



Week 3 2023. Jan 16 2023 to Jan 22 2023

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change	2022	% v 2022 Change	2021	% v 2021 Change
Total Visitors	398,902	409,788	-2.7%	459,657	-13.2%	349,944	14.0%

Key Stats

Wednesday was the busiest day this week with a total of 70,323 visits. The busiest hour was at 12:00 PM on Monday with 8,628 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 69,115 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	61,216	60,653	70,323	40,712	69,009	56,283	40,706	398,902
Previous Week	76,432	57,283	57,461	51,821	62,183	50,035	54,573	409,788
Change WoW	-15,216	3,370	12,862	-11,109	6,826	6,248	-13,867	-10,886
WoW % Change	-19.9%	5.9%	-17.4%	-21.4%	11.0%	12.5%	-25.4%	-2.7%
2022	44,958	75,174	80,733	64,079	69,335	68,994	56,384	459,657
% v 2022 Change	36.2%	-19.3%	-12.9%	-36.5%	-0.5%	-18.4%	-27.8%	-13.2%
2021	43,717	51,930	50,956	42,154	62,916	57,652	40,619	349,944
% v 2021 Change	40.0%	16.8%	38.0%	-3.4%	9.7%	-2.4%	0.2%	14.0%

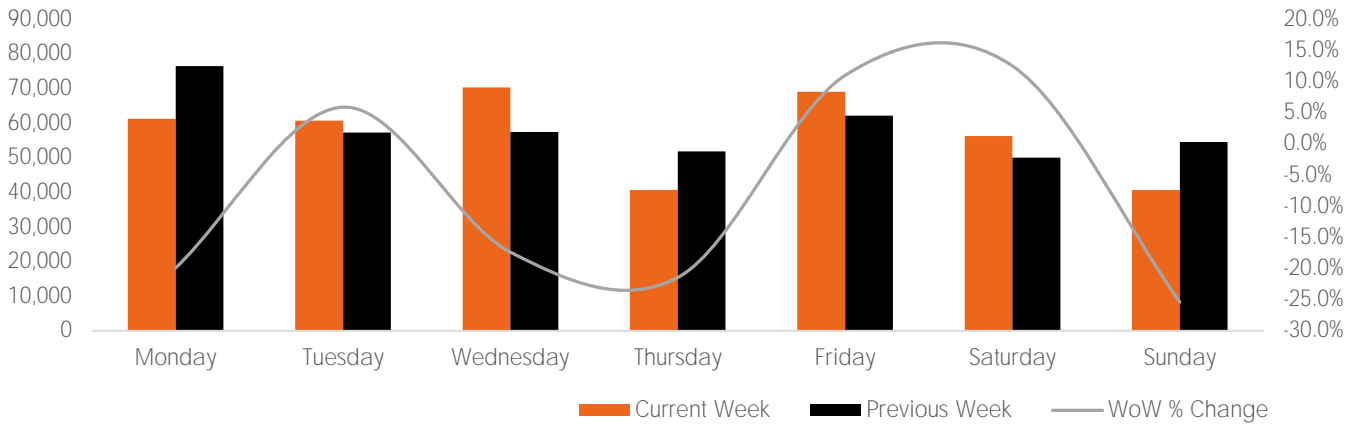
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	8,695	6,987	8,342	3,298	8,214	6,736	4,128	46,400
Previous Week	9,633	5,679	5,049	4,303	6,193	5,402	6,907	43,166
2022	3,271	7,112	6,679	4,703	6,882	6,928	5,627	41,202
2021	6,038	6,591	5,936	6,091	6,796	9,310	4,835	45,597
WoW % Change	-9.7%	23.0%	-17.4%	-23.4%	32.6%	24.7%	-40.2%	7.5%
% v 2022 Change	165.8%	-1.8%	24.9%	-29.9%	19.4%	-2.8%	-26.6%	12.6%
% v 2021 Change	44.0%	6.0%	40.5%	-45.9%	20.9%	-27.6%	-14.6%	1.8%

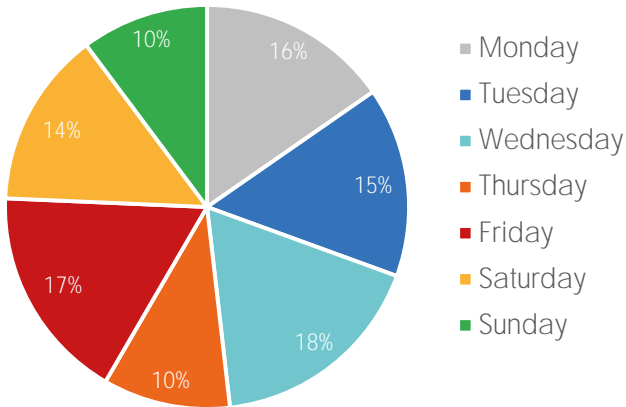
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current Week	54 / 49	54 / 46	55 / 43	55 / 44	54 / 46	55 / 47	60 / 51
Previous Week	59 / 55	56 / 48	55 / 51	65 / 54	64 / 53	58 / 53	61 / 45

