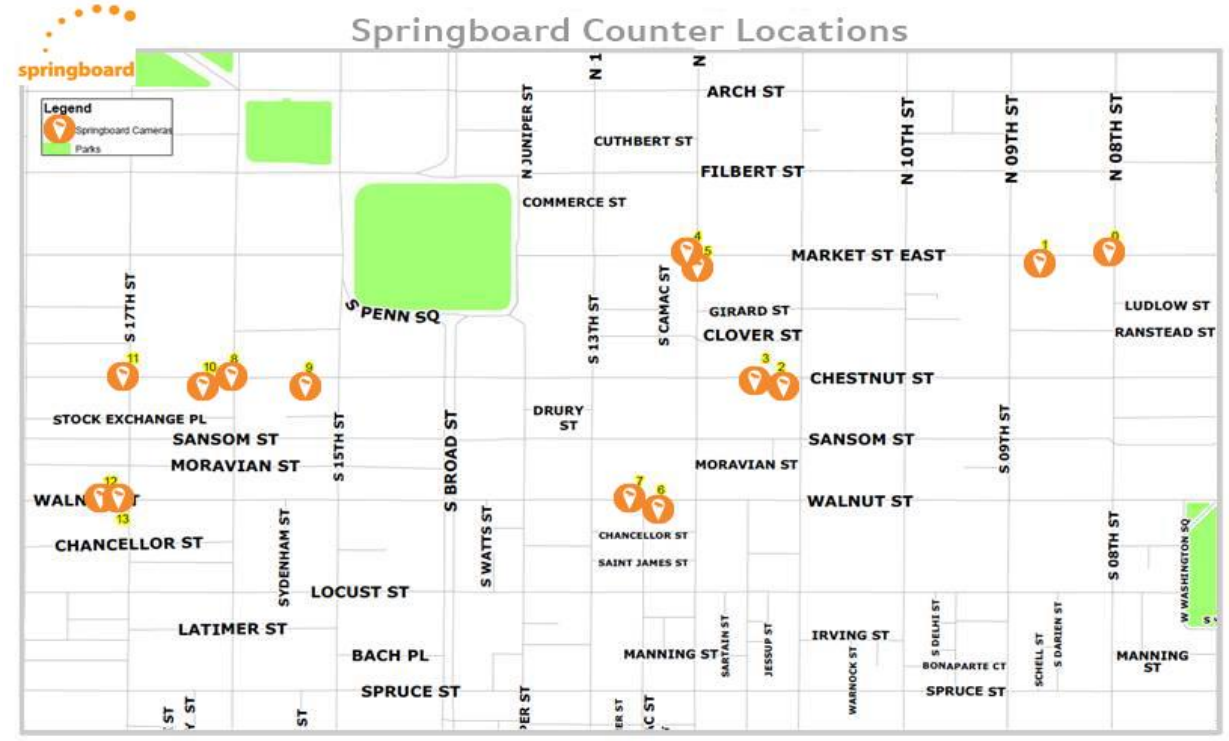


Map of Counting Locations



Example Camera Positions





Headlines for October 2012

Pedestrian activity in Center City Philadelphia was up ▲ 3.2% compared to last month

Pedestrian activity in Center City Philadelphia was up ▲ 0.1% compared to same month last year

