



Week 5 2023. Jan 30 2023 to Feb 05 2023

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change	2022	% v 2022 Change	2021	% v 2021 Change
Total Visitors	452,153	425,993	6.1%	476,131	-5.0%	291,604	55.1%

Key Stats

Thursday was the busiest day this week with a total of 74,948 visits. The busiest hour was at 12:00 PM on Wednesday with 8,786 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 80,896 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	70,239	60,900	73,842	74,948	71,207	47,835	53,182	452,153
Previous Week	48,795	76,504	50,919	60,517	74,815	69,702	44,741	425,993
Change WoW	21,444	-15,604	22,923	14,431	-3,608	-21,867	8,441	26,160
WoW % Change	43.9%	-20.4%	-17.4%	23.8%	-4.8%	-31.4%	18.9%	6.1%
2022	66,896	78,414	76,533	68,558	62,567	65,900	57,263	476,131
% v 2022 Change	5.0%	-22.3%	-3.5%	9.3%	13.8%	-27.4%	-7.1%	-5.0%
2021	18,668	28,201	46,461	49,663	60,904	59,225	28,482	291,604
% v 2021 Change	276.3%	115.9%	58.9%	50.9%	16.9%	-19.2%	86.7%	55.1%

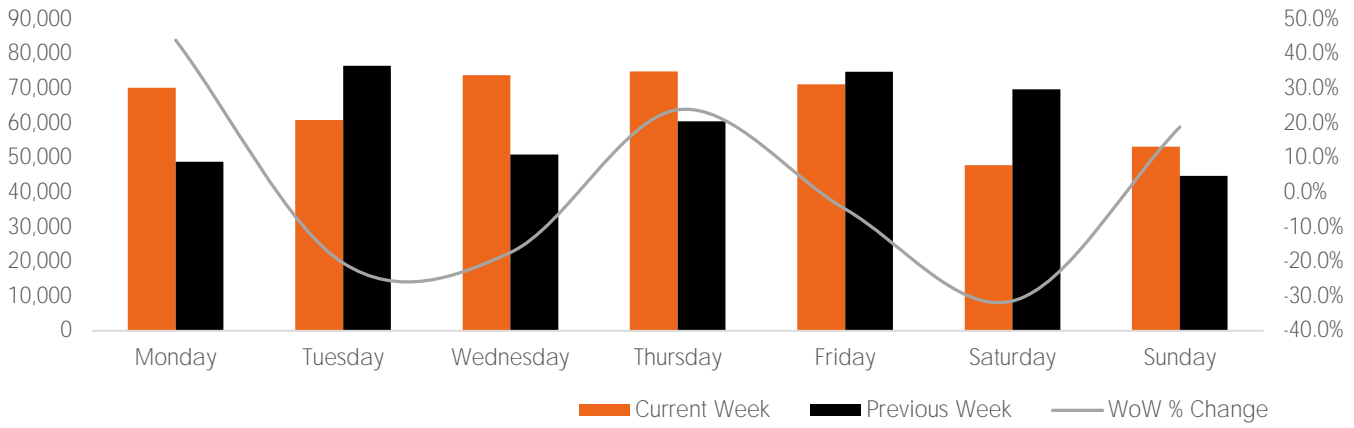
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	6,217	8,301	8,221	7,039	8,232	5,538	5,440	48,988
Previous Week	4,308	10,130	6,150	5,867	8,744	7,008	4,592	46,799
2022	6,328	9,149	5,965	4,492	4,434	6,987	5,651	43,006
2021	1,163	2,631	4,701	8,059	5,398	7,680	2,731	32,363
WoW % Change	44.3%	-18.1%	-17.4%	20.0%	-5.9%	-21.0%	18.5%	4.7%
% v 2022 Change	-1.8%	-9.3%	37.8%	56.7%	85.7%	-20.7%	-3.7%	13.9%
% v 2021 Change	434.6%	215.5%	74.9%	-12.7%	52.5%	-27.9%	99.2%	51.4%

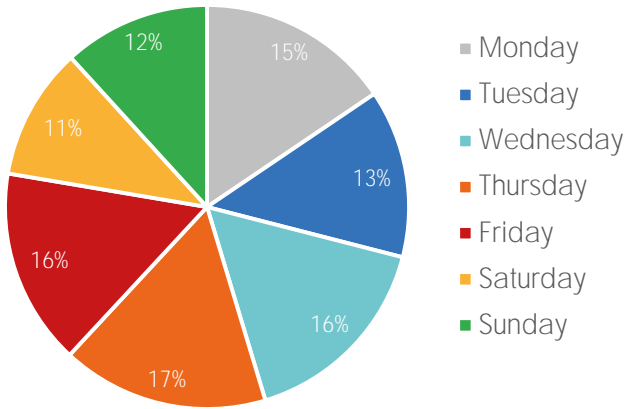
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current Week	52 / 47	54 / 42	58 / 40	55 / 41	58 / 42	58 / 49	59 / 44
Previous Week	62 / 51	61 / 48	65 / 46	54 / 43	55 / 46	55 / 45	57 / 43

