PEDESTRIANS
TRAFIC COUNTING

INTRODUCTION

Counting traffic is one of the standard approaches in OOH market researches. This kind of counting is conducted once in 3 to 5 years, given that population movement routes and patterns are usually not changed much in shorter time intervals. However, accelerated urbanization of big cities and development of their traffic infrastructure may require somewhat more frequent, or even continuous, measuring.
In addition to development of the very traffic infrastructure, frequency and tempo of conducting such researches are also influenced by the technological development of OOH industry, or expansion, growing complexity and technological enhancement of OOH advertising network.
The fact that Knez Mihailova street area, as the central and the biggest pedestrian zone of Belgrade, has never been subjected to this kind of research, as well as that rich network of LED displays and advertising panels has been set up in this area over the recent years, seem to be enough of a reason for the company Alma Quattro to initiate realization of this research.
The key goal of the research was precise assessment of the total number of pedestrians in this location as the potential auditorium for OOH advertising formats set up in Knez Mihailova street area.

METHODOLOGY

Pedestrian count in the area of Knez Mihailova street was conducted from September 04. to September 12, 2021. The used method was standard and traditional: recording behavior by systematic observation.

Ipsos interviewer network was engaged on this project task.

The research plan defined total of 17 entry points (streets) for recording of pedestrian traffic. Entry points are the streets that pedestrians use to access Knez Mihailova pedestrian zone.

This pedestrian count took 5 workdays and 4 weekend days, in line with ESOMAR standard traffic count approach.

Pedestrian count was performed in 15-minute intervals, in the period from 08.00 to 23.00 hours (total of 60 15-minute intervals per entry point). During five workdays, pedestrian traffic in all 60 15-minute intervals was recorded only once for each entry point in the defined traffic count range. Same principle was used also during the 4 weekend days.

The pedestrian count was performed with a CAPI device, with which interviewers also recorded pedestrians' gender, based on physical (external) characteristics.

At each entry point, interviewers had their back turned towards Knez Mihailova street, registering only pedestrians entering Knez Mihailova street or heading in its direction.

METHODOLOGY

Due to the needs of further analyses of the characteristics of OOH auditorium in the area of Knez Mihailova street, the area was divided into two zones: ZONE 1 with 5 entry points, and ZONE 2 with the remaining 12 entry points (map and overview of all entry points on the slides to follow).

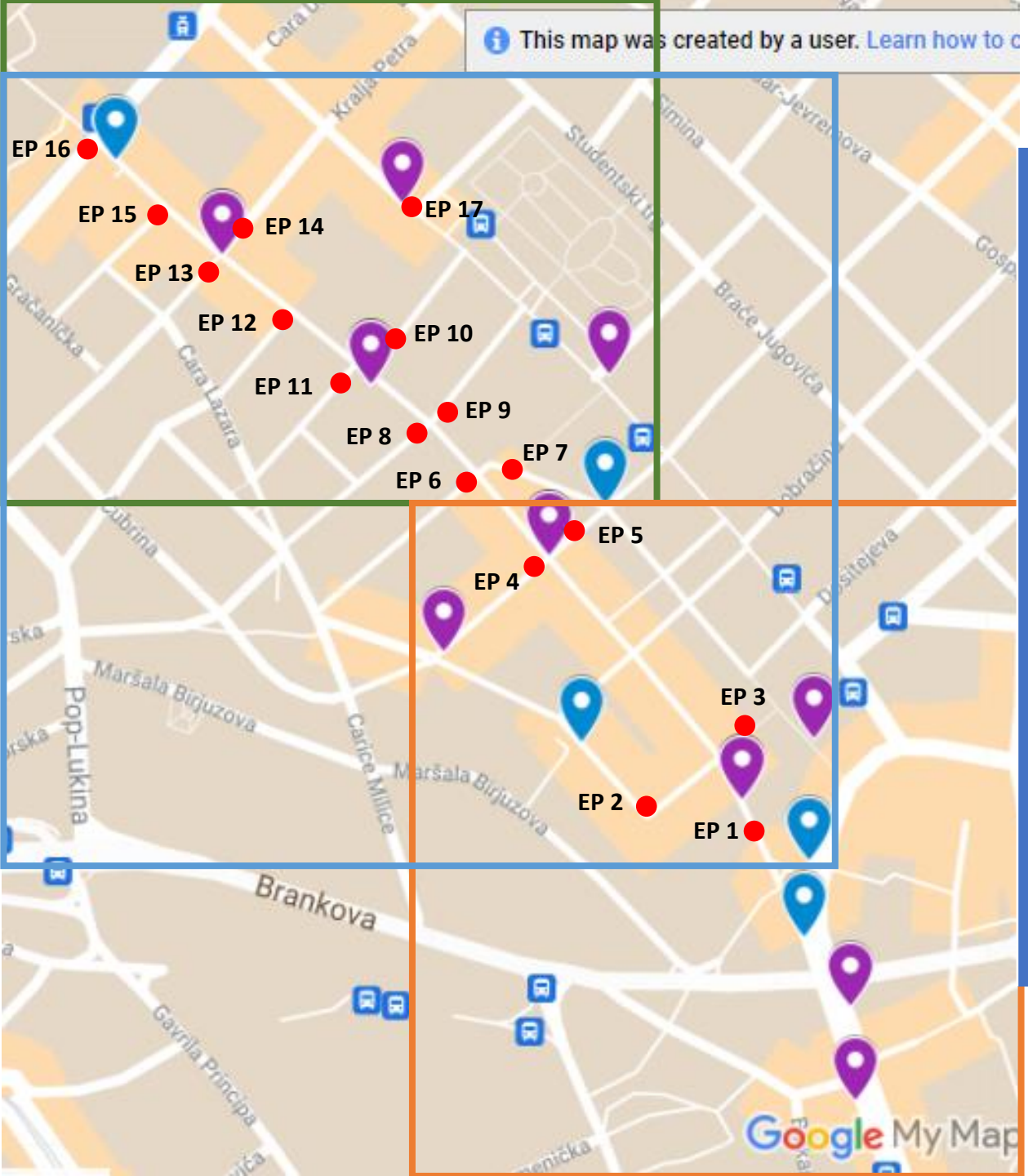
In order to provide information about other socio-demographic characteristics of potential OOH auditorium, one pedestrian per 15-minute interval was interviewed, selected randomly (statistical step). This brief interview covered the following indicators.

- **Education**
- **Economic status (self-assessment)**
- **Age (within the offered categories)**
- **Reason for visiting the area**
- **Frequency (in days) of visits to the area in the past 7 days**
- **Current residence of pedestrian**

Data about pedestrian count in the area of Knez Mihailova street within the two defined zones, are presented in the slides to follow as average (daily) values, as well as estimates of total 7-day traffic.

RECORDING AREA

ENTRY POINTS



CELA TERITORIJA KNEZ MIHAILOVE

ZONA 1	**Enty point 1:**	Palace Albania
	Enty point 2:	Obilicev Venac Str.
	Enty point 3:	Republic Square
	Enty point 4:	Zmaj Jovina Str. (Progress Gallery)
	Enty point 5:	Zmaj Jovina Str. (Vasina Str. direction)
ZONA 2	**Enty point 6:**	Djure Jaksica Str.
	Enty point 7:	Academic Square (Cika Ljubina Str. direction)
	Enty point 8:	Vuka Karadzica Str. (Obilicev Venac direction)
	Enty point 9:	Vuka Karadzica Str. (Vasina Str. direction)
	Enty point 10:	1300 Kaplara Str.
	Enty point 11:	Uskocka Str.
	Enty point 12:	Nikole Spasica Str.
	Enty point 13:	Kralja Petra Str. (Obilicev Venac direction)
	Enty point 14:	Kralja Petra Str. (Vasina Str. Direction)
	Enty point 15:	Rajiceva Str.
	Enty point 16:	Pariska Str. (parking lot)
	Enty point 17:	Uzun Mirkova Str. (Ethnographic Museum)

