Universität Zürich[UZH]

Thesis

For the attainment of a
Master of Advanced Studies in Real Estate

Occupancy Cost Ratio as an indicator for retail location rating

Author: Vytisk Souffray
Lukas
Heckenweg 8, 3007 Bern
l.vytisk@gmail.com
+41 79 942 81 29

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List of abbreviations

1A	Primary Retail Status
1B-1C	Secondary Retail Status
B&M	Bricks & Mortar
F&B	Food and Beverage
FSO	The Swiss Federal Statistical Office
OCR	Occupancy Cost Ratio
Omnichannel	Multichannel Approach to Sales
SC	Shopping Centre

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Executive Summary

Retail location selection is the foremost strategic decision that has fundamental impact on the profitability of the company and its everyday operations. It is a long-term investment, where the physical form and place remains constant, even though the determining attributes are permanently changing with increasing velocity. Similar to any other economic activity, retail's multidimensional environment is defined simply by the supply and the demand. The occupancy cost ratio (OCR) represents the interplay of those two luminaries, while naturally incorporating all influencing attributes.

The aim of this thesis was to investigate the OCRs on primary and secondary locations in Basel, Bern and Zurich and to observe their relationship with frequencies (*quantitative and qualitative*). The difference between these two types of frequencies was further explained in the course of this thesis. Furthermore, demographic characteristics within observed areas, in particular gender and income class, were analysed. In the first part of this thesis, a theoretical literature review and the former framework for location selection was analysed. Additionally, current industry trends, importance of observed determinants and specifically the relevance of OCRs were presented. Due to the limited availability of primary data, qualitative as well es quantitative research has been conducted. Qualitative data related to OCRs have been obtained from a survey among retailers and real estate experts. Following the research, a correlation analysis between derived OCR medians and frequencies have been conducted separately for each selected retail location. In conclusion, a simple rating schema based on OCR medians and standardised frequencies of all observed primary and secondary locations was presented.

The outcomes of the correlation analysis have shown inconsistent correlations between OCR and frequencies. The results differ between primary and secondary locations, showing negative, positive or no correlations. This led us to a conclusion that retail locations theoretically share certain patter that can be explained by OCRs along with their relationship to frequencies; however, a greater sample of primary data is essential to validate this assumption. Thus, based on the results of this thesis, OCRs can be used only as a basic guide to a location classification. Moreover, we developed a basic rating schema that puts in relation OCRs and frequencies. We infer, this rating schema has the ability to question the importance of frequencies as a main location selection criterion.

1 Introduction

Retail location theory has drawn much attention throughout nearly a century. And this is also how old main theories and models are. Brown (1993) pointed out that within a mere six year period, between 1927 and 1933, four concepts were introduced related to understanding of the retail location (p. 186). These include *bid rent theory* (Haig 1927), *spatial interaction theory* (Reilly 1929), *principle of minimum differentiation* (Hotelling 1929) and the *central place theory* (Christaller 1933). Considerable research has been done in this field. Theories have been confirmed, criticised, combined, extended and modified in order to explain retailer's strategy patterns related to the selection of the right location. O'Roarty, McGreal & Adair (1997) state that "the most important determinant of retail success remains the location of the store premises and its impact on customer drawing power" (p. 119). Furthermore, Zentes, Morschett & Schramm-Klein (2007) stress the importance of a location in order to gain a competitive advantage due to its one-of-a-kind characteristics (p. 242). Hence thorough analysis of the catchment area (trading area, market area) is crucial not only at the initial period of the site selection, but also during the entire decision-making process. The Figure 1 presents the assessment of a catchment area to adequately display the complexity and the interaction of each stage of the process.

