



Peter Bruce, Consultant ■ Since 1991

MEDIA NOTICE
Dec. 3, 2007

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Annual downtown Minneapolis skyway and sidewalk foot traffic count completed

Most areas saw a jump in foot traffic last year, and early indications show volumes continued to climb in 2007. Volumes are up in downtown St. Paul too.

MINNEAPOLIS, MINN.— Pedestrian Studies has completed its annual survey of foot traffic volumes in downtown Minneapolis. Key details of this year's count will be released to the media in mid-December.

Early indications are that foot traffic is up considerably in most areas, said Pedestrian Studies consultant Peter Bruce, who has been conducting annual foot traffic counts in Minneapolis for 17 years.

“Traffic levels have been slowly increasing in downtown Minneapolis over the past few years,” Bruce said. “Much of it has to do with the city's office space inventory, which is becoming more fully-occupied.”

Last year, Pedestrian Studies found skyway traffic volumes were about 5 percent higher than historic averages in downtown Minneapolis – a reversal of the trend toward declining

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numbers that was seen from 2000 to 2005.

Foot traffic is also expected to climb in areas with new retail outlets. For example, a new Brooks Brothers store will likely boost volumes in the newly renovated City Center.

In downtown St. Paul, a spring study found volumes in areas of that city's retail core were about 7 percent higher than historical averages.

The annual Minneapolis and St. Paul counts are funded by downtown property owners and managers. This year's Minneapolis study surveyed traffic at more than 29 locations.

About Pedestrian Studies

Located in Minneapolis, Minn., Pedestrian Studies is a national consulting firm that specializes in the study and analysis of retail foot-traffic patterns and their impacts on urban environments. Pedestrian Studies' clients range from city governments to commercial districts, shopping centers, individual businesses, building owners and property managers. The firm's services include pedestrian traffic counts, traffic projection studies and traffic-shaping programs. Specialized studies provide clients with strategies for determining shopper characteristics and attracting more foot traffic to specific locations. Other studies help clients examine the impacts of things like special events, public art, weather, new construction and transit.

About Peter Bruce

Pedestrian Studies owner Peter Bruce founded the company 1991. Since that time, Bruce has led more than 40 downtown pedestrian counts, traffic projection studies, shopper intercept studies, retail recruitment brochures and traffic-shaping projects in dozens of cities, including New York, Los Angeles, Houston, Pittsburgh, Seattle, Minneapolis and St. Paul. He's been conducting annual pedestrian traffic counts in Minneapolis and St. Paul for 17 years, and the resulting data has been adopted as a standard for gauging foot traffic by property owners and managers. Bruce also consults clients on retail market analysis and helps them develop strategies for physical enhancements to downtown properties.