ENTRY POINTS

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RESULTS SUMMARY

In a typical week, between 08h and 23h. the area of Knez Mihailova street is visited by more than

520.000 people

75.000

Average daily number of visitors (average for all 7 days period)

Knez Mihailova street has most visitors during workdays in the period between

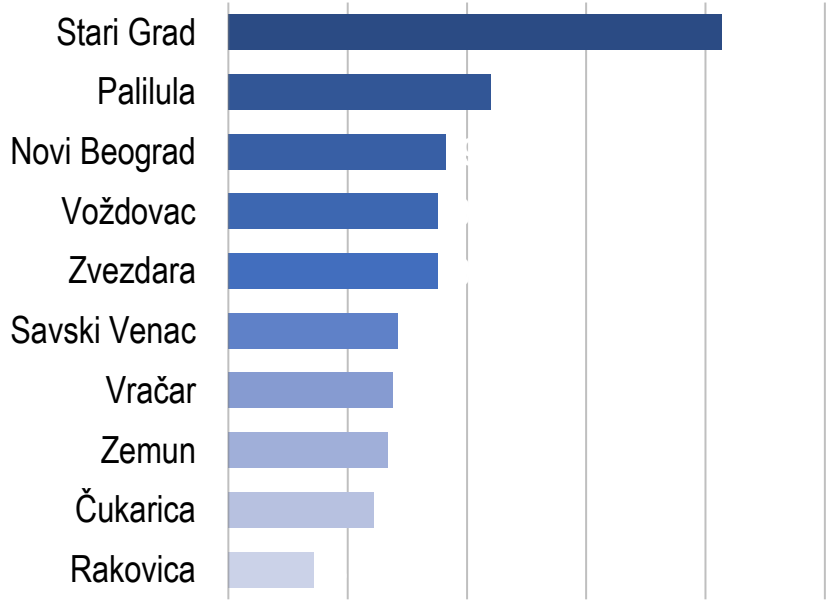
16h i 17h

53%

of visitors are women

2/3 **of visitors are between 18 and 44 years old**

9 OF 10 VISITORS LIVE IN CENTRAL CITY MUNICIPALITIES



RESULTS SUMMARY

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AQ ALMA QUATTRO

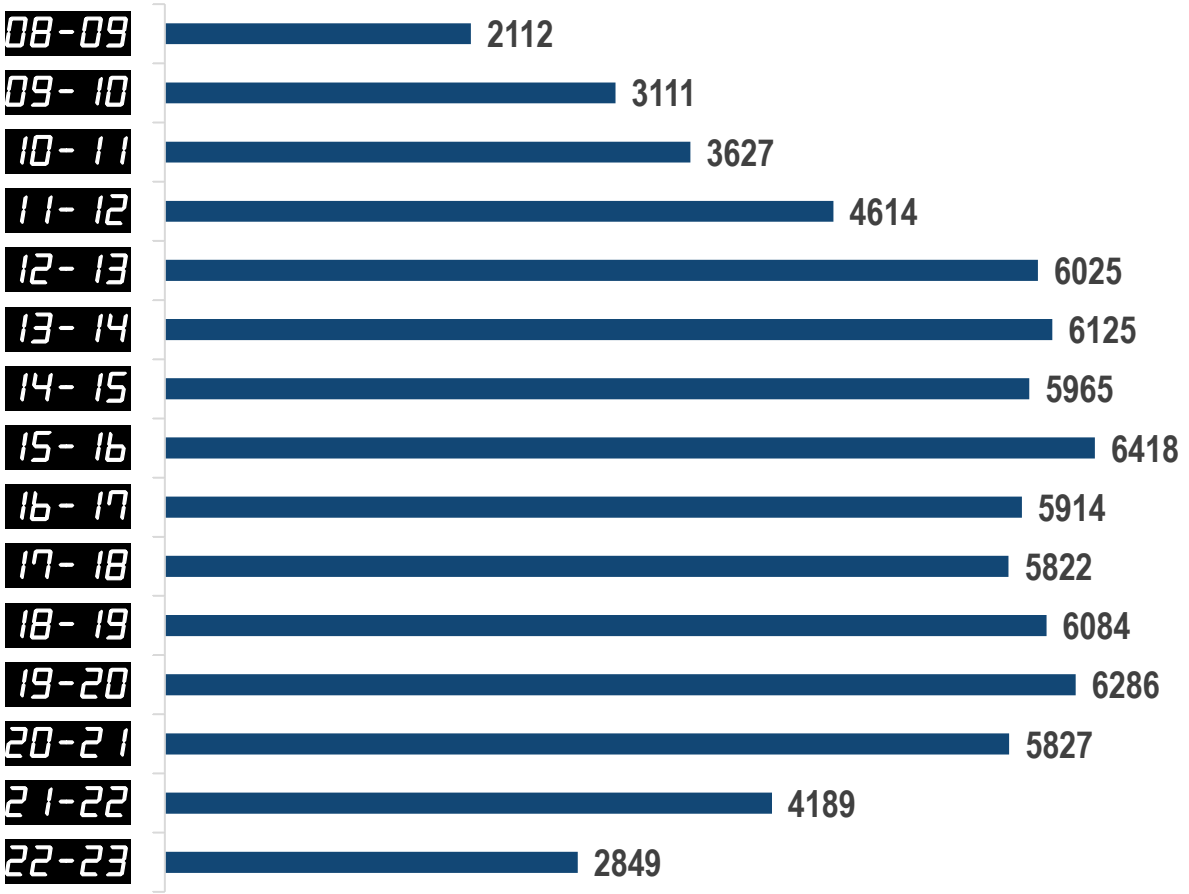
NUMBER OF PEDESTRIANS

WHOLE TERRITORY OF KNEZ MIHAILOVA

Average (daily) number of pedestrians / whole territory

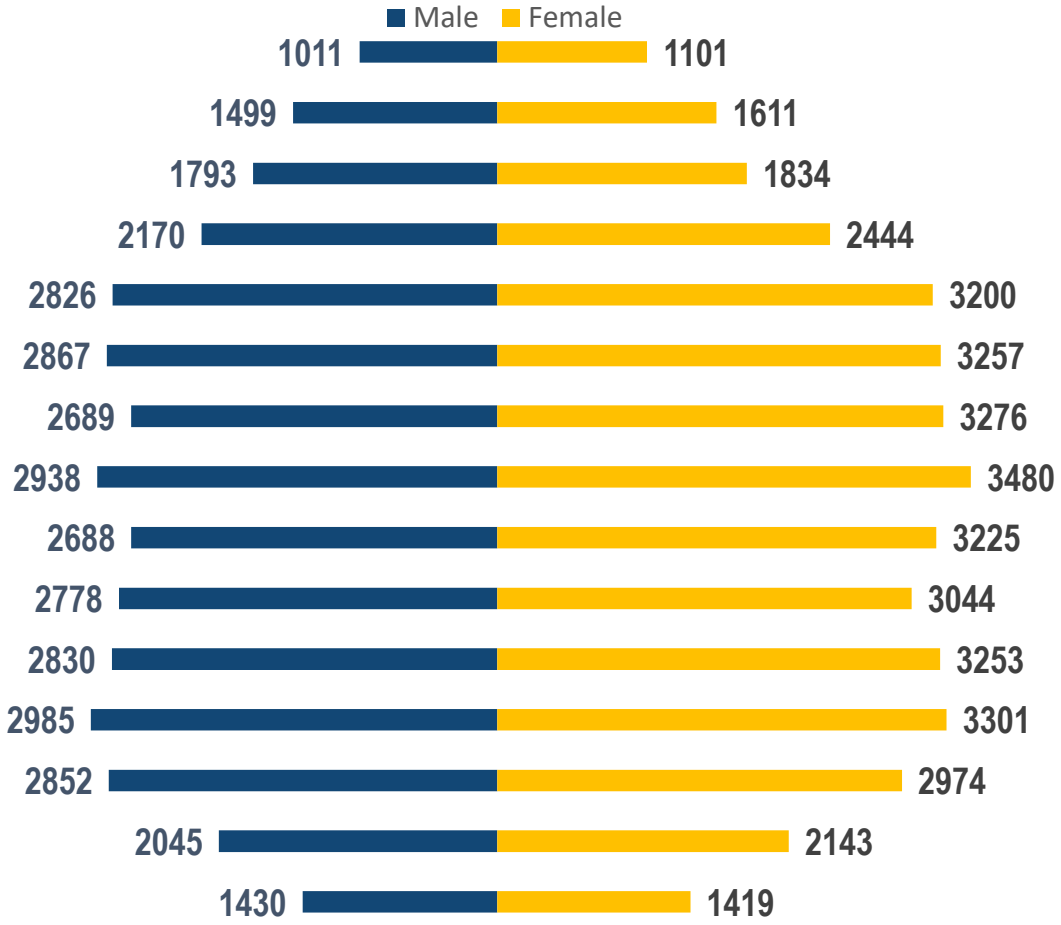
SA | SU | MO | TU | WE | TH | FR

7 DAYS PERIOD



Σ 74966

GENDER



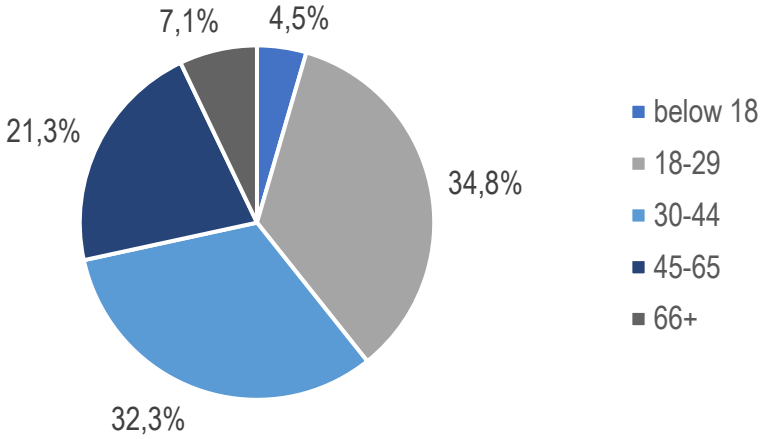
Σ 35402 Σ 39560

NUMBER OF PEDESTRIANS

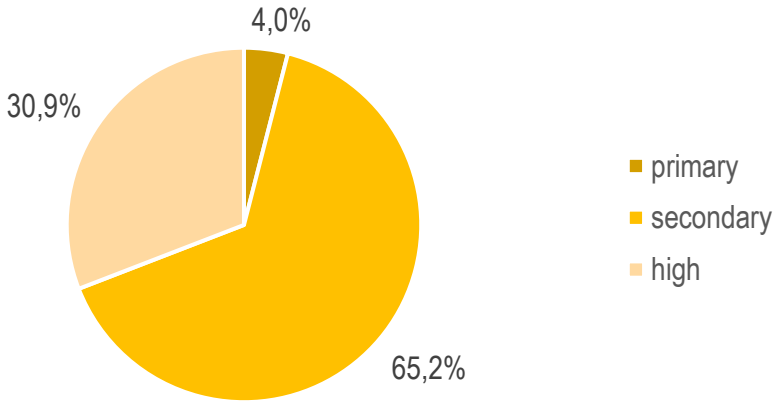
Socio-demographic structure of pedestrians / whole territory / 7 DAYS PERIOD

