

Justification for footfall methodology

Counting schedule

The counting schedule of our footfall counts is based on a number of counting positions. One or more of our counters gather data on these locations on a rotating schedule.

Using our own counting app, every position is counted 4 or 5 times a day for a set period (usually five minutes).

The times at which the positions are counted differ for every country and are adapted to local opening hours.

At very busy points, our counters will first count the visitors going in one direction for 2,5 minutes, and then the visitors going in the other direction for the same period. The results are added up and doubled to get a reliable result.

Who do we count?

Everyone who passes an imaginary line at the counting position, coming from both directions. **We only count pedestrians and people in wheelchairs.**

We don't count: cyclists, children in pushchairs, continuously passing shop or restaurant personnel, security guards, delivery people, police, etc.

Visitor numbers

To calculate visitor numbers we look at the busiest positions in a shopping area. The size of the shopping area (number of retail outlets) determines the estimated increase factor with which we will multiply the average of the four busiest locations. From this follows the total visitor number.

Weekly numbers

To get to the weekly figures of a shopping area we look at long-term transaction figures of important retail chains. Where possible, these are enriched with the counting data from our automated counting systems. De comparison between the transaction figures of a Saturday versus the other days of the week makes it possible to estimate visitor numbers for individual days of the week.

Degree of penetration

Once we have determined the total number of visitors, we can calculate the degree of penetration for every counting position.

The degree of penetration is the total number of visitors at a counting position divided by the total number of visitors of that shopping area.

The degree of penetration makes clear what share of all visitors go to certain parts of the shopping area. The average degree of penetration is an indicator of how well-circulated the shopping area is.

Footfall on the map

Last but not least the counting results are geographically extrapolated to the other parts of the shopping area. The resulting map gives a good impression of the activity patterns within the shopping area.

The projection of these figures to individual stores produces a file in which we can show the footfall per store. This information is available on request in our 'Locatus Online' database.