

Lowland Market Research

**Forrest Group Limited**  
**Vehicle and Pedestrian Enumeration**  
**CityScreen Manchester - Piccadilly Gardens**

Prepared By:  
Lowland Market Research

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Traffic and Pedestrian Count – Forrest Group Ltd- CityScreen Manchester  
Forrest Media – 0141 420 6000

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**1.0 Introduction**

This report details the main findings to emerge from a programme of research carried out by Lowland Market Research on behalf of Forrest Group Ltd. Lowland Market Research undertook a vehicle and pedestrian count within Piccadilly Gardens, Manchester and adjoining streets on the dates Monday 6<sup>th</sup> November to Sunday 12<sup>th</sup> November inclusive.

**2.0 Methodology**

Two enumerators were located at each of the enumeration sites, one counting pedestrians and the other motor vehicles. Counts of vehicles and pedestrians were noted every 15 minutes during the following times.

**Enumeration Times**

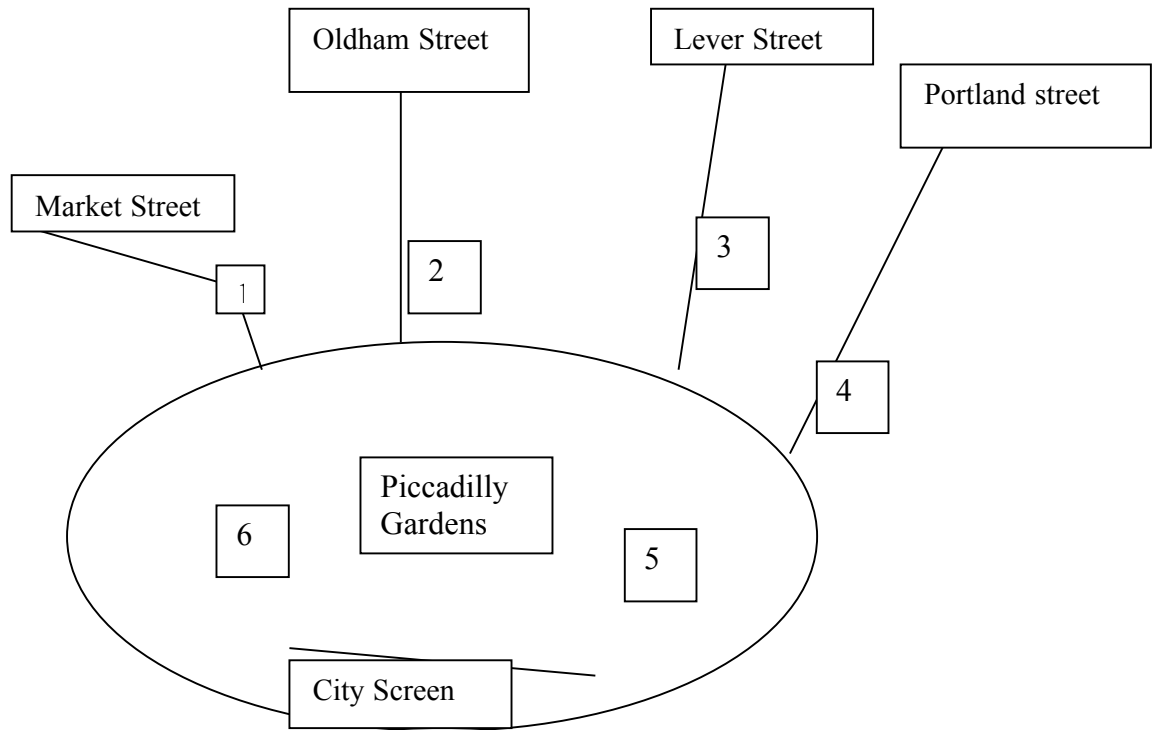
Day of Week	Core Hours	Night Shift
Monday	6am-10pm	
Tuesday	6am-10pm	10pm-4pm
Wednesday	6am-10pm	
Thursday	6am-10pm	
Friday	6am-10pm	10pm-4pm
Saturday	6am-10pm	10pm-4pm
Sunday	6am-10pm	10pm-4pm

With reference to the diagram on the following page indicating the enumeration sites, vehicle and pedestrian counts were conducted at the following location at the times and days of the week indicated.