SA | SU | MO | TU | WE | TH | FR

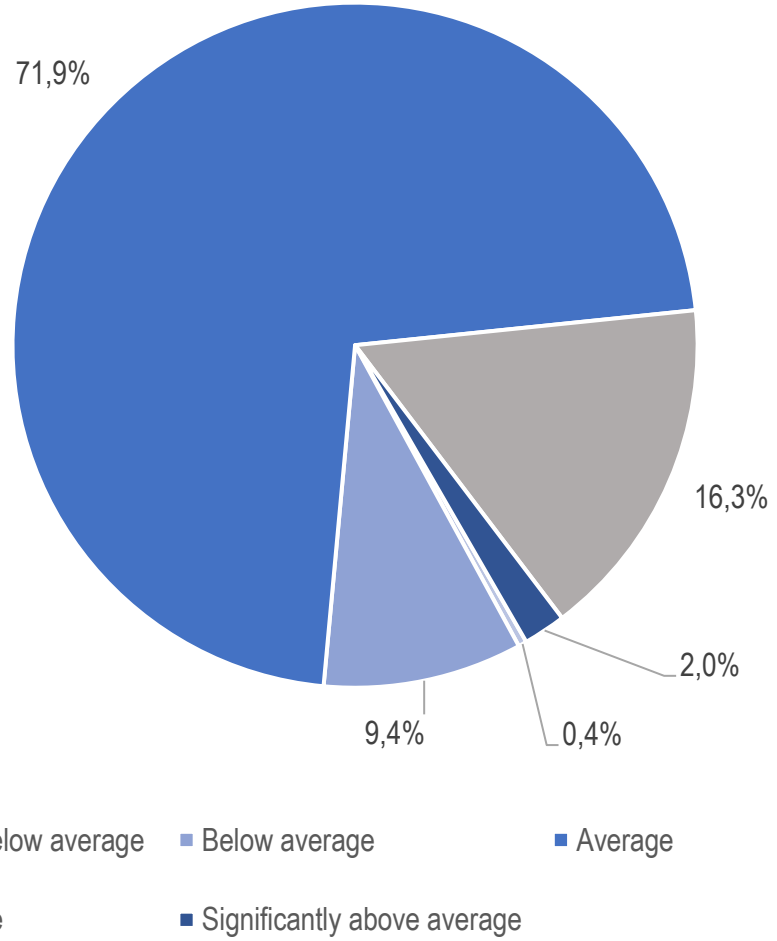
AGE



EDUCATION



ECONOMIC STATUS

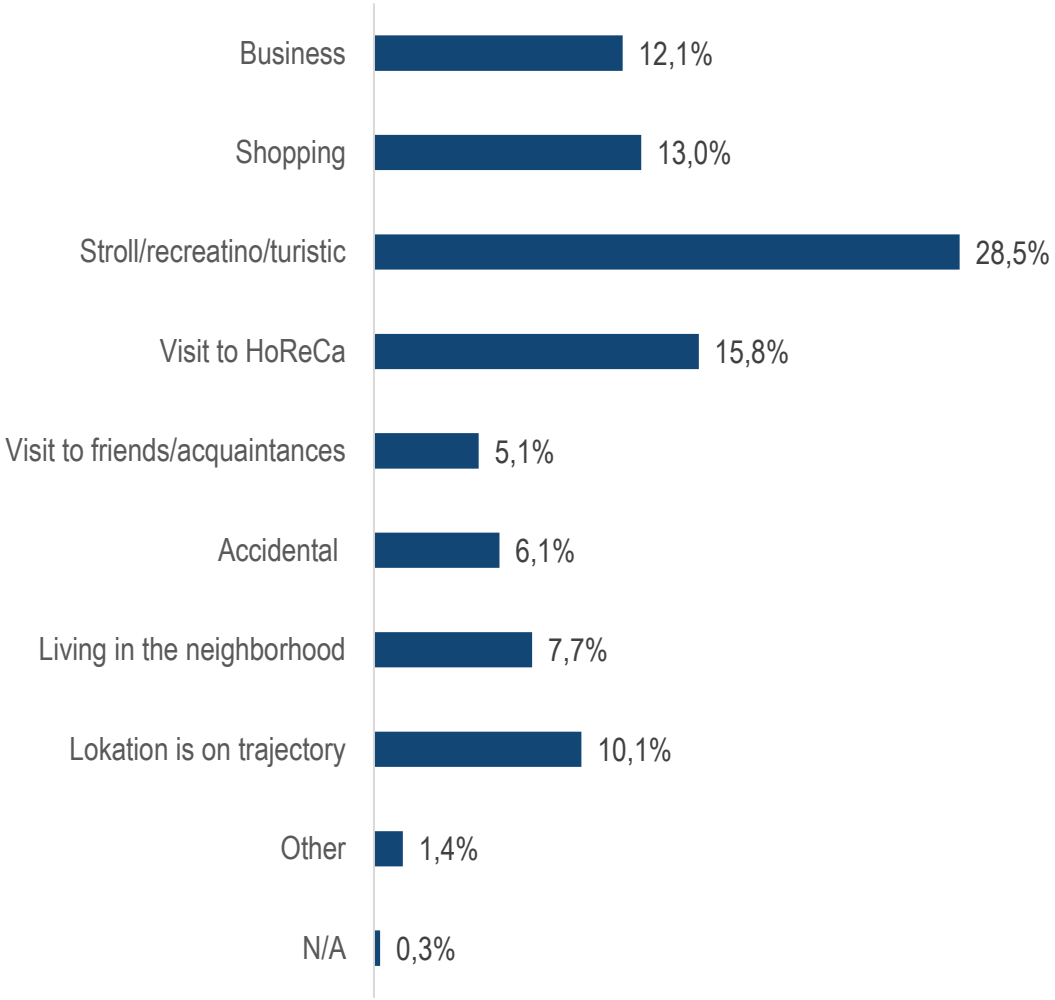


NUMBER OF PEDESTRIANS

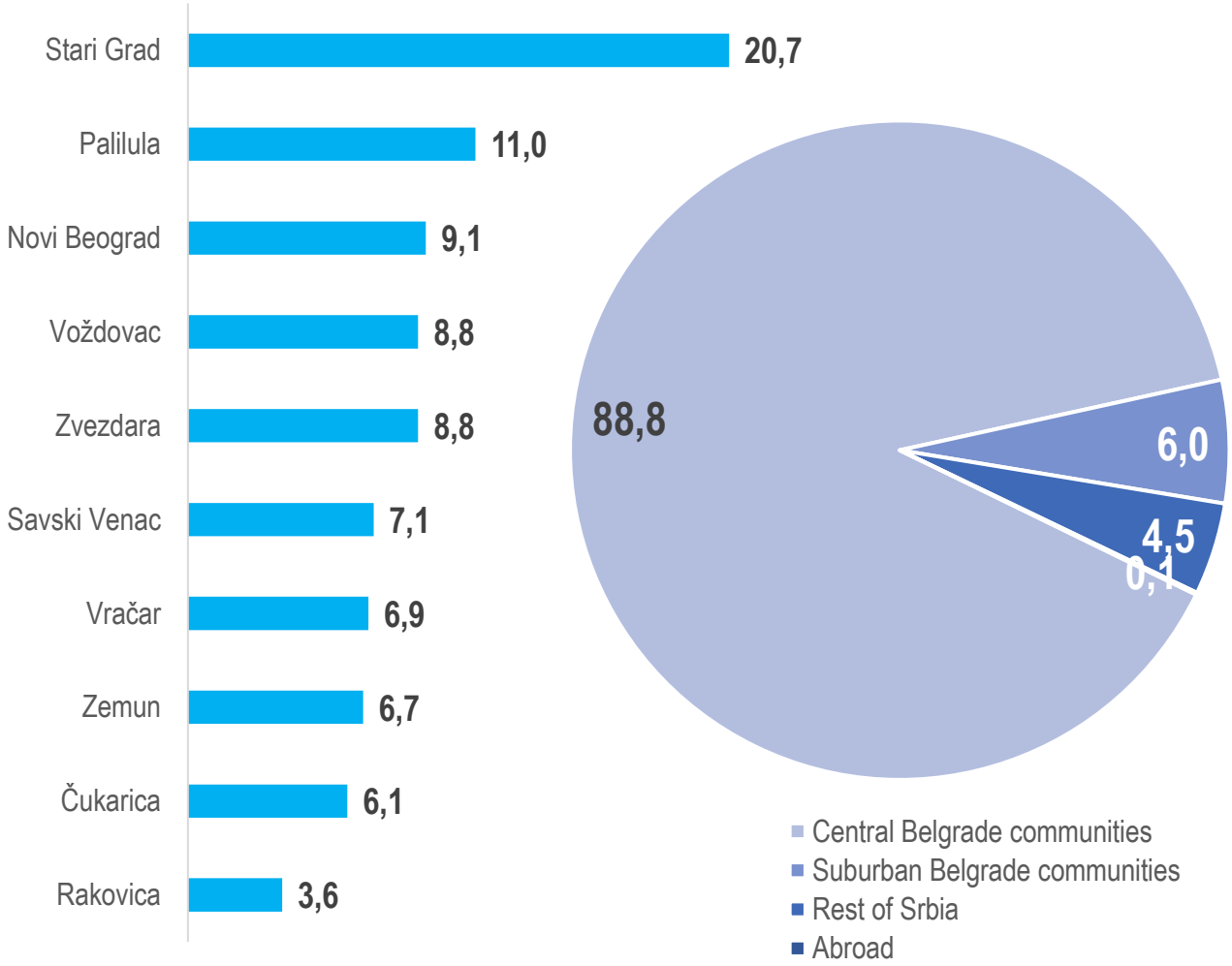
Occasions for visiting location / whole territory / 7 DAYS PERIOD

SA SU MO TU WE TH FR

OCCASION



PERMANENT RESIDENCE



NUMBER OF PEDESTRIANS

Socio-demographic structure of the pedestrians indexed in comparison with total population / 7 DAYS PERIOD

