



Week 13 2023. Mar 27 2023 to Apr 02 2023

Footfall Report 125th St BID

Visitor Totals

	Current Week	Previous Week	WoW % Change	2022	% v 2022 Change	2021	% v 2021 Change
Total Visitors	468,535	446,519	4.9%	510,114	-8.2%	390,026	20.1%

Key Stats

Wednesday was the busiest day this week with a total of 76,767 visits. The busiest hour was at 12:00 PM on Wednesday with 7,703 visits. The busiest location was SW Cor. Of Malcolm X & 125th with a total of 75,050 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	74,839	59,419	76,767	71,265	66,934	51,974	67,337	468,535
Previous Week	80,598	78,106	63,323	53,220	72,129	32,978	66,165	446,519
Change WoW	-5,759	-18,687	13,444	18,045	-5,195	18,996	1,172	22,016
WoW % Change	-7.1%	-23.9%	-17.4%	33.9%	-7.2%	57.6%	1.8%	4.9%
2022	63,817	73,102	80,889	68,077	86,060	85,613	52,556	510,114
% v 2022 Change	17.3%	-18.7%	-5.1%	4.7%	-22.2%	-39.3%	28.1%	-8.2%
2021	51,925	62,086	60,662	52,939	54,958	54,117	53,339	390,026
% v 2021 Change	44.1%	-4.3%	26.5%	34.6%	21.8%	-4.0%	26.2%	20.1%

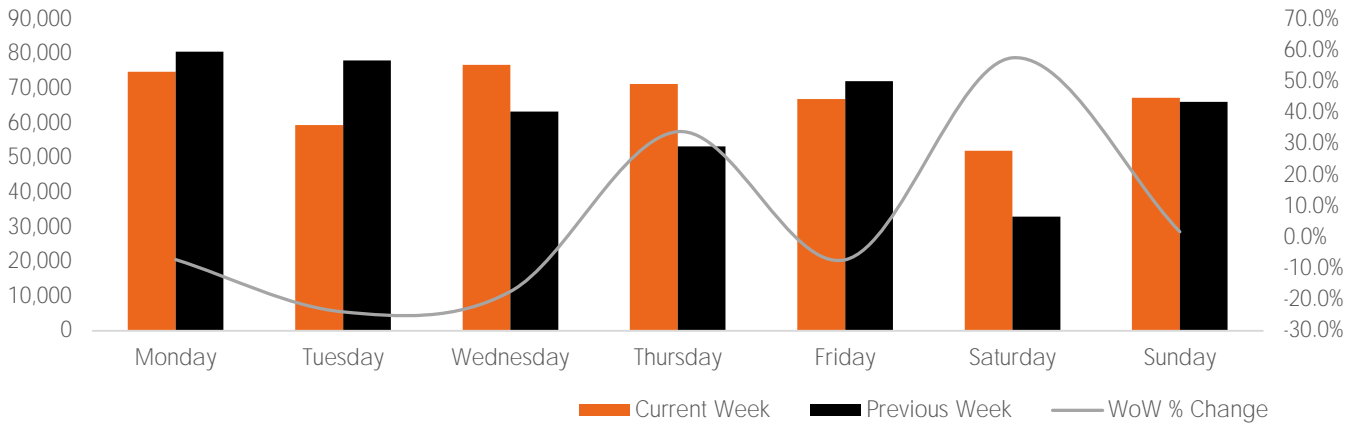
Visitors by Day (Original Locations)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Current Week	8,948	7,980	8,512	7,919	7,586	10,026	6,601	57,572
Previous Week	9,634	10,495	7,018	5,913	8,175	8,155	6,480	55,870
2022	5,427	6,510	6,988	6,682	8,160	10,248	4,610	48,625
2021	7,528	6,141	6,107	7,168	5,930	6,117	6,452	45,443
WoW % Change	-7.1%	-24.0%	-17.4%	33.9%	-7.2%	22.9%	1.9%	3.0%
% v 2022 Change	64.9%	22.6%	21.8%	18.5%	-7.0%	-2.2%	43.2%	18.4%
% v 2021 Change	18.9%	29.9%	39.4%	10.5%	27.9%	63.9%	2.3%	26.7%