**Interviewing Locations**

Day of week	Time of day						
	6am-9am	9am-12pm	12pm-3pm	3pm-5pm	5pm-7pm	7pm-10pm	10pm-4am
<b>Monday 6<sup>th</sup> November</b>	1	2	6	5	4	3	
<b>Tuesday 7<sup>th</sup> November</b>	2	1	3	6	5	4	2
<b>Wednesday 8<sup>th</sup> November</b>	3	2	1	4	6	5	
<b>Thursday 9<sup>th</sup> November</b>	4	3	2	1	5	6	3
<b>Friday 10<sup>th</sup> November</b>	5	4	3	2	1	6	5
<b>Saturday 11<sup>th</sup> November</b>	6	5	4	3	2	1	6
<b>Sunday 12<sup>th</sup> November</b>	1	6	5	4	3	2	

**Enumeration Locations**



### 3.0 Key Statistics

As indicated previously, samples of pedestrian and traffic counts have been collected at a variety of locations on Piccadilly Gardens and at the junctions of roads adjoining Piccadilly Gardens. Data has been collected at these locations every 15 minutes and amalgamated to provide the numbers of people who have the potential to see the new advertising medium during the following time slots.

The main time slots are as follows;

- 6am – 9am – Morning Drive Time
- 9am – 12pm – Morning Shopping
- 12pm – 3pm – Lunch Time
- 3pm – 5pm - Afternoon Shopping
- 5pm – 7pm – Evening Drive Time
- 7pm – 10pm – Late Night
- 10pm – 4am – Through The Night

To create a realistic measure of the number of people who would have the opportunity to see the proposed advertising medium, we have estimated the number of people to be found in cars/taxis, buses and goods vehicles etc. The occupancy rates of vehicles has been estimated as follows;

- Pedal cycles and motor cycles - one person per vehicle
- Cars/Taxis – one person per vehicle
- Trams – 10 people per vehicle
- Buses – 10 people per vehicle
- Goods vehicles – one person per vehicle

The following table, summarises the weekly number of people, both pedestrians and in vehicles who will have the opportunity to see the proposed advertising medium. The data has been broken down into the main time slots.

#### Key Statistics

Time of Day	Total number of people in vehicles	Total number of pedestrians	Total Number of People
6am-9am	105,749	98,721	204,470
9am-12pm	109,088	166,572	275,660
12pm-3pm	138,453	208,887	347,340
3pm-5pm	110,887	249,690	360,577
5pm-7pm	99,141	276,885	376,026

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7pm-10pm	98,511	224,455	322,966
10pm-4am	60,410	129,136	189,546
Average Total per Week	722,302	1,354,346	2,076,648

The following table summarises the number of vehicles and pedestrians to be found on average per week within each of the main time slots.

**Pedestrian and Vehicle Counts per Week**

Time of Day	Pedal Cycles/Motor Cycles	Trams	Cars/ Taxis	Buses	Goods Vehicles	Total Vehicles	Pedestrians
6am-9am	103	89	1,115	1,272	279	2,858	98,721
9am-12pm	181	63	1,914	1,227	589	3,974	166,572
12pm-3pm	210	84	1,908	1,649	331	4,182	208,887
3pm-5pm	147	90	1,196	3,959	198	5,590	249,690
5pm-7pm	201	90	1,529	3,009	163	4,992	276,885
7pm-10pm	177	97	1,967	2,035	149	4,425	224,455
10pm-4am	109	88	469	1,179	62	1,907	129,136
Average Total per Week	1,128	601	10,098	14,330	1,771	27,928	1,354,346

The above data is an amalgamation of traffic and pedestrian counts every 15 minutes, using the timetables outlined in page three of this report. Counts have been weighted to provide a potential weekly audience figure for all time slots and different pedestrian and vehicle types.