

Milwaukee Public Market
Customer Count - 2016

DATE OF COUNT	15-Jan-16	1-Feb-16	15-Feb-16	1-Mar-16	15-Mar-16	1-Apr-16	18-Apr-16	1-May-16
Door:								
NW doors - "Aladdin"	9,032	8,928	8,993	10,491	11,815	12,333	13,353	9,582
SW doors - "Coffee"	18,926	17,560	18,171	24,012	24,545	25,780	30,156	20,528
mid-South - "Thief"	8,927	9,241	10,266	12,715	13,061	3,421	13,827	9,893
mid-North - "Parking"	28,668	25,440	29,008	28,103	30,820	37,318	40,558	28,070
SE doors - "St Paul Fish"	30,697	28,236	30,994	34,857	37,620	41,338	43,040	31,953
Total Door Count	96,250	89,405	97,432	110,178	117,861	120,190	140,934	100,026
* Estimated Customer Count	48,125	44,703	48,716	55,089	58,931	60,095	70,467	50,013
Total Est. Customer Count YTD	48,125	92,828	141,544	196,633	255,563	315,658	386,125	436,138

DATE OF COUNT	15-May-16	1-Jun-16	15-Jun-16	1-Jul-16	15-Jul-16	1-Aug-16	15-Aug-16	1-Sep-16
Door:								
NW doors - "Aladdin"	8,060	11,220	11,350	15,263	15,954	13,435	12,576	12,332
SW doors - "Coffee"	23,694	33,718	30,748	35,676	46,697	37,879	33,865	33,428
mid-South - "Thief"	11,873	13,473	18,508	20,364	28,675	21,750	21,169	21,910
mid-North - "Parking"	32,387	33,406	31,945	34,675	38,860	34,654	33,226	37,882
SE doors - "St Paul Fish"	35,989	47,099	52,956	49,086	55,502	51,468	50,155	62,546
Total Door Count	112,003	138,916	145,507	155,064	185,688	159,186	150,991	168,098
Estimated Customer Count	56,002	69,458	72,754	77,532	92,844	79,593	75,496	84,049
Total Est. Customer Count YTD	492,140	561,598	634,351	711,883	804,727	884,320	959,816	1,043,865

DATE OF COUNT	15-Sep-16	1-Oct-16	15-Oct-16	1-Nov-16	15-Nov-16	1-Dec-16	15-Dec-16	1-Jan-17	Total	Total Customers
Door:										
NW doors - "Aladdin"	11,600	10,186	8,681	12,042	11,254	9,028	9,445	9,118	266,071	133,036
SW doors - "Coffee"	32,824	31,034	25,410	32,298	47,024	29,494	28,805	27,536	709,808	354,904
mid-South - "Thief"	20,100	18,397	13,486	18,186	16,063	12,033	11,717	12,041	361,096	180,548
mid-North - "Parking"	30,158	31,713	25,032	31,948	29,122	28,315	29,985	33,832	765,125	382,563
SE doors - "St Paul Fish"	45,596	42,251	34,884	44,299	40,310	32,885	34,877	36,424	995,062	497,531
Total Door Count	140,278	133,581	107,493	138,773	143,773	111,755	114,829	118,951	3,097,162	1,548,581
Estimated Customer Count	70,139	66,791	53,747	69,387	71,887	55,878	57,415	59,476	1,548,581	
Total Est. Customer Count YTD	1,114,004	1,180,794	1,234,541	1,303,927	1,375,814	1,431,691	1,489,106	1,548,581	1,548,581	

* Customer count is estimated by taking the Door Count and dividing that number in half. (those who enter, must leave)