SA | SU | MO | TU | WE | TH | FR

GENDER	
Male	100
Female	100

AGE	
below 18	143
18-29	218
30-44	118
45-65	64
66 and more	35

EDUCATION	
elementary	19
secondary	127
high	110

PERMANENT RESIDENCE	
Čukarica	51
Novi Beograd	64
Palilula	91
Rakovica	50
Savski Venac	293
Stari Grad	674
Voždovac	78
Vračar	179
Zemun	58
Zvezdara	80

NUMBER OF PEDESTRIANS

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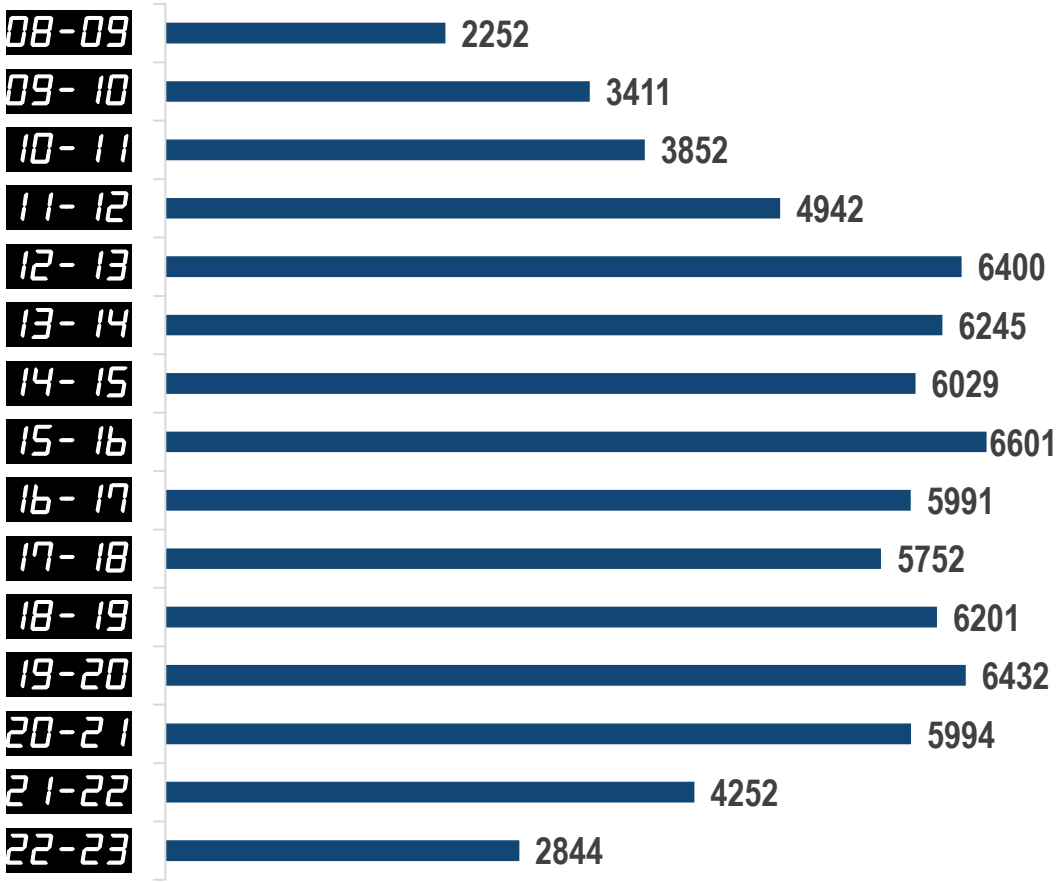
Average (daily) number of pedestrians / whole territory

