



Week 1 2023. Jan 02 2023 to Jan 08 2023

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change	2022	% v 2022 Change	2021	% v 2021 Change
Total Visitors	405,524	469,947	-13.7%	419,681	-3.4%	387,273	4.7%

Key Stats

Wednesday was the busiest day this week with a total of 68,508 visits. The busiest hour was at 2:00 PM on Wednesday with 6,541 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 69,067 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	52,353	53,528	68,508	59,077	63,940	55,792	52,326	405,524
Previous Week	54,267	54,933	78,869	76,910	94,289	53,147	57,532	469,947
Change WoW	-1,914	-1,405	-10,361	-17,833	-30,349	2,645	-5,206	-64,423
WoW % Change	-3.5%	-2.6%	-17.4%	-23.2%	-32.2%	5.0%	-9.0%	-13.7%
2022	54,637	70,990	56,018	68,727	61,102	65,863	42,344	419,681
% v 2022 Change	-4.2%	-24.6%	22.3%	-14.0%	4.6%	-15.3%	23.6%	-3.4%
2021	55,775	47,655	65,378	54,134	62,644	55,406	46,281	387,273
% v 2021 Change	-6.1%	12.3%	4.8%	9.1%	2.1%	0.7%	13.1%	4.7%

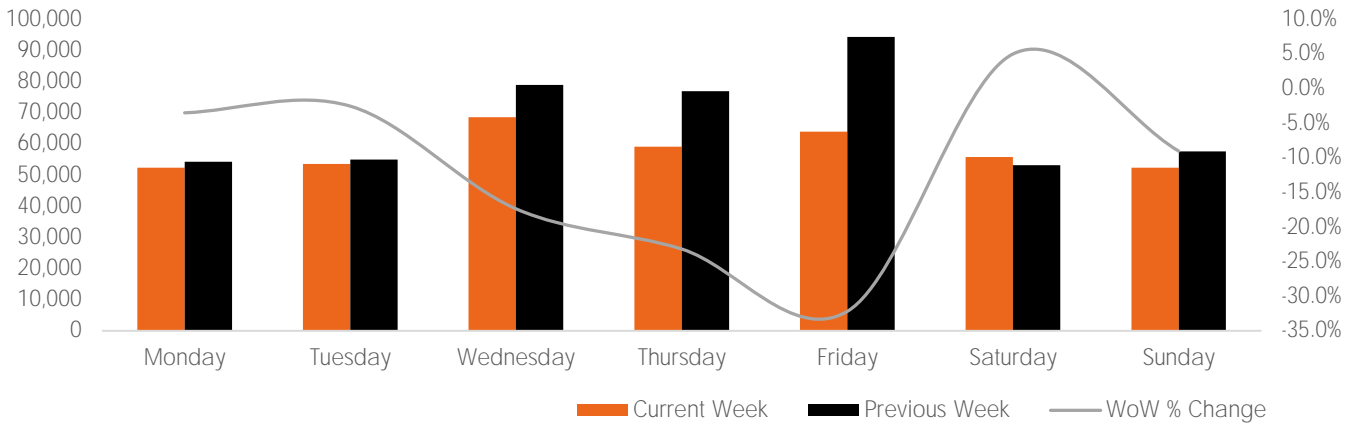
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	5,496	5,122	6,477	6,723	7,101	6,588	6,038	43,545
Previous Week	6,716	6,958	10,804	9,357	14,703	6,324	6,378	61,240
2022	4,248	7,427	2,606	5,326	4,387	6,506	2,653	33,153
2021	8,997	5,627	9,034	10,120	7,201	9,220	6,706	56,905
WoW % Change	-18.2%	-26.4%	-17.4%	-28.2%	-51.7%	4.2%	-5.3%	-28.9%
% v 2022 Change	29.4%	-31.0%	148.5%	26.2%	61.9%	1.3%	127.6%	31.3%
% v 2021 Change	-38.9%	-9.0%	-28.3%	-33.6%	-1.4%	-28.5%	-10.0%	-23.5%

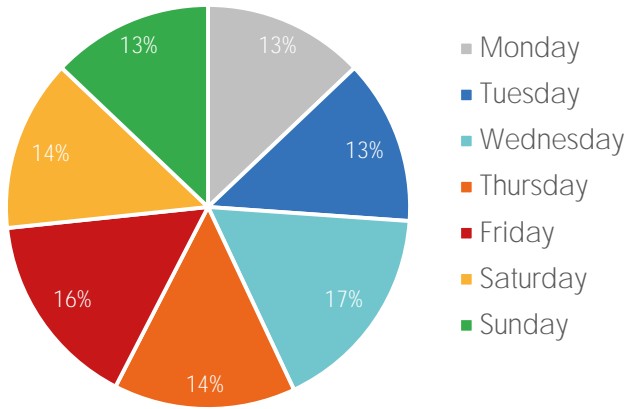
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current Week	61 / 48	58 / 47	54 / 45	57 / 48	58 / 52	59 / 50	58 / 49
Previous Week	58 / 46	59 / 51	55 / 47	53 / 48	61 / 52	59 / 51	54 / 50

