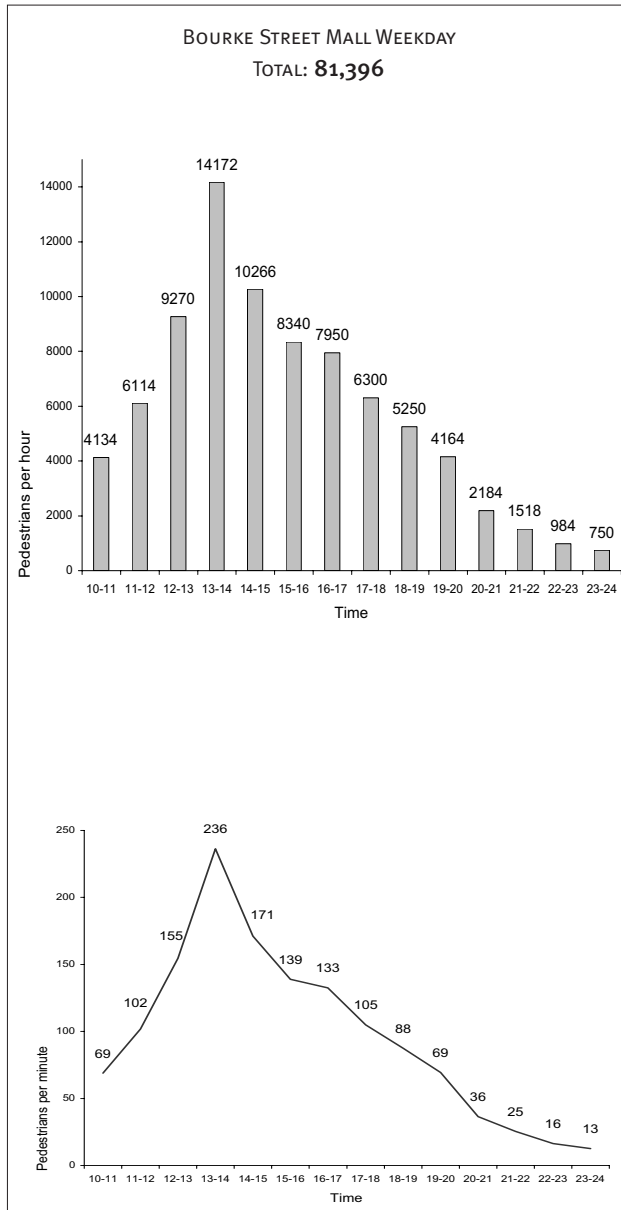


3.2 PEDESTRIAN TRAFFIC - BOURKE STREET MALL



Counts:
Weekdays: 25/11- 2/12 2004 : 10am-12 midnight
Saturday: 27/11/2004 : 10am-12 midnight
Weather: Fine at all times

On summer weekdays, the pedestrian traffic through Bourke Street Mall reaches an impressive 81,000. There is a definite peak during lunchtime and early afternoon, while the evening numbers are markedly lower, falling steadily each hour after the close of trading. On Saturdays, the number of pedestrians is 91,000 with pedestrian volumes more evenly spread out than during the week. There are more pedestrians in the evening on Saturday compared to weekdays.

Comparison 1993 to 2004 (Diagram page 75)

Since 1993, daytime pedestrian traffic on weekdays has increased by 70 per cent, while evening numbers have trebled. The total number of pedestrians from 10am to midnight has almost doubled. However, the number of people walking on Saturdays remains close to the 1993 figures.

