



Week 11 2023. Mar 13 2023 to Mar 19 2023

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change	2022	% v 2022 Change	2021	% v 2021 Change
Total Visitors	437,926	424,327	3.2%	569,784	-23.1%	378,620	15.7%

Key Stats

Friday was the busiest day this week with a total of 78,055 visits. The busiest hour was at 12:00 PM on Friday with 8,210 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 71,426 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	50,597	51,720	67,371	71,012	78,055	61,724	57,447	437,926
Previous Week	68,947	67,804	70,414	69,616	60,213	43,213	44,120	424,327
Change WoW	-18,350	-16,084	-3,043	1,396	17,842	18,511	13,327	13,599
WoW % Change	-26.6%	-23.7%	-17.4%	2.0%	29.6%	42.8%	30.2%	3.2%
2022	80,528	90,055	99,507	65,429	94,737	76,927	62,601	569,784
% v 2022 Change	-37.2%	-42.6%	-32.3%	8.5%	-17.6%	-19.8%	-8.2%	-23.1%
2021	46,040	49,539	65,165	41,347	57,057	59,881	59,591	378,620
% v 2021 Change	9.9%	4.4%	3.4%	71.7%	36.8%	3.1%	-3.6%	15.7%

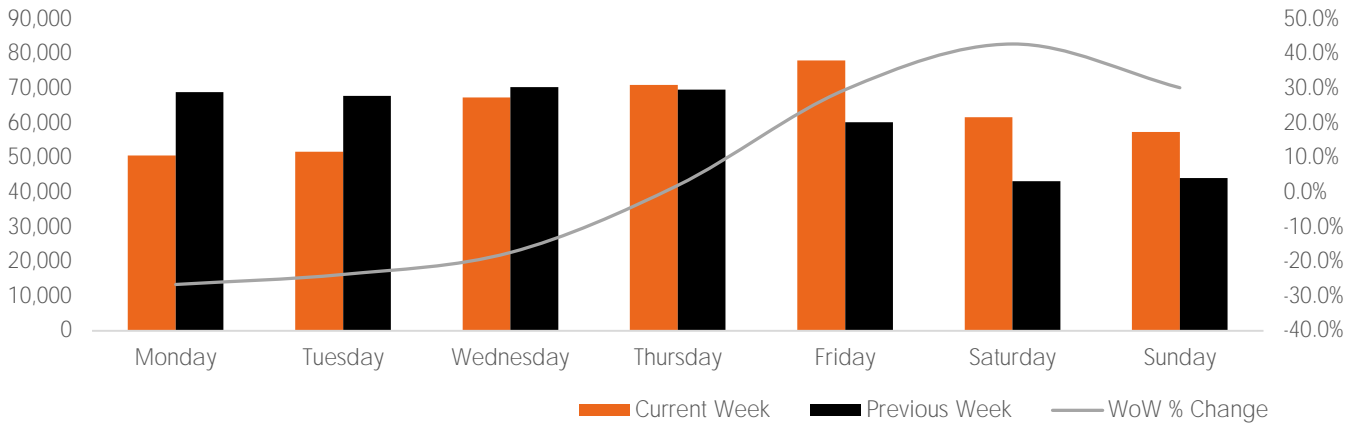
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	6,045	7,090	7,459	7,891	8,847	6,385	5,624	49,341
Previous Week	8,231	9,286	7,891	7,734	7,078	4,623	4,512	49,355
2022	8,086	9,596	10,449	5,598	10,628	7,952	6,124	58,433
2021	6,197	5,075	6,521	5,470	5,193	6,695	6,853	42,004
WoW % Change	-26.6%	-23.6%	-17.4%	2.0%	25.0%	38.1%	24.6%	0.0%
% v 2022 Change	-25.2%	-26.1%	-28.6%	41.0%	-16.8%	-19.7%	-8.2%	-15.6%
% v 2021 Change	-2.5%	39.7%	14.4%	44.3%	70.4%	-4.6%	-17.9%	17.5%

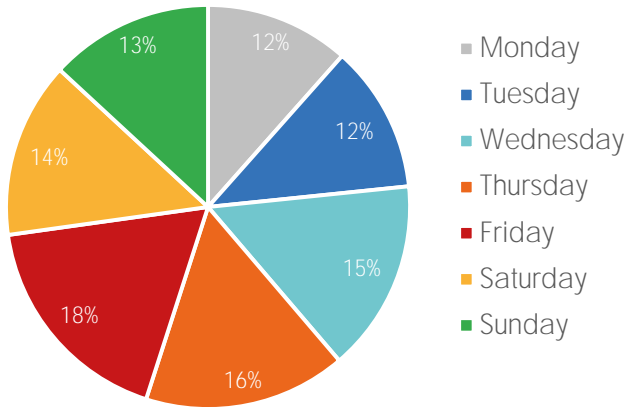
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current Week	57 / 53	64 / 54	61 / 51	56 / 43	57 / 46	62 / 46	52 / 43
Previous Week	54 / 42	53 / 43	53 / 45	54 / 46	57 / 47	58 / 47	61 / 52