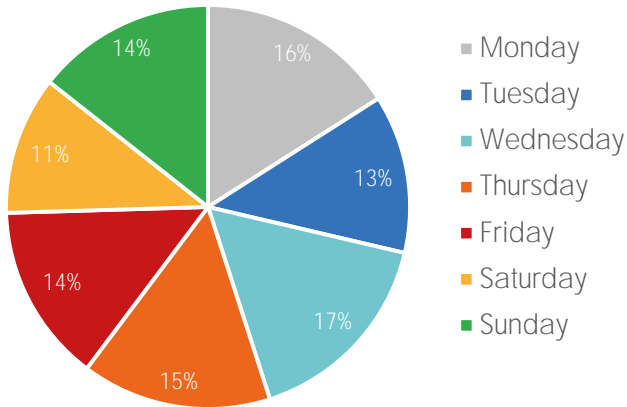
Weather (High/Low F)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current Week	54 / 42	58 / 41	53 / 47	52 / 46	55 / 44	58 / 46	63 / 49
Previous Week	54 / 47	54 / 47	57 / 47	55 / 48	56 / 45	55 / 42	57 / 48

Visitors by Day (All Locations)

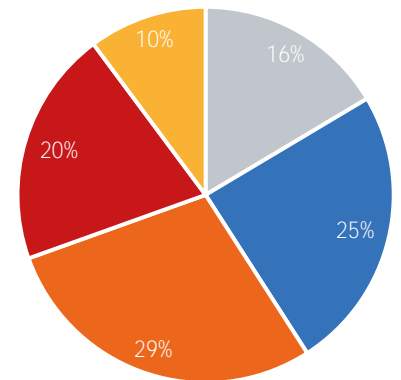


% Share of Visitors by Day

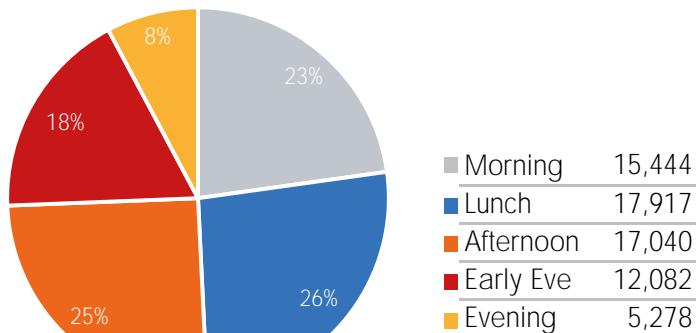


Visitors by Day Part - Weekend

Morning	9,297
Lunch	13,831
Afternoon	16,175
Early Eve	11,480
Evening	5,752



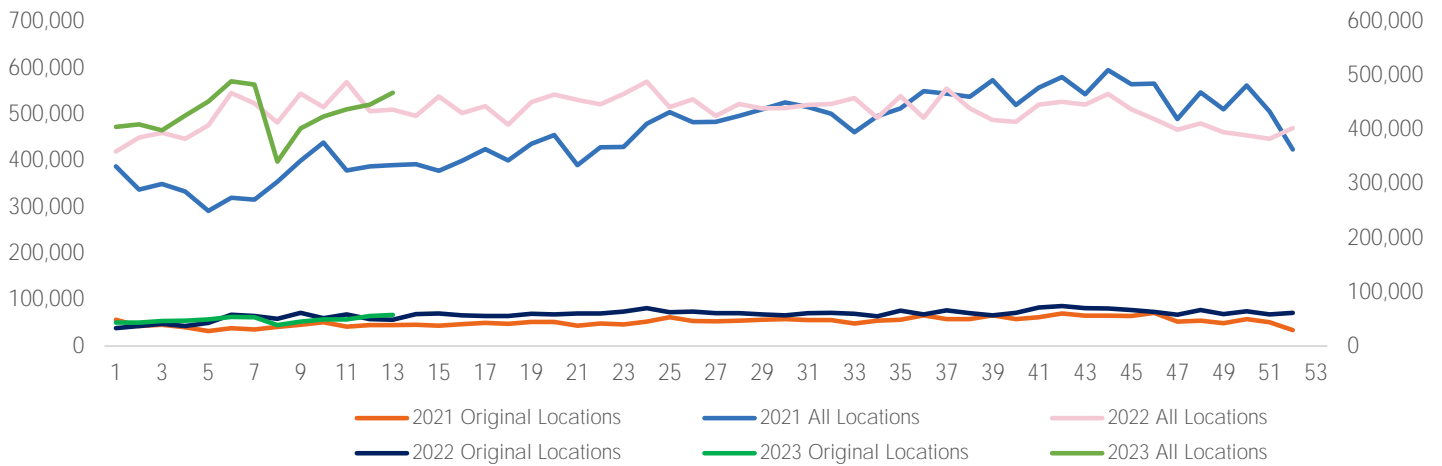
Visitors by Day Part - Weekday



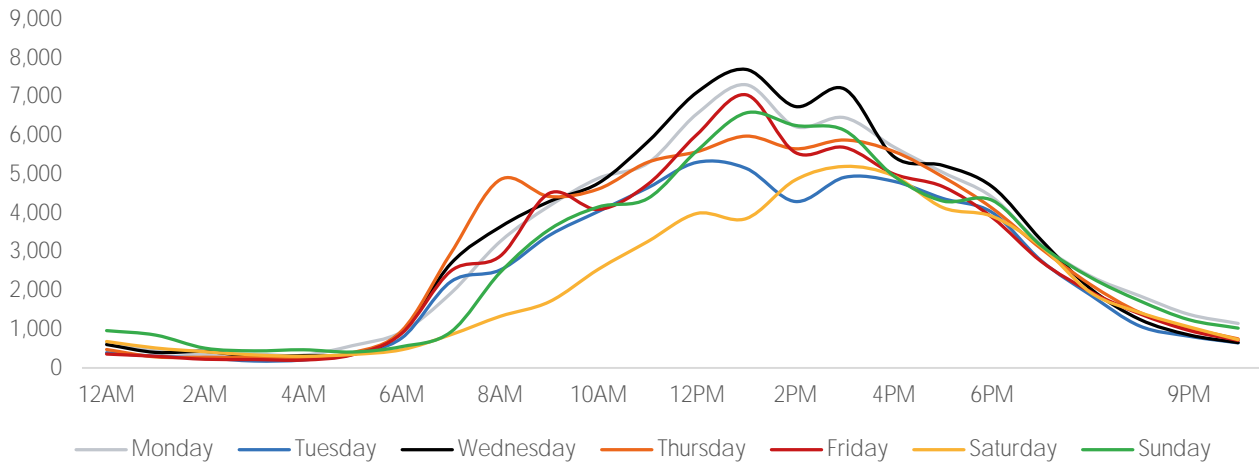
Morning	15,444
Lunch	17,917
Afternoon	17,040
Early Eve	12,082
Evening	5,278

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	927	773	924	960	892	470	551
7:00	1,931	2,228	2,697	2,966	2,503	859	931
8:00	3,262	2,528	3,637	4,858	2,886	1,332	2,465
9:00	4,180	3,422	4,294	4,424	4,508	1,708	3,572
10:00	4,897	4,041	4,771	4,620	4,090	2,550	4,155
11:00	5,284	4,648	5,835	5,308	4,738	3,262	4,373
12:00	6,560	5,306	7,114	5,579	6,024	3,987	5,604
13:00	7,308	5,150	7,703	5,982	7,048	3,854	6,582
14:00	6,230	4,294	6,746	5,655	5,559	4,852	6,258
15:00	6,458	4,919	7,197	5,882	5,690	5,200	6,130
16:00	5,704	4,816	5,456	5,587	5,005	4,956	4,954
17:00	5,044	4,373	5,225	4,929	4,678	4,136	4,307