Visitors by Day (All Locations)

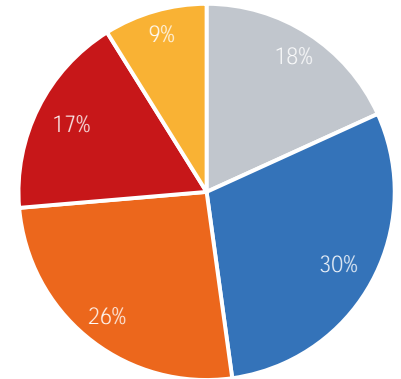


% Share of Visitors by Day

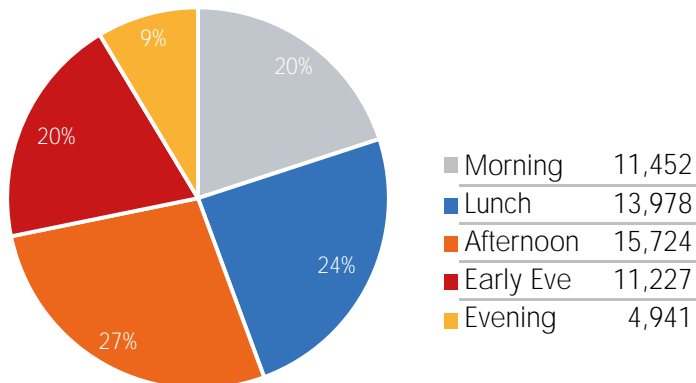


Visitors by Day Part - Weekend

Morning	9,388
Lunch	15,284
Afternoon	13,325
Early Eve	9,015
Evening	4,581

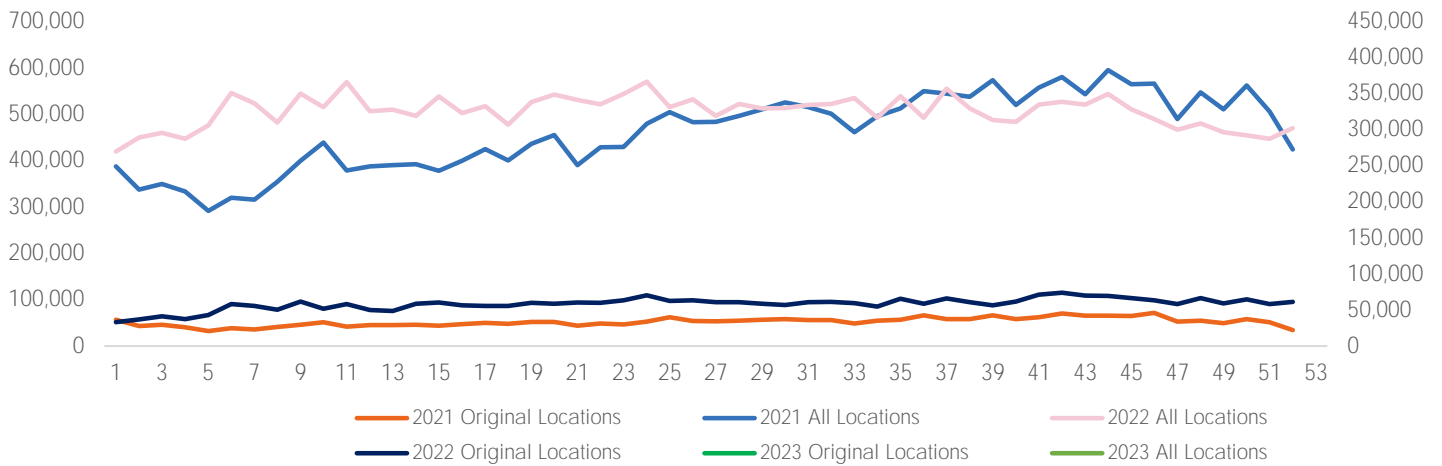


Visitors by Day Part - Weekday

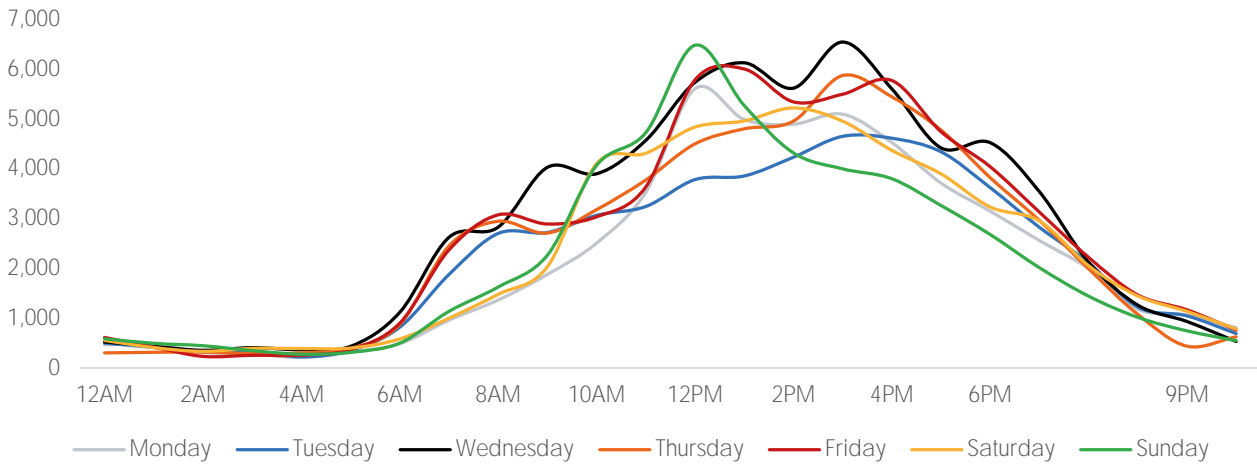


Day Parts are calculated using the following time periods:
 Morning 06:00AM - 10:59AM
 Lunch 11:00AM - 1:59PM
 Afternoon 2:00PM - 4:59PM
 Early Evening 5:00PM - 7:59PM
 Evening 8:00PM - 11:59PM

Long Term Trend by Week



Visitors by Hour



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	488	817	1,116	872	899	582	498
7:00	959	1,875	2,621	2,448	2,369	998	1,136
8:00	1,363	2,700	2,826	2,944	3,073	1,478	1,624
9:00	1,877	2,718	4,026	2,707	2,889	2,030	2,263
10:00	2,505	3,062	3,897	3,177	3,033	4,101	4,065
11:00	3,525	3,240	4,567	3,772	3,632	4,309	4,723
12:00	5,604	3,780	5,732	4,497	5,780	4,834	6,477
13:00	4,987	3,853	6,124	4,799	6,000	4,957	5,268
14:00	4,891	4,229	5,615	4,953	5,340	5,218	4,317
15:00	5,093	4,648	6,541	5,869	5,493	4,953	3,996
16:00	4,524	4,611	5,603	5,442	5,769	4,367	3,798
17:00	3,711	4,338	4,417	4,775	4,742	3,896	3,261
18:00	3,147	3,619	4,521	3,819	4,039	3,230	2,678