Visitors by Day (All Locations)

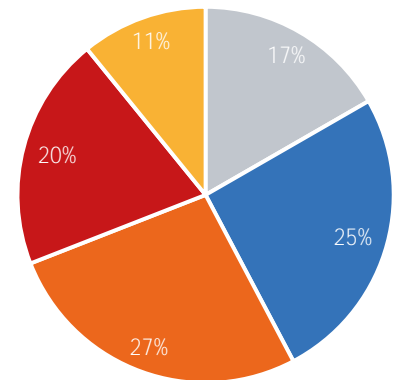


% Share of Visitors by Day

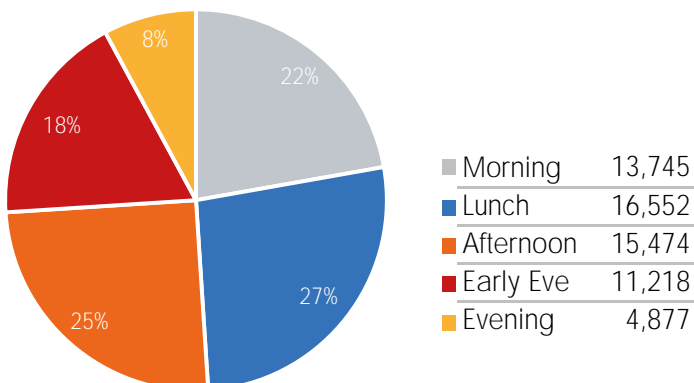


Visitors by Day Part - Weekend

Morning	9,356
Lunch	14,339
Afternoon	15,022
Early Eve	11,258
Evening	6,085



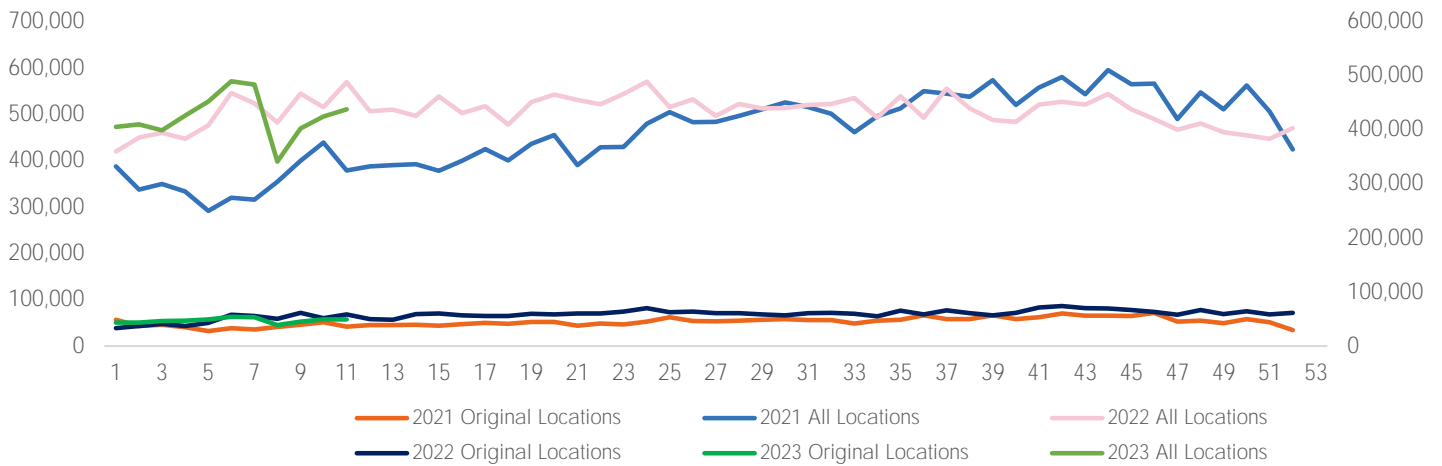
Visitors by Day Part - Weekday



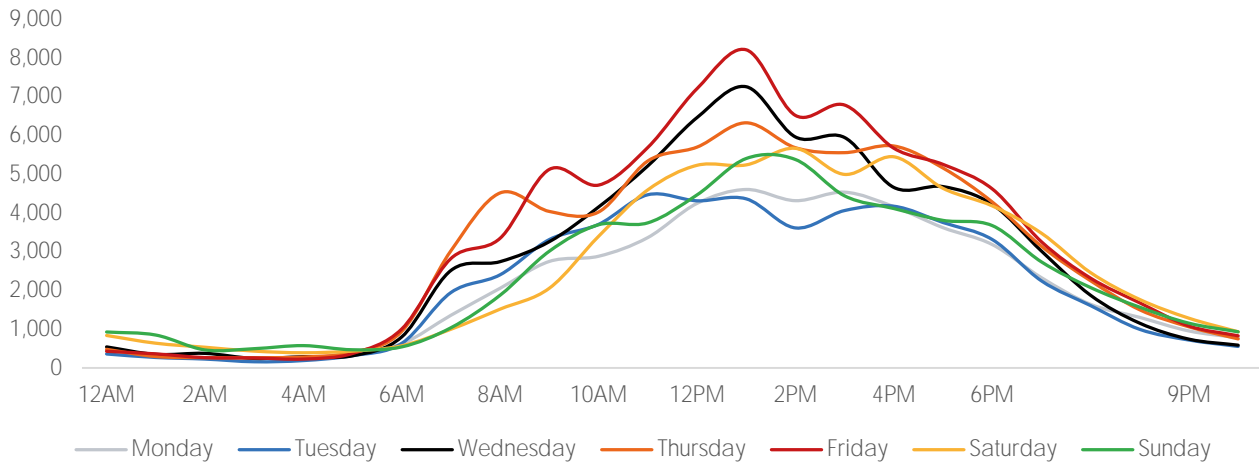
Morning	13,745
Lunch	16,552
Afternoon	15,474
Early Eve	11,218
Evening	4,877

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	626	635	802	944	1,006	572	543
7:00	1,360	1,947	2,517	3,026	2,825	999	1,038
8:00	2,057	2,405	2,743	4,517	3,348	1,518	1,878
9:00	2,749	3,314	3,259	4,038	5,124	2,058	3,014
10:00	2,882	3,705	4,153	4,024	4,718	3,396	3,695
11:00	3,364	4,469	5,213	5,340	5,689	4,595	3,744
12:00	4,246	4,313	6,460	5,698	7,206	5,229	4,465
13:00	4,605	4,364	7,257	6,326	8,210	5,240	5,404
14:00	4,316	3,613	5,961	5,684	6,517	5,667	5,379
15:00	4,536	4,062	5,946	5,556	6,784	4,994	4,441
16:00	4,163	4,173	4,659	5,728	5,670	5,449	4,114
17:00	3,620	3,753	4,680	5,159	5,253	4,635	3,808
18:00	3,185	3,315	4,224	4,284	4,622	4,182	3,674
19:00	2,330	2,248	3,018	3,141	3,258	3,478	2,738
20:00	1,642	1,609	1,875	2,250	2,317	2,460	2,074