18:00	4,408	4,012	4,677	4,122	3,885	3,913	4,326
19:00	3,181	2,764	3,296	3,073	2,744	3,127	3,151
20:00	2,369	1,880	2,045	2,150	1,967	1,947	2,336
21:00	1,859	1,081	1,252	1,431	1,396	1,429	1,731
22:00	1,383	818	852	1,030	967	1,061	1,244
23:00	1,148	646	654	750	711	730	1,026

Visitors by Day by Location

Entrances	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	WoW % Change	% v 2022 Change
125th St West	6,648	6,235	6,693	5,863	6,278	8,822	4,741	45,280	2.6%	25.9%
Frederick Douglas Blv	2,300	1,745	1,819	2,056	1,308	1,204	1,860	12,292	4.6%	-2.8%
NW Cor. of Malcolm X & 125th	7,626	6,903	9,353	8,587	6,689	5,726	6,753	51,637	9.3%	-7.1%
NW Cor. of 125th & Malcolm X	7,026	6,298	9,308	7,568	6,622	6,273	7,068	50,163	3.5%	-17.7%
SE Cor. of Malcolm X & 125th	7,270	5,327	7,314	7,387	6,145	4,661	6,387	44,491	5.9%	-18.9%
SE Cor. of 125th & Malcolm X	5,656	5,470	5,897	5,132	5,297	3,960	4,866	36,278	4.2%	-5.9%
NE Cor. of Malcolm X & 125th	9,019	4,963	6,527	6,563	5,953	5,631	9,136	47,792	5.7%	-26.2%
NE Cor. of 125th & Malcolm X	12,677	7,965	10,459	11,146	9,183	6,672	11,267	69,369	5.2%	-7.7%
SW Cor. Of Malcolm X & 125th	10,879	9,550	12,149	11,939	13,610	5,917	11,006	75,050	4.0%	-5.8%
SW Cor. Of 125th & Malcolm X	5,738	4,963	7,248	5,024	5,849	3,108	4,253	36,183	4.1%	13.0%
Total	74,839	59,419	76,767	71,265	66,934	51,974	67,337	468,535	4.9%	-8.2%