

**Midtown Pedestrian Counts  
34th Street Partnership  
Retail Services Department  
December 2016**

SITES	Average Pedestrians/Hour			
	AM	MID	PM	PEAK
<b>A.</b> At the Empire State Building, in front of the vacant Bank of America store on West 34th Street - eastbound and westbound on West 34th Street.	3,504	3,177	4,008	4,236
At the Empire State Building, in front of Sushiterria store on West 33rd Street - eastbound and westbound on West 33rd Street.	1,923	1,779	2,604	3,012
<b>B.</b> 38 West 34th Street, in front of the Fossil store - eastbound and westbound on West 34th Street.	2,964	3,102	4,875	5,208
<b>C.</b> 50 West 34th Street, at the Herald Towers, in front of the Forever 21 store - eastbound and westbound on West 34th Street.	3,534	3,381	4,953	5,376
50 West 34th Street, at the Herald Towers, in front of the GAP store, southeast corner of Broadway and West 34th Street - eastbound and westbound on West 34th Street	4,158	3,111	4,920	5,100
50 West 34th Street, at the Herald Towers, in front of the GAP store, southeast corner of Broadway and West 34th Street - northbound and southbound on Broadway.	3,717	3,645	4,479	5,028
50 West 34th Street, at the Herald Towers, in front of the Game Stop store, northeast corner of Broadway and West 33rd Street - eastbound and westbound on West 33rd Street.	1,728	1,686	2,529	2,796
50 West 34th Street, at the Herald Towers, in front of the Game Stop store, northeast corner of Broadway and West 33rd Street - northbound and southbound on Broadway.	2,106	2,853	2,859	3,228
<b>D.</b> In front of the vacant store in 47 West 34th Street, north side of the street, eastbound and westbound on West 34th Street.	3,036	3,462	6,126	6,612
<b>E.</b> In front of the Skechers store, 138 West 34th Street - eastbound and westbound on West 34th Street.	5,463	4,248	8,124	8,868
<b>F.</b> In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - eastbound and westbound on West 34th Street.	2,931	3,402	4,179	4,344
In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - northbound and southbound on Seventh Avenue.	9,246	5,052	10,011	10,824
<b>G.</b> In front of the Payless Shoes store, 223 West 34th Street - eastbound and westbound on West 34th Street.	2,244	2,496	3,279	3,672
<b>H.</b> In front of the CVS store at the southwest corner of West 34th Street and Eighth Avenue - eastbound and westbound on West 34th Street.	1,947	1,935	2,982	3,300
In front of the CVS store at the southwest corner of West 34th Street and Eighth Avenue - northbound and southbound on Eighth Avenue.	1,992	1,662	2,607	2,892

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, December 8 and Wednesday, December 14, 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 to mid 40s.

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