

**Midtown Pedestrian Counts
34th Street Partnership
Retail Services Department
June 2018**

SITES	Average Pedestrians/Hour				
	AM	MID	PM	EVE	PEAK
A. At the Empire State Building, in front of Heartland Brewery restaurant at the southwest corner of Fifth Avenue and West 34th Street - eastbound and westbound on West 34th Street.	2,664	2,994	4,116	3,786	4,344
At the Empire State Building, in front of Heartland Brewery restaurant at the southwest corner of Fifth Avenue and West 34th Street - northbound and southbound on Fifth Avenue.	1,413	2,796	4,344	4,017	4,512
B. 50 West 34th Street, at the southeast corner of Broadway, in front of the GAP store - eastbound and westbound on West 34th Street	4,260	3,186	5,046	3,795	5,232
50 West 34th Street, at the southeast corner of Broadway, in front of the GAP store - northbound and southbound on Broadway.	3,342	3,729	4,800	3,279	4,944
C. 112 West 34th Street, in front of Sephora / Foot Locker - eastbound and westbound on West 34th Street.	3,246	2,742	6,000	3,777	6,156
D. 219 West 34th Street, in front of Rainbow Shop - eastbound and westbound on West 34th Street.	2,604	2,916	3,375	2,355	3,540
E. 420 Ninth Avenue, between West 34th and West 33rd Streets, in front of the main entrance of B&H Photo and Video - northbound and southbound on Ninth Avenue.	1,482	1,632	1,911	1,362	2,088
F. In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - eastbound and westbound on West 34th Street.	2,904	3,147	3,633	2,082	4,020
In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - northbound and southbound on Seventh Avenue.	9,609	5,193	10,392	4,218	11,016

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, June 14 and Tuesday, June 19, 2018.
2. Counts were taken during four time periods each day: 7:45 - 9:15am; 11:45am - 1:15pm; 4:45 - 6:15pm; and 6:45 - 8:15pm
3. The "PEAK" figure is based on the highest traffic volume recorded at each site.
4. Temperatures were in the low 80s on both days.



**34th Street
Partnership**

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