,611	61,657	98,923	68,260	44,759	489,608	8.3%	-10.3%