

**Midtown Pedestrian Counts
34th Street Partnership
Retail Services Department
Back-to-School - August 2017**

SITES	Average Pedestrians/Hour				
	AM	MID	PM	EVE	PEAK
A. 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.	3,306	3,057	3,807	3,387	4,092
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.	2,850	2,985	3,951	3,360	4,452
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.	1,251	2,652	4,500	4,101	4,776
B. 7 West 34th Street, between Fifth and Sixth Avenues, in front of the soon-to-open Amazon store - eastbound and westbound on West 34th Street.	2,574	2,454	3,807	2,646	4,128
C. 47 West 34th Street, just east of Sixth Avenue, in front of the vacant H&M store - eastbound and westbound on West 34th Street.	2,781	3,348	5,415	4,161	5,568
D. 112 West 34th Street, in front of Sephora - eastbound and westbound on West 34th Street.	3,543	3,009	6,504	4,218	6,972
E. 435 Seventh Avenue at the southeast corner of Seventh Avenue and West 34th Street, in front of the H&M store - eastbound and westbound on West 34th Street.	4,212	3,909	6,033	4,212	6,288
435 Seventh Avenue at the southeast corner of Seventh Avenue and West 34th Street, in front of the H&M store - northbound and southbound on Seventh Avenue.	2,958	3,537	3,507	2,535	3,768
F. In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - eastbound and westbound on West 34th Street.	2,787	3,051	3,372	2,175	3,660
In front of Citibank at the northwest corner of Seventh Avenue and West 34th Street - northbound and southbound on Seventh Avenue.	9,336	4,899	10,737	4,110	11,280

1. These counts represent average numbers of people passing these locations on two weekdays: Thursday, August 10 and Wednesday, August 16, 2017.
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 to upper 80s.



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