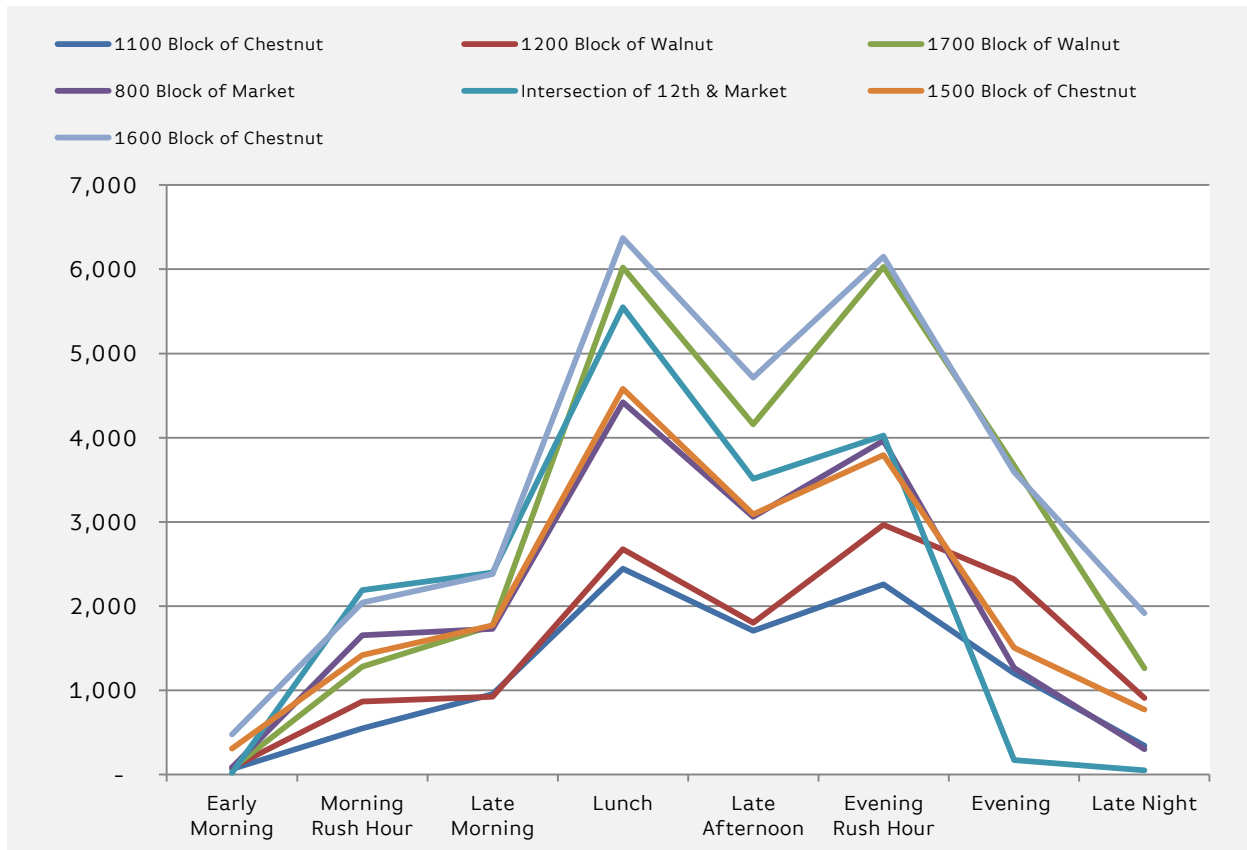
Average Daily Pedestrian Count – October 2012



	Average Weekday Pedestrian Activity		Average Weekend Pedestrian Activity	
	2012	2011	2012	2011
1100 Block of Chestnut	10,391	10,348	7,358	7,143
1200 Block of Walnut	12,580	13,772	12,466	14,028
1700 Block of Walnut	23,461	23,858	26,278	27,375
800 Block of Market	17,915	19,541	12,890	14,022
Intersection of 12th & Market	19,810	21,579	13,178	13,857
1500 Block of Chestnut	18,274	23,272	14,683	15,163
1600 Block of Chestnut	27,226	20,478	28,680	15,593



Average Daily Pedestrian Count by Time of Day
October 2012



	1100 Block of Chestnut		1200 Block of Walnut		1700 Block of Walnut		800 Block of Market		Intersection of 12th & Market		1500 Block of Chestnut		1600 Block of Chestnut	
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Early Morning	64	58	85	114	74	73	83	82	19	56	311	76	476	78
Morning RH*	549	522	867	900	1,282	1,236	1,654	1,701	2,189	2,214	1,419	1,180	2,042	1,009
Late Morning	956	939	923	1,021	1,770	1,752	1,729	1,934	2,399	2,514	1,773	1,586	2,380	1,350
Lunch	2,444	2,419	2,677	2,966	6,021	6,083	4,421	4,954	5,548	5,843	4,579	6,005	6,371	5,421
Late Afternoon	1,709	1,736	1,801	2,005	4,157	4,218	3,061	3,339	3,513	3,691	3,089	4,753	4,715	3,440
Evening RH*	2,259	2,247	2,965	3,195	6,027	6,181	3,964	4,232	4,026	4,367	3,795	5,408	6,150	4,819
Evening	1,200	1,171	2,319	2,576	3,669	3,815	1,267	1,369	171	519	1,508	1,508	3,591	2,297
Late Night	343	341	911	1,068	1,265	1,505	300	354	51	168	773	439	1,917	669