21:00	1,304	995	1,154	1,500	1,679	1,766	1,567
22:00	954	720	743	1,061	1,082	1,283	1,154
23:00	780	555	587	749	829	933	933

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change	% v 2022 Change
125th St West	4,492	5,538	5,868	5,839	7,320	4,796	4,040	37,893	0.5%	-13.8%
Frederick Douglas Blv	1,553	1,552	1,591	2,052	1,527	1,589	1,584	11,448	-1.7%	-21.0%
NW Cor. of Malcolm X & 125th	5,025	5,825	7,743	7,874	7,566	7,496	5,765	47,294	-1.4%	-27.3%
NW Cor. of 125th & Malcolm X	4,887	4,858	8,668	8,245	7,965	8,347	6,087	49,057	13.1%	-30.5%
SE Cor. of Malcolm X & 125th	4,915	4,728	6,413	7,354	7,164	6,152	5,445	42,171	7.5%	-30.9%
SE Cor. of 125th & Malcolm X	3,825	4,860	5,173	5,112	6,174	5,221	4,145	34,510	3.9%	-21.8%
NE Cor. of Malcolm X & 125th	6,097	4,405	5,724	6,535	6,943	7,428	7,781	44,913	7.5%	-24.1%
NE Cor. of 125th & Malcolm X	8,568	7,070	9,173	11,101	10,709	8,794	9,598	65,013	5.6%	-24.1%
SW Cor. Of Malcolm X & 125th	7,355	8,479	10,658	11,891	15,867	7,801	9,375	71,426	-1.2%	-18.7%
SW Cor. Of 125th & Malcolm X	3,880	4,405	6,360	5,009	6,820	4,100	3,627	34,201	-3.7%	-9.6%
Total	50,597	51,720	67,371	71,012	78,055	61,724	57,447	437,926	3.2%	-23.1%