SA SU MO TU WE TH FR

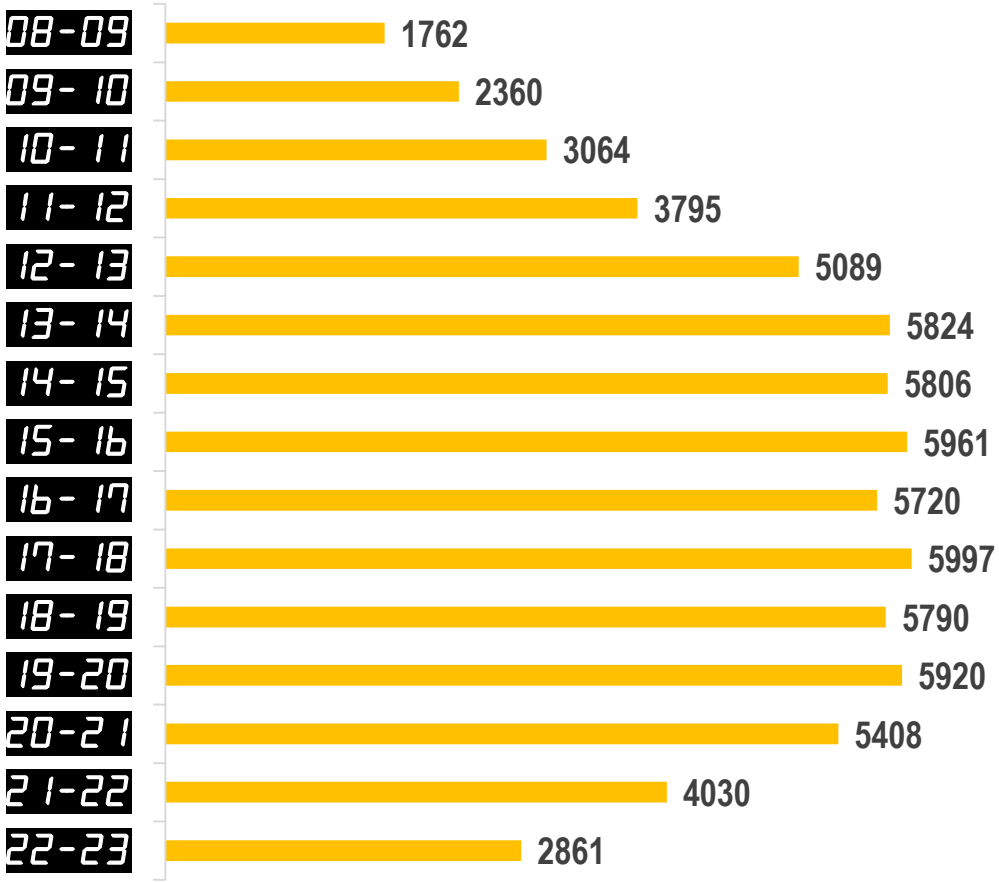
WORKING DAYS



Σ 77198

SA SU MO TU WE TH FR

WEEKENDS



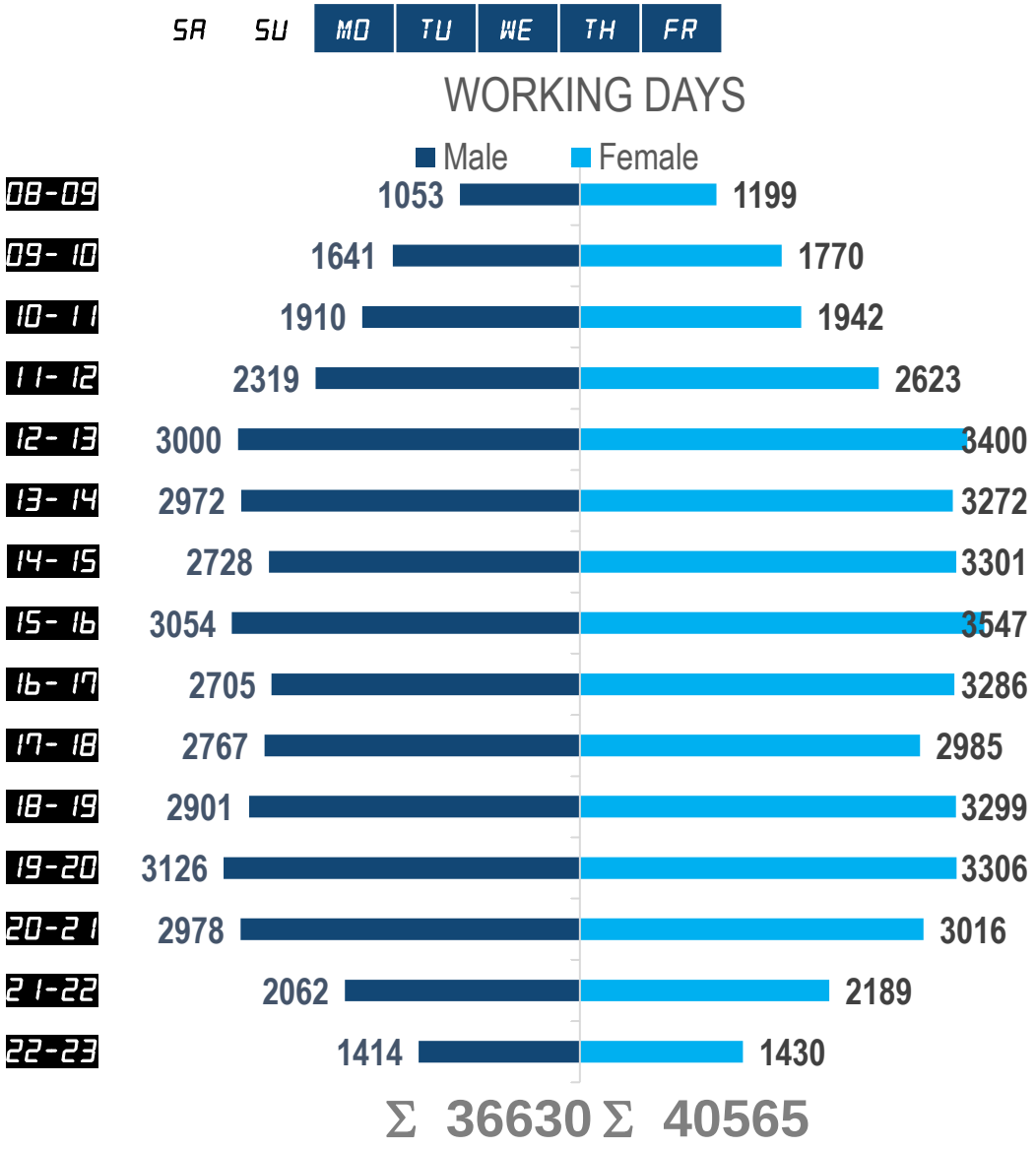
Σ 69387

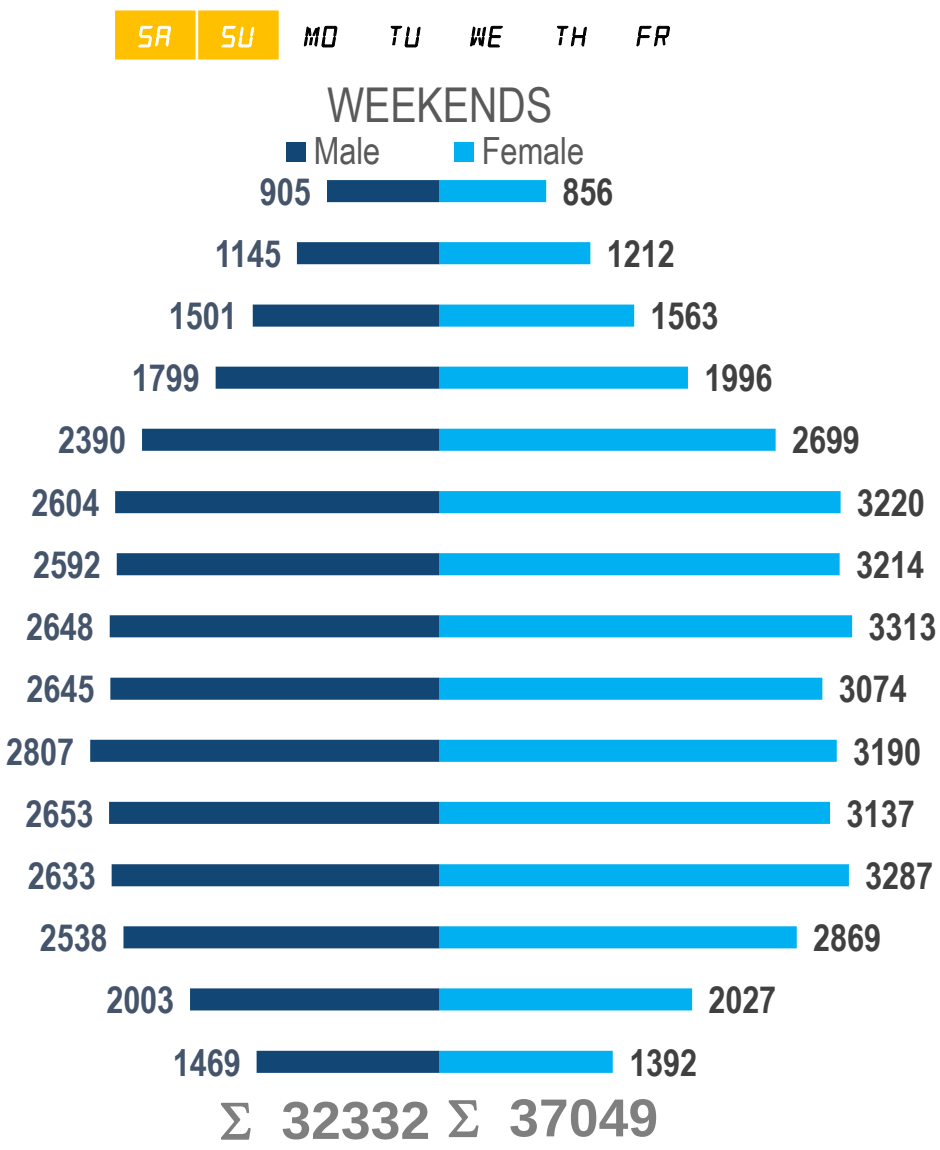
NUMBER OF PEDESTRIANS

Ipsos

ALMA QUATTRO

Average (daily) number of pedestrians / whole territory



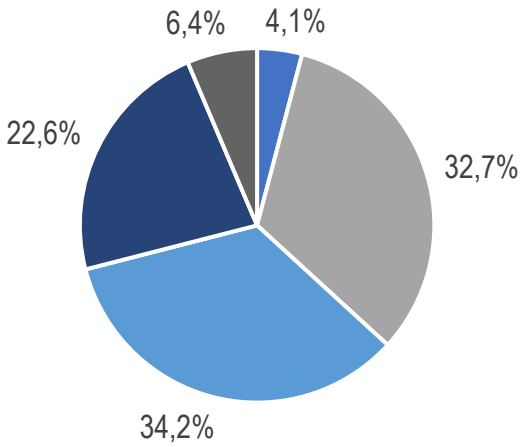


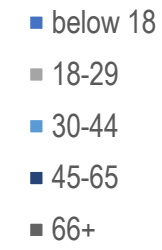
NUMBER OF PEDESTRIANS