19:00	2,557	2,822	3,538	2,961	3,128	2,952	2,012
20:00	1,994	2,112	2,124	1,991	2,219	2,052	1,441
21:00	1,181	1,221	1,261	1,076	1,465	1,444	1,016
22:00	1,065	1,045	932	437	1,167	1,136	744
23:00	808	691	531	625	762	780	548

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change	% v 2022 Change
125th St West	4,284	4,108	5,122	5,164	5,376	5,047	4,664	33,765	-30.2%	26.0%
Frederick Douglas Blv	1,212	1,014	1,355	1,559	1,725	1,541	1,374	9,780	-24.0%	54.1%
NW Cor. of Malcolm X & 125th	4,944	5,458	7,612	5,675	6,207	5,836	5,976	41,708	-23.3%	0.1%
NW Cor. of 125th & Malcolm X	4,906	4,765	6,897	5,766	6,149	5,349	4,793	38,625	-18.4%	-15.3%
SE Cor. of Malcolm X & 125th	5,018	6,750	8,015	6,529	6,669	4,776	3,842	41,599	4.0%	5.0%
SE Cor. of 125th & Malcolm X	4,749	4,929	5,511	5,415	6,155	4,693	3,924	35,376	9.5%	27.7%
NE Cor. of Malcolm X & 125th	6,005	5,692	6,880	6,155	6,394	6,305	5,816	43,247	-10.6%	-33.8%
NE Cor. of 125th & Malcolm X	7,495	6,921	9,557	8,534	8,519	7,856	7,061	55,943	-0.5%	-19.7%
SW Cor. Of Malcolm X & 125th	8,616	9,165	11,257	9,498	10,845	9,530	10,156	69,067	-14.3%	7.3%
SW Cor. Of 125th & Malcolm X	5,124	4,726	6,302	4,782	5,901	4,859	4,720	36,414	-26.6%	11.9%
Total	52,353	53,528	68,508	59,077	63,940	55,792	52,326	405,524	-13.7%	-3.4%