Visitors by Day (All Locations)

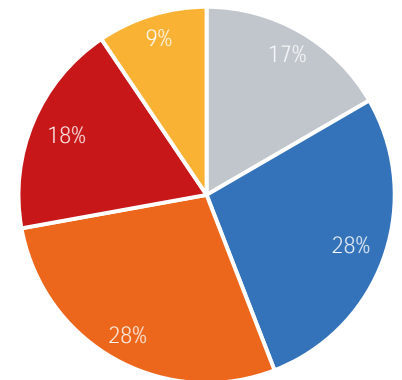


% Share of Visitors by Day

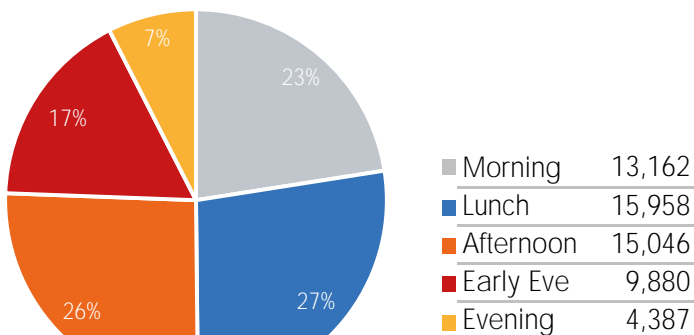


Visitors by Day Part - Weekend

Morning	7,661
Lunch	12,660
Afternoon	12,915
Early Eve	8,473
Evening	4,353



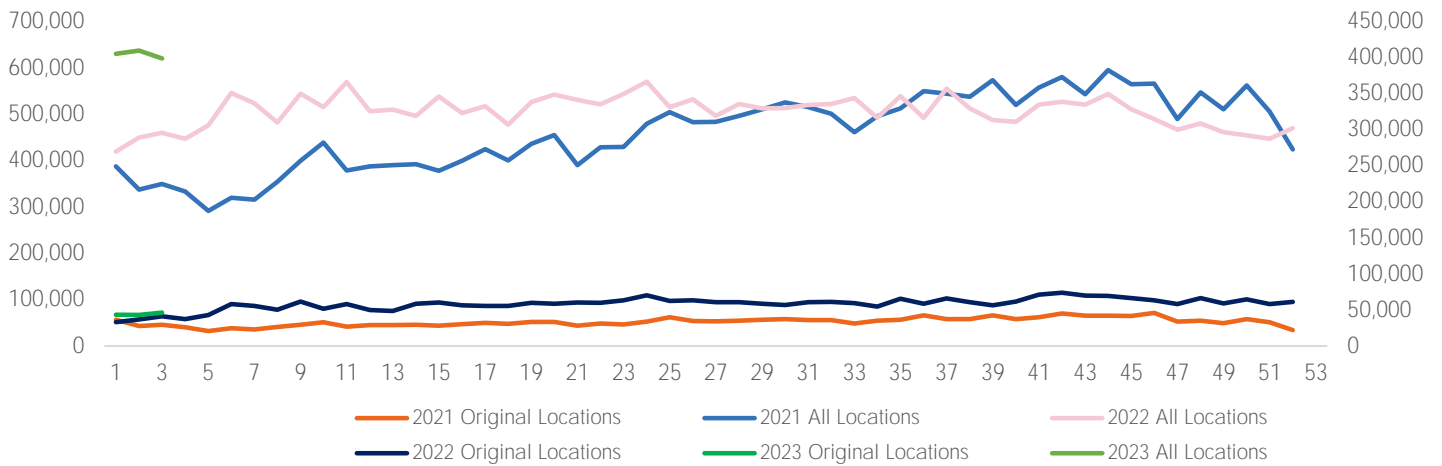
Visitors by Day Part - Weekday



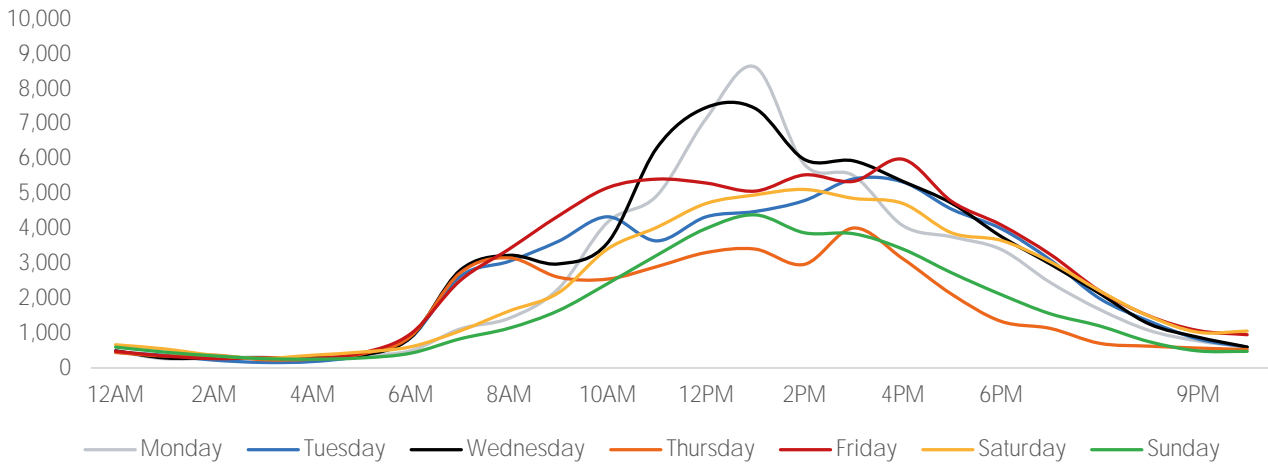
Morning	13,162
Lunch	15,958
Afternoon	15,046
Early Eve	9,880
Evening	4,387

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	493	869	874	908	981	606	423
7:00	1,117	2,620	2,797	2,722	2,500	1,061	834
8:00	1,425	3,057	3,229	3,155	3,409	1,633	1,140
9:00	2,271	3,630	2,982	2,602	4,358	2,153	1,643
10:00	4,177	4,334	3,586	2,547	5,167	3,411	2,417
11:00	4,939	3,643	6,308	2,905	5,414	4,030	3,230
12:00	7,142	4,332	7,466	3,307	5,302	4,715	3,996
13:00	8,628	4,486	7,441	3,408	5,070	4,961	4,388
14:00	5,839	4,798	5,978	2,970	5,535	5,118	3,875
15:00	5,514	5,419	5,937	4,012	5,350	4,862	3,848
16:00	4,081	5,331	5,350	3,132	5,983	4,717	3,409
17:00	3,756	4,547	4,717	2,108	4,768	3,870	2,722
18:00	3,396	3,993	3,769	1,335	4,101	3,656	2,103
19:00	2,447	3,096	2,977	1,133	3,255	3,042	1,552
20:00	1,677	1,992	2,136	706	2,212	2,211	1,205