Socio-demographic structure of pedestrians / whole territory / WORKING DAYS

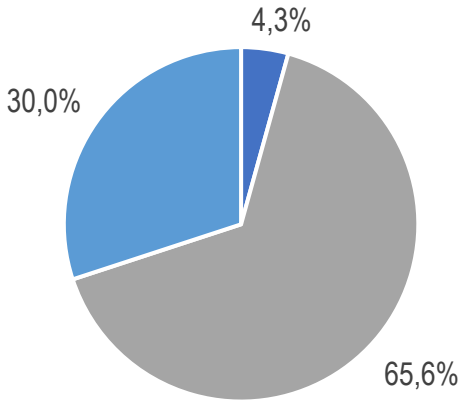
SA SU MO TU WE TH FR

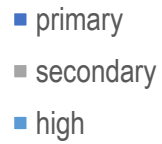
AGE



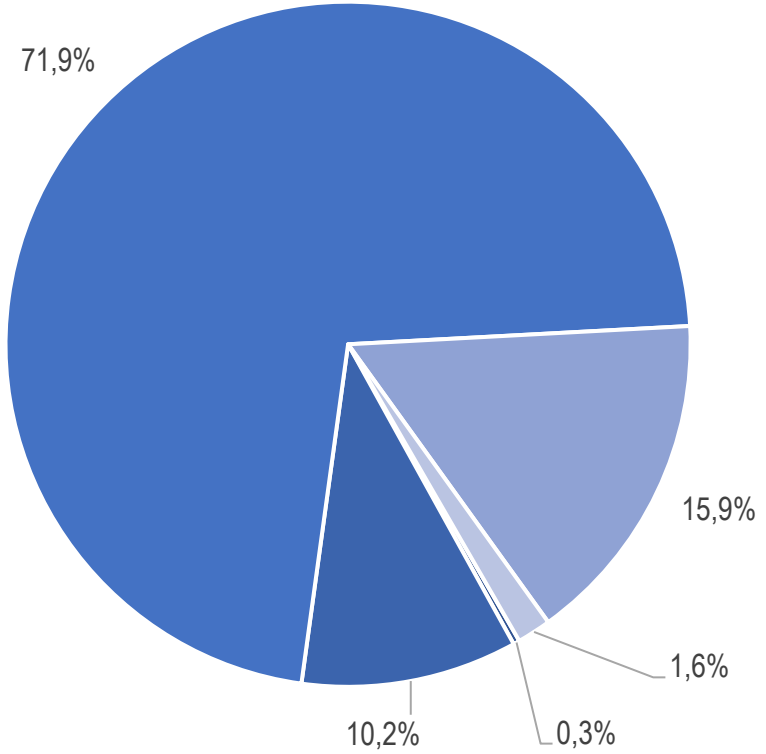


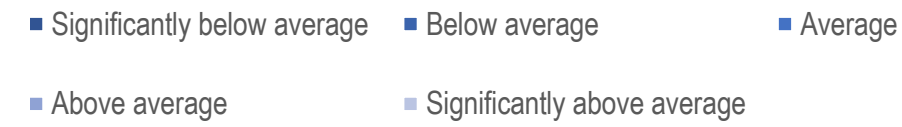
EDUCATION





ECONOMIC STATUS





NUMBER OF PEDESTRIANS

Socio-demographic structure of the pedestrians indexed in comparison with total population / WORKING DAYS

