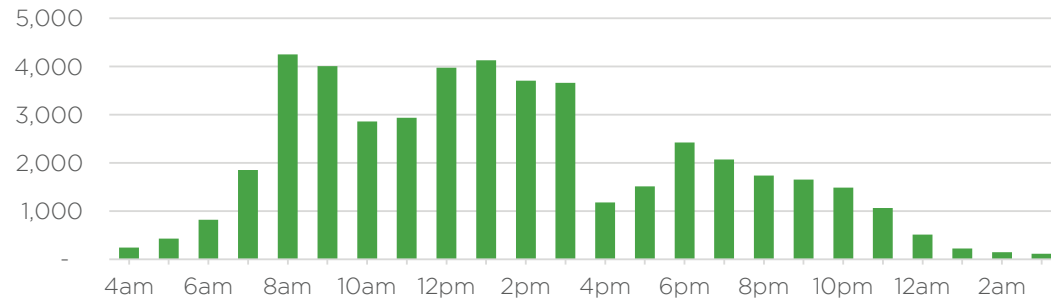


KEY INSIGHTS

- » District-wide, pedestrian footfall was up 0.9% from December 1 to December 31, 2016, compared to the same time period in 2015—an increase of 179,656 counts.
- » The three busiest days of the month, in order, were:
 1. Thursday, Dec. 8
 2. Friday, Dec. 2
 3. Thursday, Dec. 1

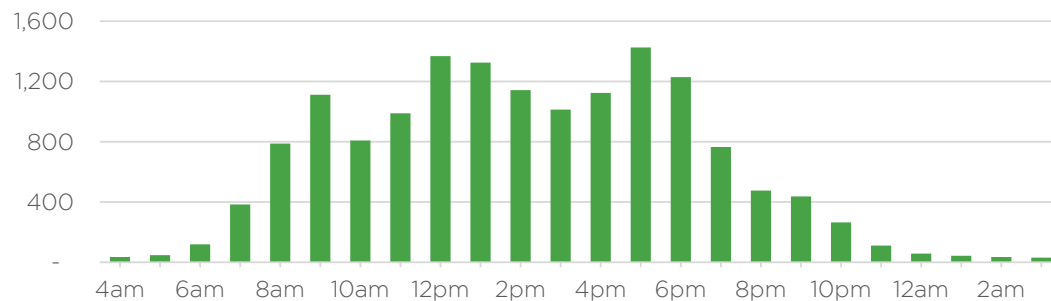
DAILY SNAPSHOT: AVENUE COUNTS BY HOUR

7TH AVE. AT 40TH ST. SW - THURSDAY, DEC. 8, 2016



DAILY SNAPSHOT: SIDE STREET COUNTS BY HOUR

36TH ST. AT 8TH AVE. NE - THURSDAY, DEC. 8, 2016



PEDESTRIAN COUNTS - BY CAMERA, DEC. 2015 VS. DEC. 2016

Camera	Dec. 2015	Dec. 2016	Change
W 37th and 7th Ave			
7 at 37 SW	1,561,924	1,649,823	5.6%
7 at 37 SE	1,070,786	1,005,656	-6.1%
7 at 37 NW	1,325,562	1,221,268	-7.9%
7 at 37 NE	564,878	443,625	-21.5%
37 at 7 SW	306,275	338,566	10.5%
37 at 7 NW	312,130	276,964	-11.3%
37 at 7 SE	276,996	265,379	-4.2%
W 40th and 7th Ave			
7 at 40 SE	1,075,935	996,559	-7.4%
7 at 40 SW	1,435,377	1,346,122	-6.2%
7 at 40 NW	NA	642,800	-
40 at 7 SE	868,854	781,441	-10.1%
40 at 7 SW	300,982	333,130	10.7%
40 at 7 NW	NA	210,446	-
W 36th and 8th Ave			
8 at 36 NE	1,121,903	1,201,634	7.1%
8 at 36 NW	863,359	899,107	4.1%
8 at 36 SE	1,008,821	1,160,905	15.1%
8 at 36 SW	973,143	951,676	-2.2%
36 at 8 NW	431,096	479,354	11.2%
36 at 8 SW	324,127	294,975	-9.0%
36 at 8 NE	399,580	383,786	-4.0%
36 at 8 SE	425,156	424,305	-0.2%
Broadway			
Bway at 1370	519,805	462,965	-10.9%
Bway at 1359	854,087	884,626	3.6%
Bway at 1430	1,036,087	1,193,482	15.2%
Bway at 1411	627,453	756,535	20.6%
6th Ave at W 39th			
6 Ave at 1033	NA	1,029,640	-
6 Ave at 1032	1,460,409	1,572,498	7.7%
TOTAL (excluding NA)	19,144,725	19,324,381	0.9%