



Retail/Lifestyle Audience Measurement

The Retail/Lifestyle measurement in MOVE (Measurement of Outdoor Visibility and Exposure) covers people interacting with advertising faces within a shopping centre. Each advertising opportunity in a retail/lifestyle environment has its demographic profile measured against the population in which the advertising face is located.

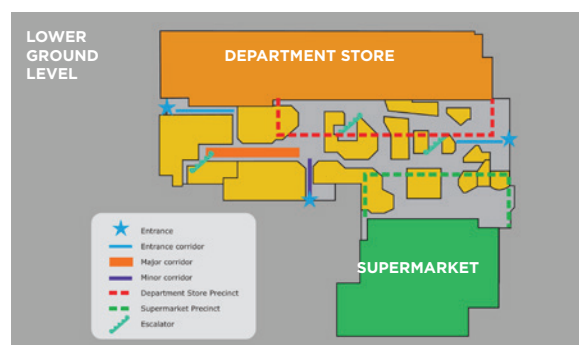
To achieve this, firstly the Zenith travel model allocates trips to individual shopping centres. This provides a total audience result for each shopping centre, but this does not define how the measured audience moves within that shopping centre.

To understand this, a separate model was developed based on a 6,000 respondent survey. This model enables MOVE to ascertain what particular attractors influenced the audiences' movements and therefore how they interact with internal advertising faces. These two models combined determine the total potential audience for retail advertisements.

The distribution of audiences within shopping centres is influenced by floor levels, precincts within the centre (supermarkets, department stores), and the number of entrances for the floor and centre in total. The model measures individual trips within the shopping centre including shopping, employment, personal business and recreational.

Advertising faces are then classified according to maps generated by MOVE for each shopping centre that identify the various segments of each centre.

CLASSIFICATION	CODING
Corridor	Entrance – Outside
	Entrance – Inside
	Major
	Minor
Area Precinct	Supermarket Precinct
	Department/Discount
	Escalator
Centre	Number of entrances
	Contains supermarket?
	Tier
Entrances per floor	0/1
	2/3
	4+



The above diagrams describes the Shopping Centre and Site Classification Model process