SA SU MO TU WE TH FR

GENDER	
Male	100
Female	100

AGE	
below 18	131
18-29	205
30-44	125
45-65	68
66 and more	32

EDUCATION	
elementary	21
secondary	128
high	107

NUMBER OF PEDESTRIANS

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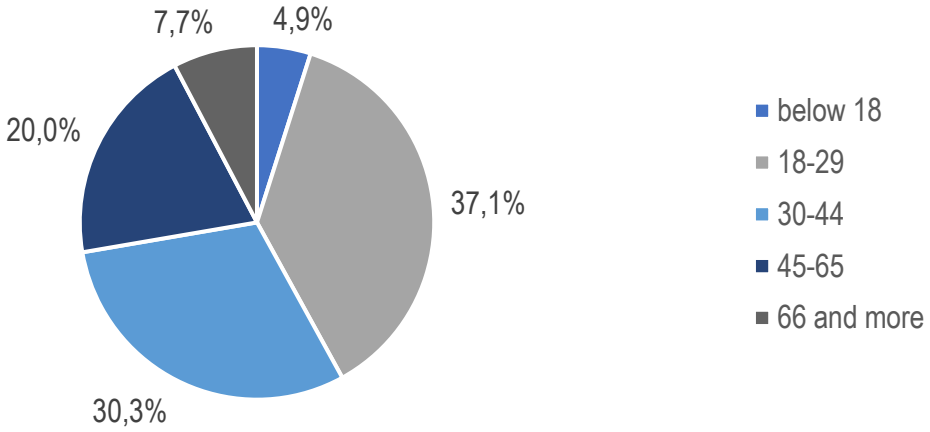
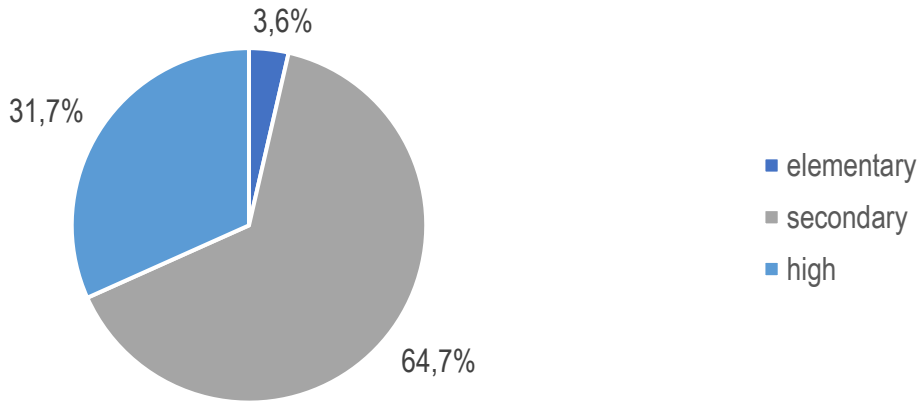
Socio-demographic structure of pedestrians / whole territory / WEEKENDS

SA | SU | MO | TU | WE | TH | FR

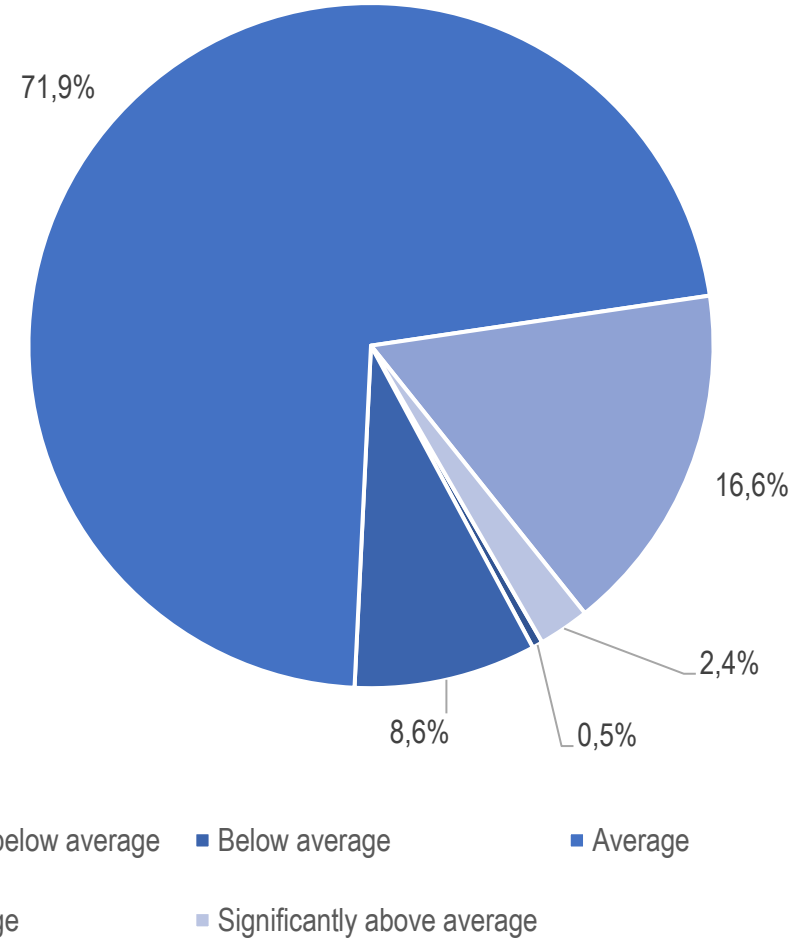
AGE



EDUCATION



ECONOMIC STATUS



NUMBER OF PEDESTRIANS

Ipsos

ALMA QUATTRO

Socio-demographic structure of the pedestrians indexed in comparison with total population / WEEKENDS

SA | SU | MO | TU | WE | TH | FR

GENDER	
Male	99
Female	101

AGE	
below 18	156
18-29	232
30-44	110
45-65	60
66 and more	38

EDUCATION	
elementary	17
secondary	126
high	113

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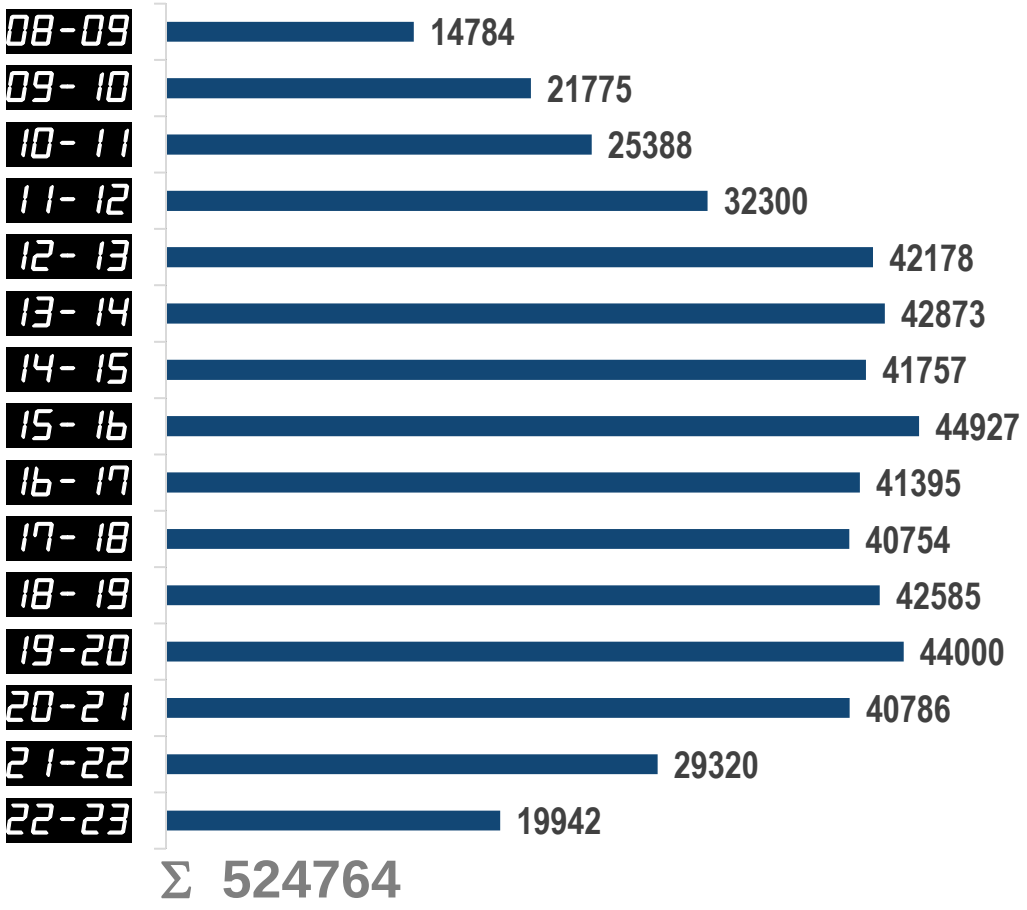
AQ ALMA QUATTRO

