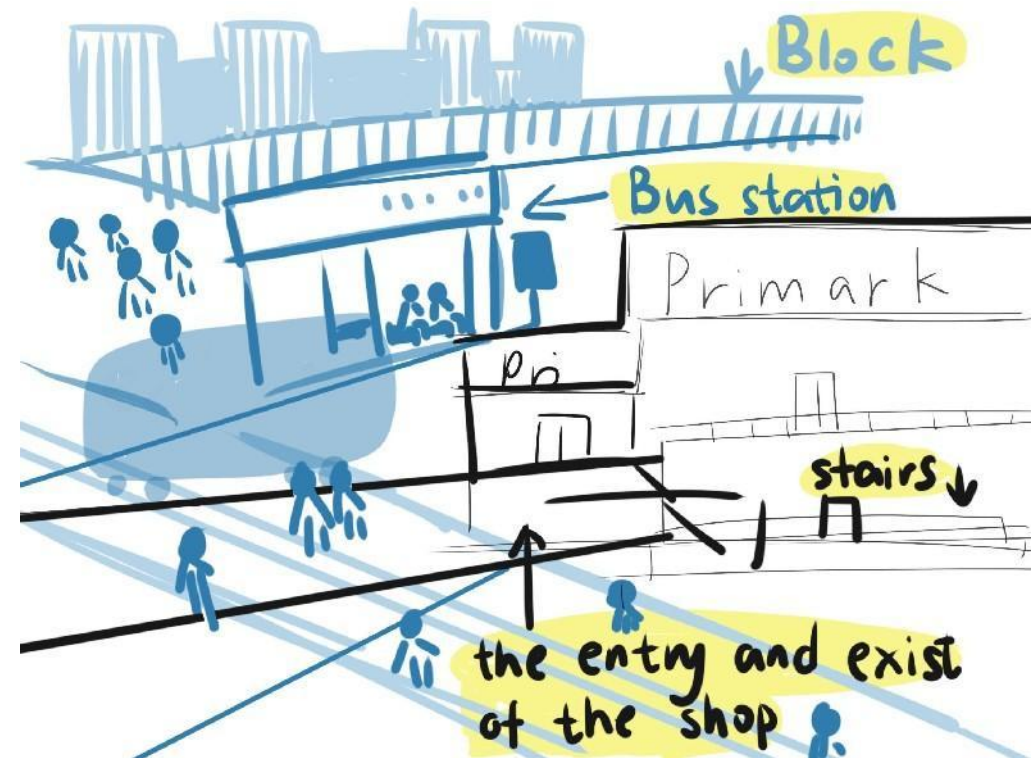


# People Observation

**Sitting in front of the  
Primark at the city centre**

Wang Yuqing

# The location of Primark



Primark is located opposite the bus stop in the city centre and is a large general supermarket. The reason why I chose this place for my research is that it is located at the entrance of the city center. Every weekend, some vendors will set up stalls in front of the store, so I sat in the coffee shop opposite the supermarket to make my observation.



# The surroundings



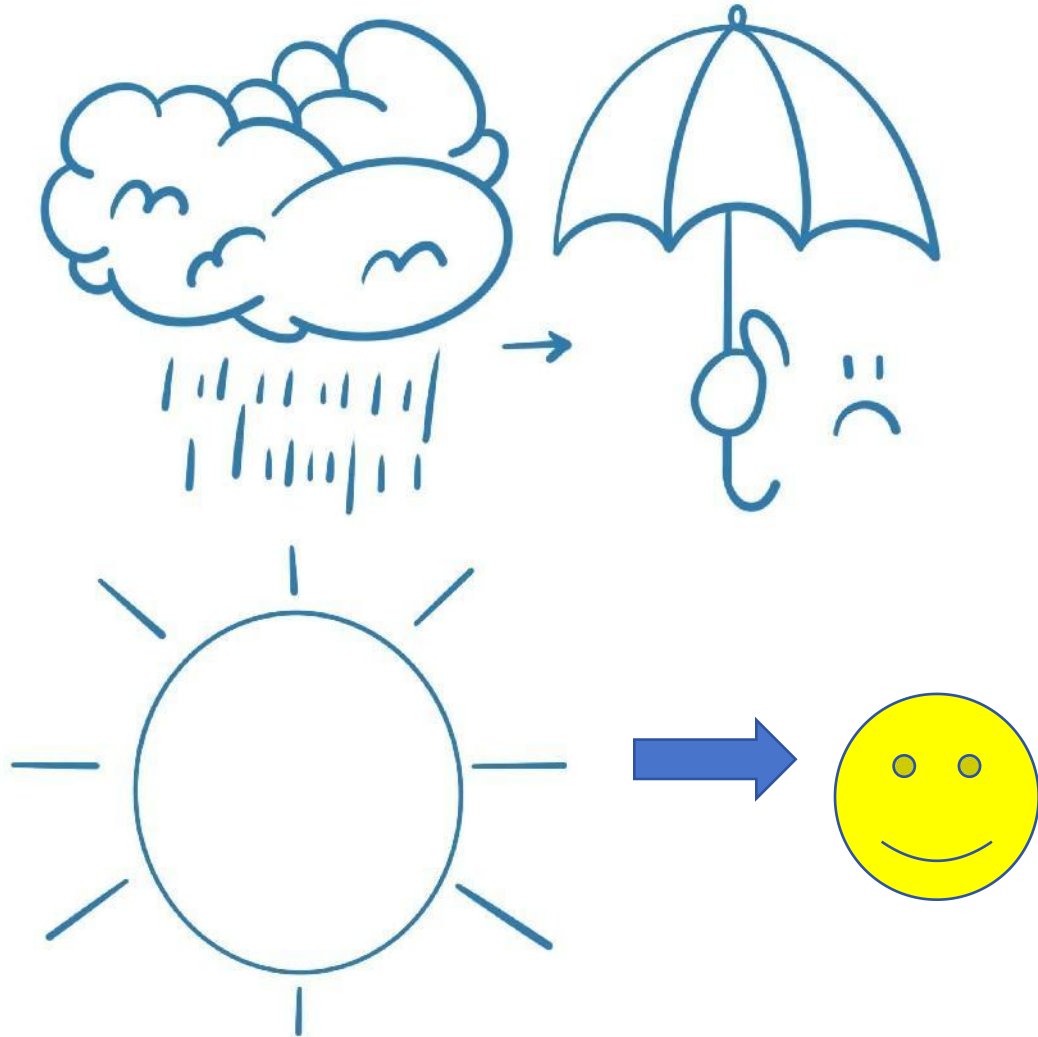
I'm sitting at here!