Visitors by Day (All Locations)

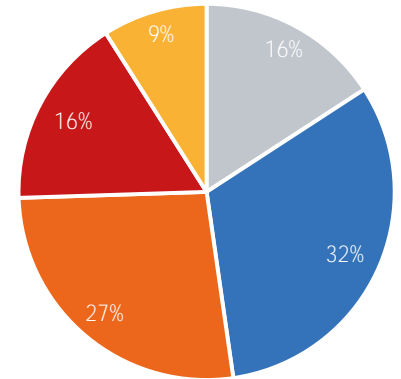


% Share of Visitors by Day

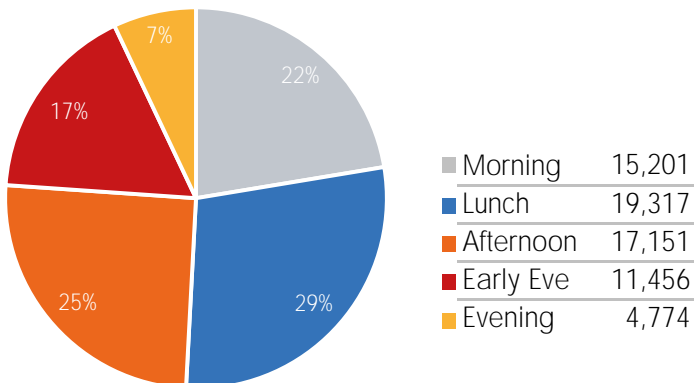


Visitors by Day Part - Weekend

Morning	7,644
Lunch	15,408
Afternoon	12,929
Early Eve	7,971
Evening	4,350



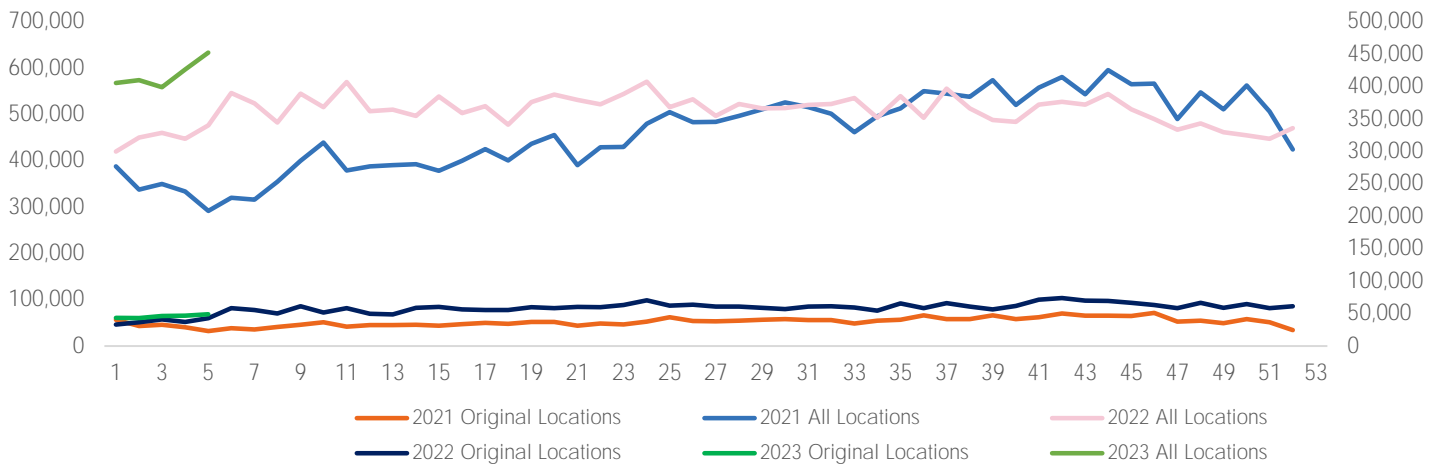
Visitors by Day Part - Weekday



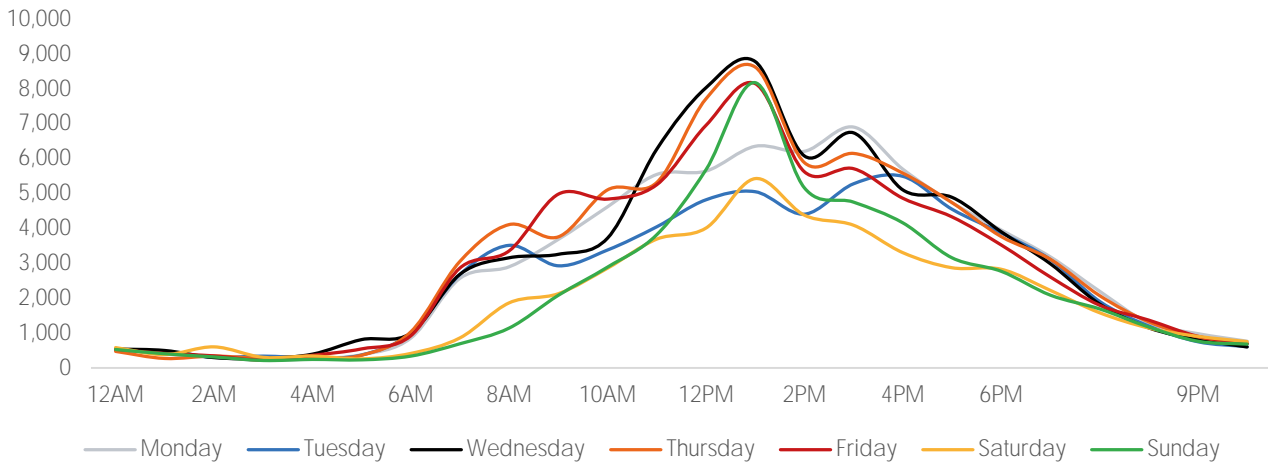
Morning	15,201
Lunch	19,317
Afternoon	17,151
Early Eve	11,456
Evening	4,774

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	855	1,004	994	1,034	921	416	339
7:00	2,571	2,680	2,687	3,057	2,866	862	694
8:00	2,901	3,515	3,159	4,111	3,358	1,867	1,143
9:00	3,687	2,929	3,258	3,759	4,984	2,129	2,084
10:00	4,621	3,382	3,723	5,106	4,841	2,861	2,892
11:00	5,548	4,047	6,273	5,317	5,254	3,694	3,820
12:00	5,644	4,821	8,034	7,717	6,956	4,011	5,683
13:00	6,356	5,053	8,786	8,627	8,152	5,429	8,179
14:00	6,211	4,409	6,079	5,888	5,625	4,380	5,164
15:00	6,906	5,281	6,740	6,151	5,713	4,092	4,754
16:00	5,700	5,494	5,106	5,586	4,866	3,306	4,161
17:00	4,740	4,551	4,892	4,741	4,332	2,873	3,158
18:00	3,954	3,870	3,904	3,767	3,527	2,829	2,771
19:00	3,185	3,107	2,987	3,115	2,607	2,223	2,087