21:00	1,079	1,346	1,266	625	1,494	1,488	756
22:00	773	830	882	570	1,072	1,023	489
23:00	598	596	600	526	953	1,058	475

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change	% v 2022 Change
125th St West	6,668	5,202	6,558	2,529	6,525	5,009	3,072	35,563	7.3%	10.7%
Frederick Douglas Blv	2,027	1,785	1,784	769	1,689	1,727	1,056	10,837	8.2%	19.3%
NW Cor. of Malcolm X & 125th	7,288	6,043	7,808	4,486	7,567	5,516	3,603	42,311	-0.9%	-12.5%
NW Cor. of 125th & Malcolm X	6,150	5,600	6,600	4,075	6,149	5,097	3,364	37,035	-7.8%	-29.8%
SE Cor. of Malcolm X & 125th	4,840	6,311	6,929	5,138	6,825	4,898	4,189	39,130	-6.0%	-13.3%
SE Cor. of 125th & Malcolm X	3,969	5,787	5,777	3,875	6,422	5,024	3,145	33,999	-6.5%	14.4%
NE Cor. of Malcolm X & 125th	6,292	6,353	7,069	4,177	6,329	6,723	5,855	42,798	-5.3%	-39.0%
NE Cor. of 125th & Malcolm X	7,608	8,373	9,592	4,833	9,587	8,086	6,015	54,094	-2.9%	-24.3%
SW Cor. Of Malcolm X & 125th	10,697	10,372	11,938	7,492	12,110	9,308	7,198	69,115	-1.4%	0.5%
SW Cor. Of 125th & Malcolm X	5,677	4,827	6,268	3,338	5,806	4,895	3,209	34,020	-2.1%	5.9%
Total	61,216	60,653	70,323	40,712	69,009	56,283	40,706	398,902	-2.7%	-13.2%