Time of Day Key

Early morning: 4am-6am

Morning RH: 6am-9am

Late Morning: 9am-11am

Lunch: 11am-2pm

Late Afternoon: 2pm-4pm

Evening RH: 4pm-7pm

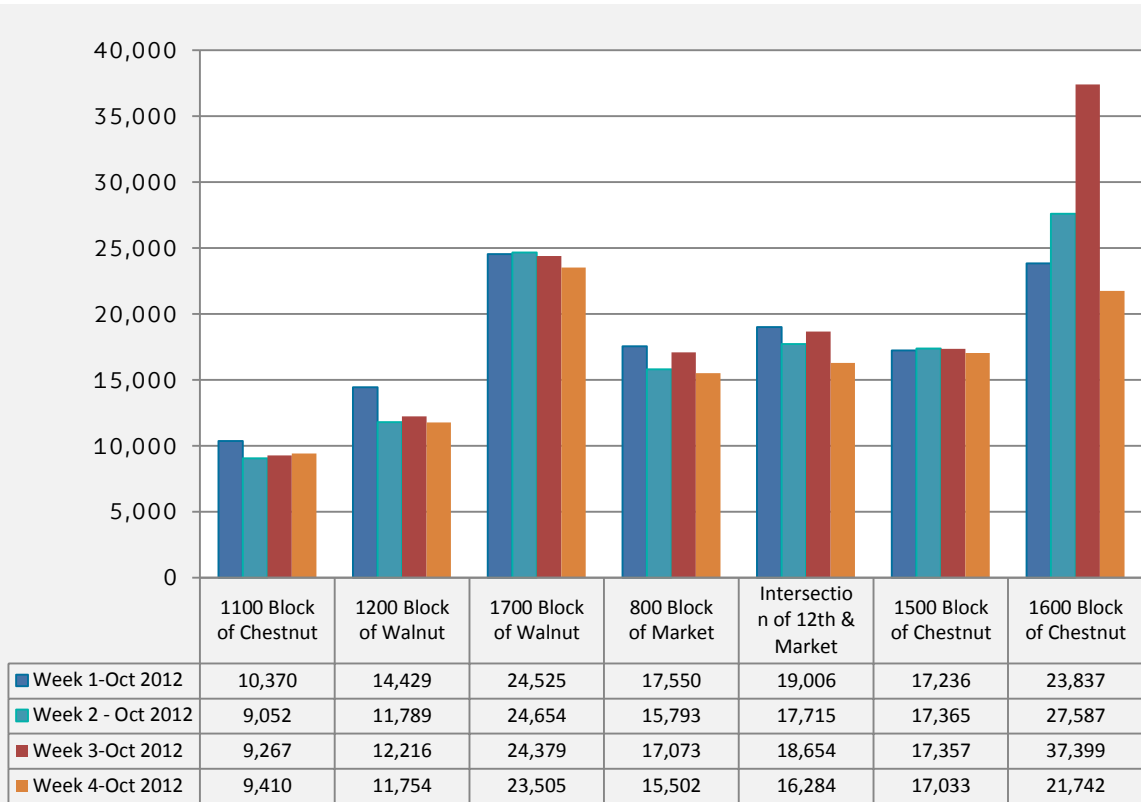
Evening: 7pm-11pm

Late Night: 11pm-4am

*N.B. RH stands for Rush Hour



Average Pedestrian Count by Week-October 2012



	Week 1-Oct 2012		Week 2 - Oct 2012		Week 3-Oct 2012		Week 4-Oct 2012	
	2012	2011	2012	2011	2012	2011	2012	2011
1100 Block of Chestnut	10,370	10,595	9,052	9,504	9,267	9,456	9,410	8,174
1200 Block of Walnut	14,429	15,504	11,789	14,457	12,216	13,829	11,754	11,590
1700 Block of Walnut	24,525	27,170	24,654	25,159	24,379	25,083	23,505	22,038
800 Block of Market	17,550	21,342	15,793	17,640	17,073	17,791	15,502	15,084
Intersection of 12th & Market	19,006	21,654	17,715	18,736	18,654	20,185	16,284	16,915
1500 Block of Chestnut	17,236	22,251	17,365	24,609	17,357	19,331	17,033	17,629
1600 Block of Chestnut	23,837	20,451	27,587	19,087	37,399	18,939	21,742	17,852



Average Daily Pedestrian Count by Day of the Week – October 2012