# The reasons related to the passenger flow volume

⚡ The weather



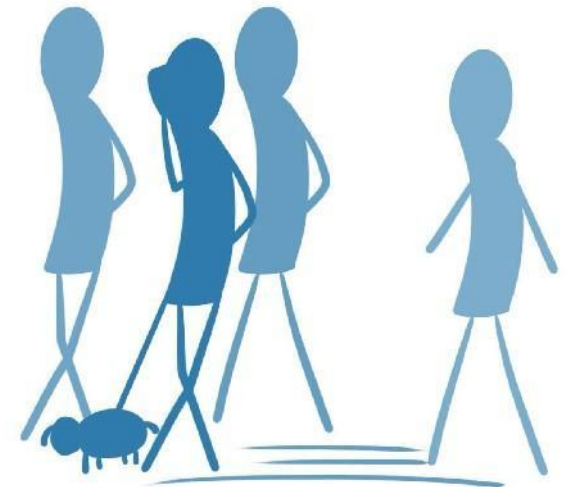
🕒 The time



During the  
daytime

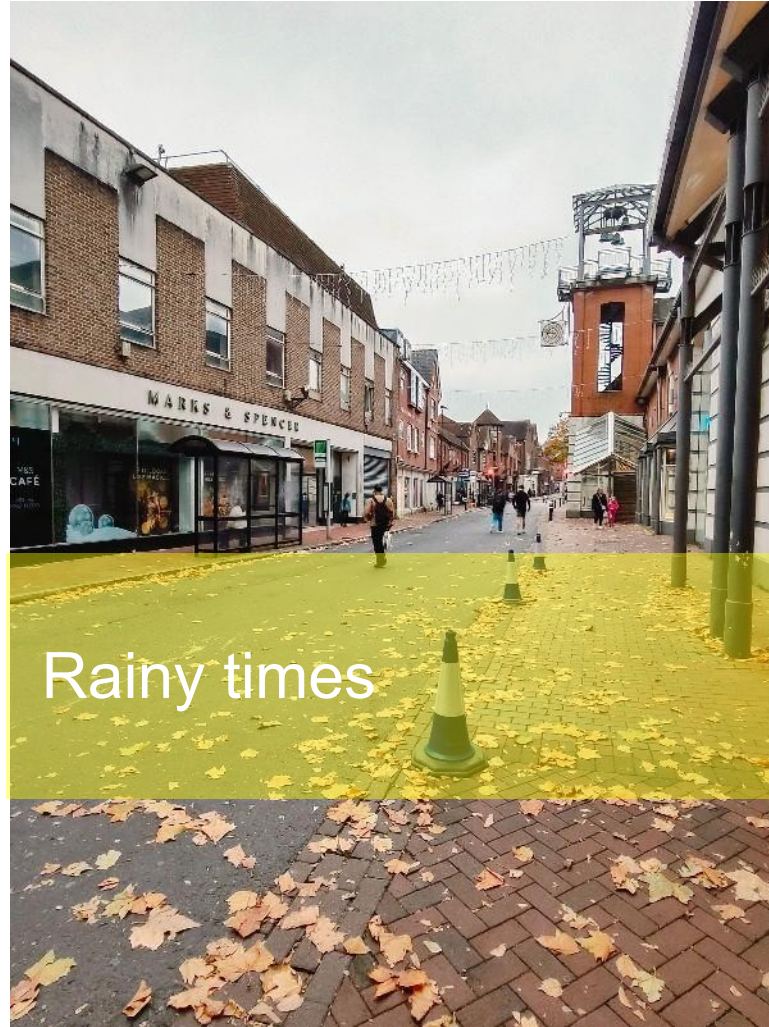


During the  
dawn



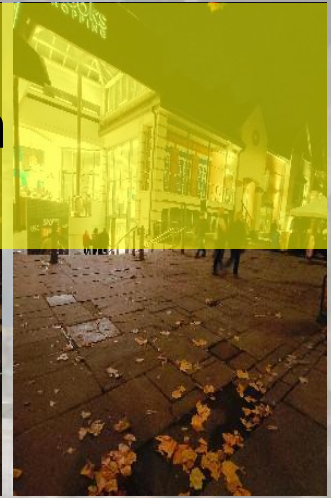


# The change of passenger flow with different weather during the afternoon





# The change of passenger flow with different time during the afternoon





# Some interesting actions



## Dogs walking

During this three-hour period, I observed that the types of people were mainly divided into walking with pets, shopping with a family of three, and couples/friends/single persons shopping together.

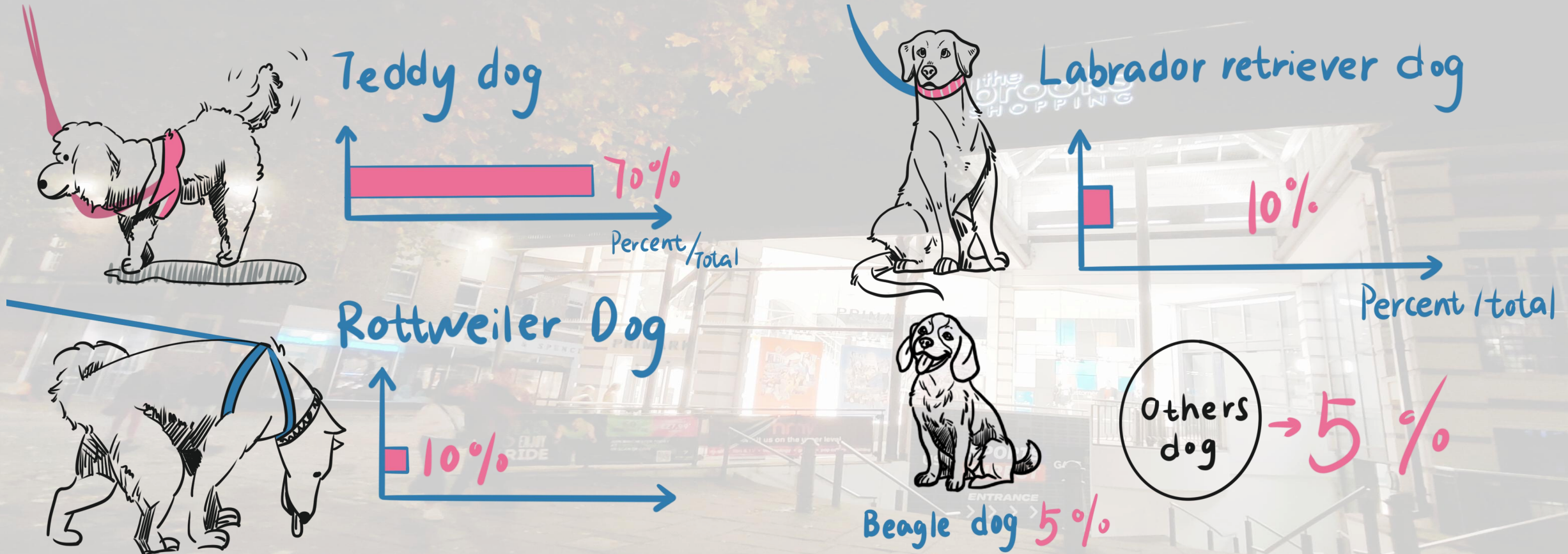
## Babies with families



## Some couples



# People with dogs

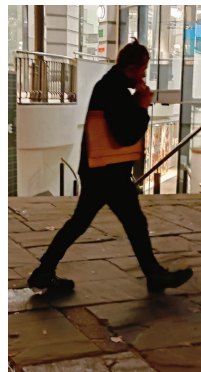


I observed that most of the people who travelled with their pets chose to keep dogs as their pets, which accounted for about 40% of the total number of passengers on that day, and I looked at the types of dogs that were kept by these people and compiled statistics.



# Percentage of family shopping and other types

In addition to those who love to walk their dogs, the largest percentage are the types of families travelling as a group to do their shopping, this group accounted for about 45% of the total traffic on the day. Other types accounted for about 25%, including couples, friends and single persons with 20% of the total.





**Thanks for watching**