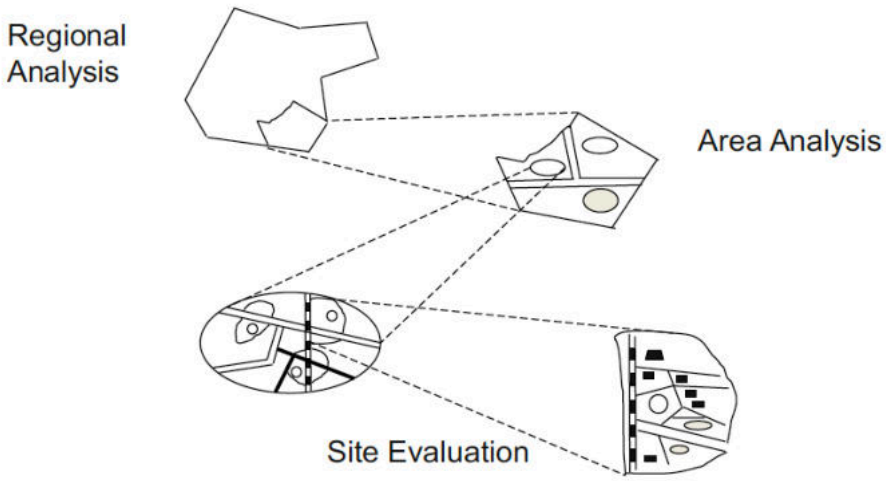

Figure 1: Catchment Area Assessment (Zentes et al., 2007, p. 237, adapted from Bienert 1996)

The implementation of these strategies, however, is not always the consequence of a structured analytical process but rather the result of human judgement. A great degree of irrationality and tendencies of individuals to make decisions based on their personal feelings are the attributes where the standard mathematical approach falls short. Thus,

rules of thumb based on specific knowledge of an individual and/or of the organisation are as important as more sophisticated location assessment techniques (Hernández and Bennison, 2000, p. 365). The idea of fuzzy logic (Zadeh, 1965) tackles these phenomena. Nevertheless, it is almost certain that some behavioural traits of an individual and their relevance remain unexplained. This assumption perfectly illustrates the complexity of this matter.

1.1 Problem definition

According to Ciari, Löchl & Axhausen (2008), retailer's analysis during a location selection process can be viewed from a strategic or methodologic perspective (p. 4). The strategic edge mainly consists of a spatial strategy that is linked to a specific methodology. The degree of complexity of this methodology can vary significantly from intuitive to scientific. In particular, the spatial strategy is predominantly defined by the format as well as by the segment the retailer represents. As formats and segments differ significantly from one another so do specific and individual requirements for location (Sonneck and Ott, 2006; cit. in Krafft and Mantrala, 2006, p. 179). The same rationale can be assumed in regard to costs incurred for the trade carried out in the actual premises, where the foremost attribute is usually the rent. Inversely the ratio of total cost and profit determines the level of rent a retailer is prepared to pay for a given space, or, in other words, the residual value of turnover less costs and expected profit (Taele, 1995, p. 68). Expected turnover naturally varies among different formats and segments and is based on the ability to gain certain market shares within a given area. Therefore, O'Roarty et al., (1997) goes on stating that the fundamental is not the actual passing rent, but rather the ratio between the turnover and the rent, usually called the occupancy cost ratio (OCR), (p. 129). This ratio depends on the margin retailers generate in a given retail segment. Segments with low margin (i.e. grocery stores, low price segments) need a greater volume of transactions than a retailer with high margin (i.e. watch & jewellery segment) where the product has a rather higher price and therefore fewer transactions are needed to generate a profit. Attributes such as frequencies (Christaller, 1933; cit. in Litz & Rajaguru, 2008, p. 478) or purchasing power are differently essential for each of the above-mentioned segments. Both attributes consist of various influencing factors such as for instance accessibility, neighbouring tenants (Hotelling, 1929; cit. in Litz & Rajaguru, 2008, p. 479), economic activity, population or even 'uniqueness' of the product (Reilly, 1933; cit. in Litz & Rajaguru, 2008, p. 478), which subsequently define the characteristic of a particular retail location.

1.2 Objective

The aim of this thesis is to analyse how the OCR's median on selected high streets and its parts, relate to observed location attributes within a specific retail area and whether they share common patterns. Observed attributes consist of quantitative and qualitative frequencies, generally accessibility and demographic characteristics (gender, income class).

Furthermore, our attention has been given to the possibility of using this indicator as a determinant of the location quality for a specific retail segment. Subsequently a simple location rating schema based on OCR medians and frequencies has been developed.

Even though OCR has by its nature strong relevance for the supply as well as for the demand side, for the purposes of this thesis the perspective of the demand side was analysed. It is beyond doubt that it is the demand side that is in control of its own turnovers, which are providing the ability to pay certain rent (Taele, 1995, p. 68).

1.3 Hypothesis

The ability to generate necessary turnover has an immediate impact on the ability to pay a given rent. Derived from this observation, the following questions will be addressed:

1a. What is the occupancy cost ratio median within analysed retail location and how does it relate to observed attributes?

1b. Can this indicator (OCR) be used to classify a retail location?

1.4 Structure

Quantitative as well as qualitative data were used in order to analyse researched areas. The methodology will be briefly described in section 1.5.