20:00	2,200	1,909	1,834	2,073	1,799	1,583	1,693
21:00	1,290	1,202	1,149	1,321	1,371	1,144	1,173
22:00	983	750	815	892	906	905	764
23:00	766	609	602	701	699	754	683

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change	% v 2022 Change
125th St West	4,772	6,492	6,472	5,407	6,541	4,115	4,047	37,846	4.7%	10.4%
Frederick Douglas Blv	1,445	1,809	1,749	1,632	1,691	1,423	1,393	11,142	4.6%	27.8%
NW Cor. of Malcolm X & 125th	7,848	5,667	8,335	9,414	7,964	5,538	5,540	50,306	7.4%	-0.4%
NW Cor. of 125th & Malcolm X	7,273	5,408	7,689	7,801	6,260	4,155	5,106	43,692	6.1%	-21.1%
SE Cor. of Malcolm X & 125th	7,246	6,748	7,268	6,976	6,481	3,960	4,089	42,768	0.2%	-15.9%
SE Cor. of 125th & Malcolm X	6,438	6,238	5,802	6,238	5,617	3,498	4,005	37,836	1.2%	24.6%
NE Cor. of Malcolm X & 125th	7,476	6,500	7,389	7,018	6,472	4,845	6,230	45,930	5.9%	-30.7%
NE Cor. of 125th & Malcolm X	10,127	8,275	10,530	10,738	9,667	6,806	7,491	63,634	12.4%	-14.9%
SW Cor. Of Malcolm X & 125th	12,042	9,245	12,368	12,783	14,383	9,493	10,582	80,896	7.7%	10.8%
SW Cor. Of 125th & Malcolm X	5,572	4,518	6,240	6,941	6,131	4,002	4,699	38,103	5.9%	19.3%
Total	70,239	60,900	73,842	74,948	71,207	47,835	53,182	452,153	6.1%	-5.0%