

### Part 2: 2-1 Pedestrian and Vehicular Traffic

If a store has pinpointed its target consumer, it is most important that the store location is compatible with geographical areas where that consumer shops. The number of consumers and the specific target segments shopping in the location are critical to a successful retail operation. When assessing the **pedestrian** or **foot traffic** at a specific retail location, the consumer's age, gender, occupation and income level, as well as intention to buy, are criteria that must be analyzed. Also, the day of the week and the time of the day that these consumers visit the shopping area should be investigated.

For example, a high traffic location such as a lifestyle center (i.e., shopping center with several types of stores, other commercial business operations, medical and law offices and sometimes churches or synagogues, schools with nearby houses, condominiums, and apartments built within walking distance of each other) may have clusters of similar target consumers who frequent the same stores during a selling season. Therefore, the visual merchandiser must change the visual presentation and displays often or at least every two weeks with this repeat customer base. These visual merchandisers must also create the merchandise presentations and displays that are on the same sophistication level as their target consumer and keep aware of trends that attract that consumer.



In some remote locations or stand-alone stores, the target consumer might be a destination shopper, a customer visiting a hotel or hospital gift shop, or a consumer visiting shops in a resort area and/or airport shops. The visual presentations in these type of stores would be very different from those created for a neighborhood mall (i.e., climate controlled, enclosed grouping of connected stores), strip mall (i.e., connected row of stores in open center), or shopping center (i.e., group of retail stores and other businesses that is planned and managed by property owner).

**Vehicular traffic** or the quantity and types of vehicles driven to or by a particular shopping area or store is also crucial to a successful retail store operation. Most retailers conduct traffic studies in order to determine the number of vehicles traveling on the major arteries and roads into the area, the times of day when there is a major amount of traffic, and the times of day when major congestion exists or more accidents occur.