Total number of visitors/pedestrians for 7 days period / whole territory

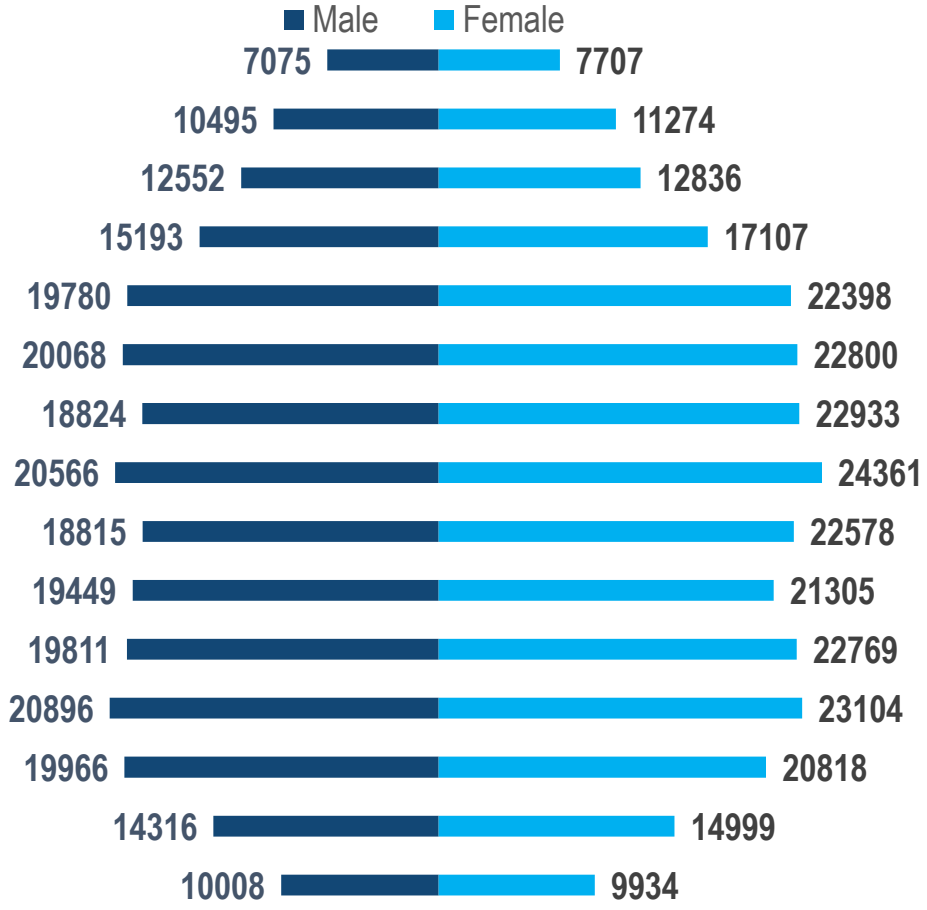
SA | SU | MO | TU | WE | TH | FR

7 DAYS PERIOD



Σ 524764

GENDER

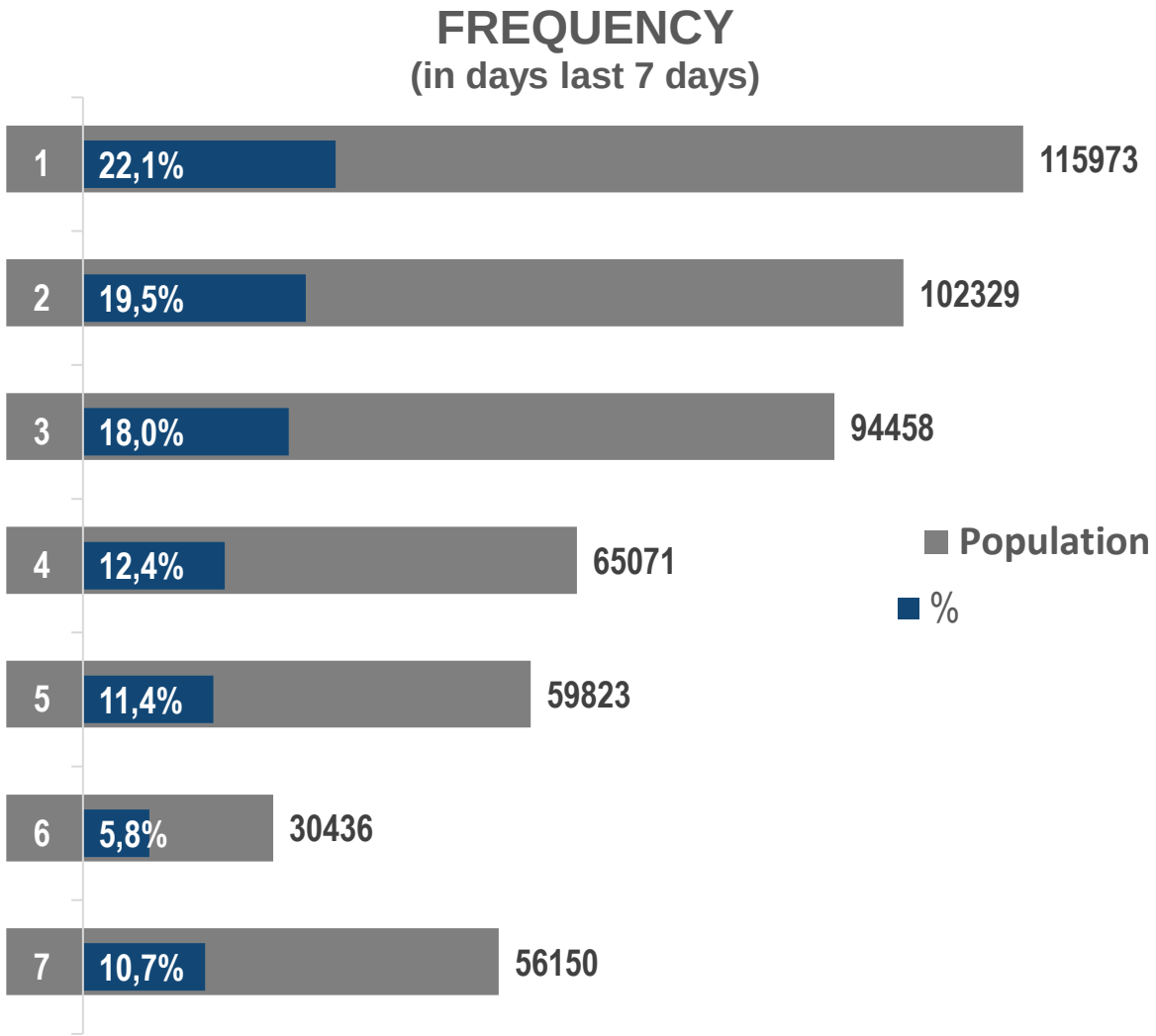


Σ 247814 Σ 276923

NUMBER OF PEDESTRIANS

Number of days visiting/passing trough location / whole territory / 7 DAYS PERIOD

SA | SU | MO | TU | WE | TH | FR



NUMBER OF PEDESTRIANS

Ipsos

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