

**Midtown Pedestrian Counts  
34th Street Partnership  
Retail Services Department  
Back-to-School  
August 2016**

		Average Pedestrians/Hour			
SITES		AM	Mid	PM	PEAK
A.	10 East 34th Street, just east of Fifth Avenue, south side of the street, in front of the vacant Capital One Bank, eastbound and westbound on East 34th Street.	1,197	1,362	1,761	1,944
B.	347 Fifth Avenue, between West 33rd and West 34th Streets, east side of the avenue, in front of the available vacant store, northbound and southbound on Fifth Avenue.	2,220	2,553	3,030	3,276
C.	7 West 34th Street, just west of Fifth Avenue, north side of the street, in front of the building lobby entrance, eastbound and westbound on West 34th Street.	2,442	2,904	3,903	4,452
D.	47 West 34th Street, just east of Sixth Avenue, north side of the street, in front of available vacant store, eastbound and westbound on West 34th Street.	2,778	3,015	4,356	4,836
E.	In front of the Verizon store, southwest corner of West 34th Street and Broadway, eastbound and westbound on West 34th Street.	5,166	4,965	6,585	6,744
F.	140 West 34th Street, between Seventh Avenue and Broadway / Sixth Avenue, south side of the street, in front of the Skechers store, eastbound and westbound on West 34th Street.	4,506	4,872	6,387	6,876
G.	In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street, eastbound and westbound on West 34th Street.	3,204	3,414	4,437	4,704
	In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street, northbound and southbound on Seventh Avenue.	10,917	4,644	12,030	12,828

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, August 11 and Tuesday, August 16, 2016
2. Counts were taken during three time periods each day: 7:45 - 9:15am; 11:45am - 1:15pm (Mid); and 4:45 - 6:15pm.
3. The "PEAK" figure is based on the highest traffic volume recorded at each site.
4. Temperatures were in the low 70s to high 80s

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