The theoretical framework is based on the literature review in Chapter 2. The relevance of observed attributes is validated in this chapter. Selected high street locations with primary and secondary retail status have been followed and analysed in Chapter 3. The commonly used classification applied by market participants (retailers, property owners and third-party property specialist such as brokers/property managers) range on high street from 1A, 1B, 1C to 1D. 1A stands for the primary status and 1B-1D for the secondary status. One example of a classification pathway can be seen in Figure 2.

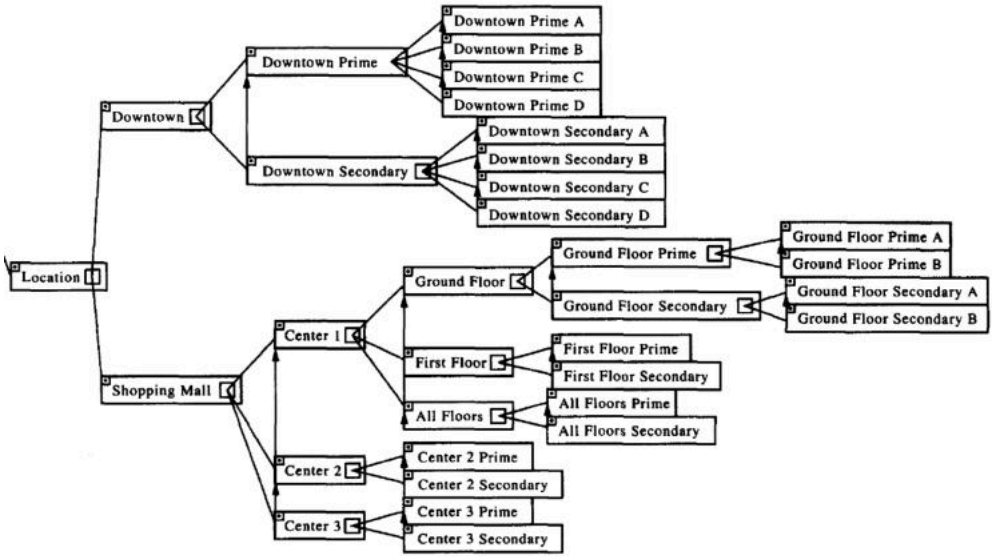

Figure 2: Location Symbol Hierarchy (Source: O'Roarty, Patterson, McGreal & Adair, 1997, p. 421)

Each of the selected cities (Basel, Bern and Zurich) are the main metropoles in different regions within the German speaking part of Switzerland. Even though they share the cardinal status in their respective regions and to some extend also in Switzerland (Basel – 'the pharma-industry capital', Bern – 'the political capital', Zurich – 'the financial capital'), there are principal differences in the nature and characteristics of the local retail market. These mainly consist of geographical differences, the nature of the local economy, specific sociodemographic constellation and consumer's behavioural traits. Further explanation of this topic is given in Chapter 3. In each city, streets with primary and secondary retail status (1A; 1B-1C) were identified. These particular high streets have been selected due to their historical and present status as the main retail destinations in each city. The only exception can be seen with Oberdorf in Zurich. Although this area theoretically possesses all qualities needed for an attractive retail location, from today's retailer optic its potential has not yet been fully capitalised on. Thus, this area is to be categorised rather with a secondary retail status of 1B-1C. This distinctive characteristic was the authors' main motivation to analyse this retail location. The selected streets and their classification can be seen in Table 1.

	Primary Status "1A"	**Secondary Status "1B-1C"**
Basel	Freie Strasse	Gerbergasse
Bern	Spitalgasse / Marktgasse	Neuengasse
Zurich	Bahnhofstrasse	Oberdorfstrasse/Schifflände

Table 1: Selected High Street Locations with given Retail Status 1A; 1B-1C

The results of the analyses were evaluated in Chapter 4. A simple rating schema based on the results has been developed and its applicability briefly discussed.

1.5 Methodology

This research is a theoretical analysis of selected retail areas. A number of studies focusing on the assessment of the quality of a location have been conducted in the past based on the causal relations between different variables. The focus of this research is to inversely assess the quality of selected locations based on OCR, thus a derivate of determining attributes. In order to meet the research objective, it was essential to collect and to generate quantitative (frequencies and demographic characteristics) as well as qualitative data (retailers OCR in primary and secondary retail locations) to test the hypothesis. Hence mixed method study was selected. For instance, Silverman (2013) suggests that, "by having cumulative view of data drawn from different contexts, it may be possible to triangulate the 'true' state of affairs by examining where the different data intersect" (p. 136). This is particularly applicable for areas where sources of primary data are limited.

