

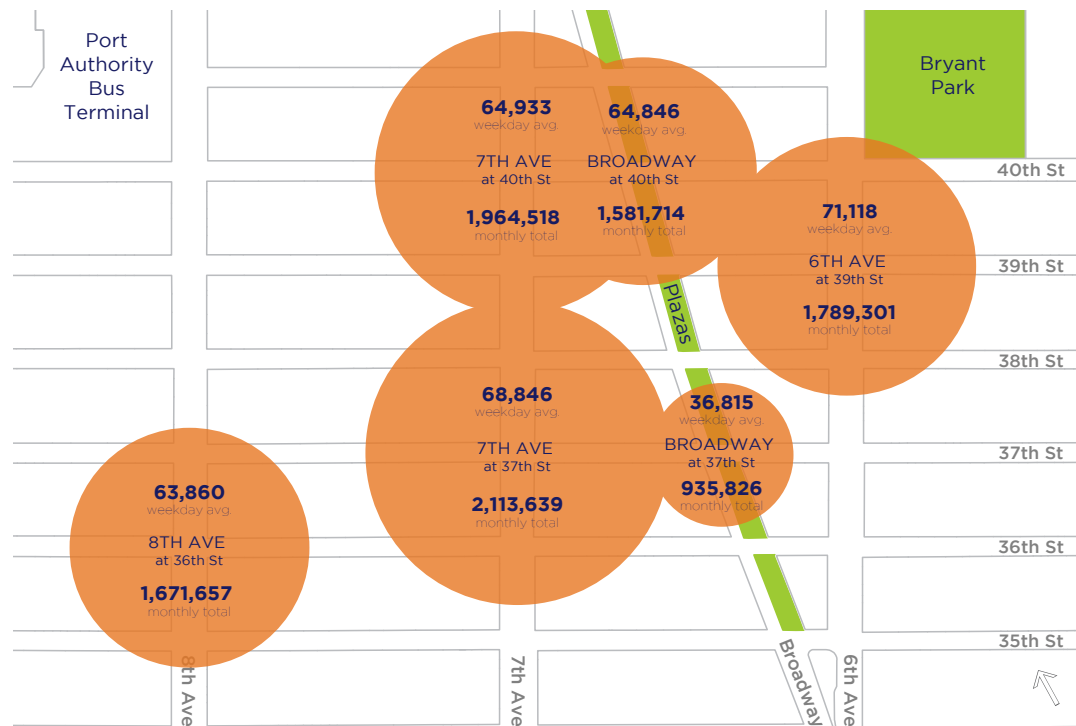
KEY INSIGHTS

- District-wide, pedestrian footfall was up 2% from September 1 to November 30, 2016, compared to the same time period in 2015—an increase of 911,002 counts.
- During the month of November, approximately 2 million pedestrians walked along 7th Avenue between 37th and 40th.
- The five busiest days of the season, in order, were:
 - Wednesday, September 21
 - Tuesday, September 20
 - Thursday, November 3
 - Thursday, September 29
 - Thursday, October 30

Notes

- 2015 data not available for 40 at 7 NW, 6 at 1033, and 7 at 40 NW.
- Data for Broadway at 1430 has been estimated due camera view obstruction from sidewalk sheds.

PEDESTRIAN COUNTS - BY AVENUE, NOVEMBER 2016



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

	Sept. - Nov. 2015	Sept. - Nov. 2016	Change
36 at 8 NE	1,041,627	954,635	-8%
36 at 8 NW	1,342,918	1,367,991	2%
36 at 8 SE	1,049,355	1,096,422	4%
36 at 8 SW	1,004,853	951,908	-5%
37 at 7 NW	855,426	822,510	-4%
37 at 7 SE	942,533	898,109	-5%
37 at 7 SW	856,338	954,088	11%
40 at 7 NW	NA	909,984	-
40 at 7 SE	2,136,403	2,132,899	0%
40 at 7 SW	991,848	1,155,500	16%
6 at 1032	3,296,092	3,259,901	-1%
6 at 1033	NA	2,369,517	-
7 at 37 NE	1,745,263	1,501,221	-14%
7 at 37 NW	3,530,955	3,351,360	-5%
7 at 37 SE	2,782,785	2,664,183	-4%
7 at 37 SW	4,074,672	4,312,130	6%
7 at 40 NW	NA	2,120,898	-
7 at 40 SE	2,315,844	2,816,502	22%
7 at 40 SW	3,657,540	3,916,021	7%
8 at 36 NE	3,044,831	2,852,451	-6%
8 at 36 NW	2,669,107	2,648,799	-1%
8 at 36 SE	2,632,868	3,041,700	16%
8 at 36 SW	2,526,752	2,397,707	-5%
Bway 1359	2,079,240	1,999,031	-4%
Bway 1370	1,557,549	1,320,644	-15%
Bway 1411	1,629,785	2,069,508	27%
Bway 1430	3,114,697	3,305,063	6%
TOTAL (excluding NA)	50,879,281	51,790,283	2%