Moreover, in the initial stage a research model was developed in Figure 3, to establish conceptual framework of this mixed method study.

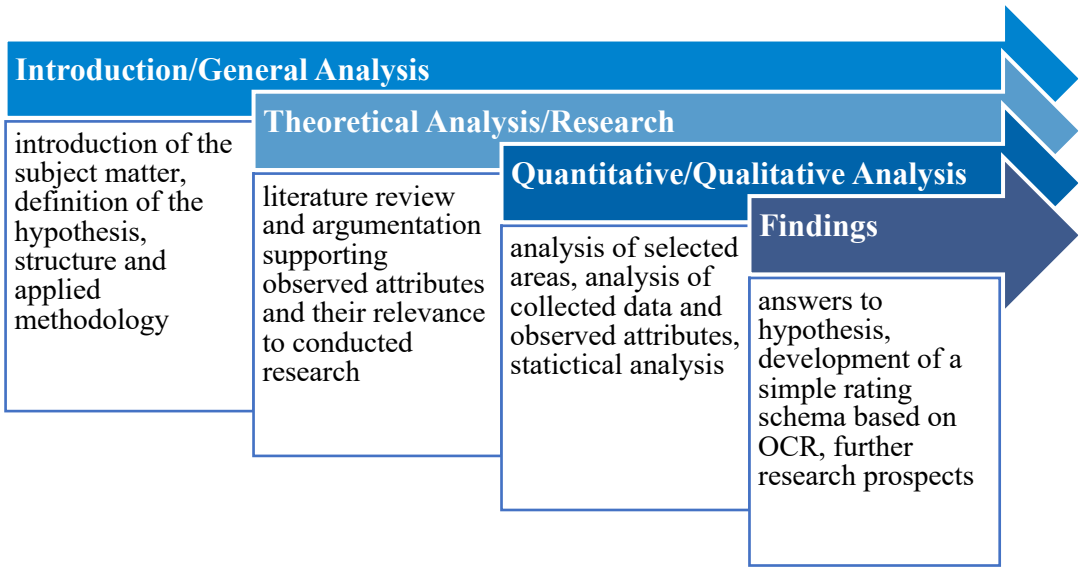

Figure 3: Conceptual Framework Schema

In addition, a literature review was conducted, firstly to analyse the retailing industry with its trends, and secondly to identify the fundamental elements influencing the selection of a retail location and how they can be classified. Along with the initial stage, field research on each street has been carried out. In particular, the tenant mix

(segments), retailer's status (individual/chain) and the origin (national/international) were monitored. Freie Strasse in Basel and Bahnhofstrasse in Zurich were divided into two and four different sections, respectively. These divisions correspond with the structural pattern of each street. Other observed streets share structural consistency with no apparent differentiations in terms of price/segment positioning. Besides a few exemptions, the tenants can be classified as mass-market retailers. The division of these streets follows the natural spatial pattern that is either of a geographical nature or defined by the proximity to frequency generators, such as, for instance, public transport hubs. Precise details are highlighted in Chapter 3.

Consequently, online surveys were conducted in order to generate primary quantitative data on current OCRs from retailers active in the Swiss market with stores on 1A and/or 1B-1C retail locations. The sample size, 38 participants, can be considered as rather small, nevertheless the outcome can still have some generic quality. For instance, Israel (1992) argues, that basically any sample size is sufficient as long as the statistical method is of a descriptive nature (p. 4). Moreover, the size of the population also has to be taken into consideration and put into perspective with the sample. The highest number of stores (129) can found on Bahnhofstrasse. For the purpose of this thesis 230 retailers could have been successfully approached. However due to the low reply rate, selection bias cannot be excluded. Simultaneously, primary quantitative OCR benchmarks have been obtained from the experts, represented by main brokers on the market and property owners' representatives, which are regularly involved in leasing transactions and hence have the understanding of currently negotiated terms and targeted OCRs. In total, nine experts have participated in the survey. Both surveys were structured as anonymous.

In the course of this thesis, we will distinguish between two types of frequencies. In order to simplify the terminology, we will use the terms *quantitative* and *qualitative* frequencies. They differ significantly in the way they are recorded. The quantitative frequencies count each single appearance of a person older than six years during a normal working day (8 – 24 hour) within the analysed hectare. The qualitative frequencies represent only one single appearance of a person older than 18 years within 24 hours that actually come to the observed hectare for a particular purpose. These include education, home, leisure, shop, work and other. Only persons with residency in Switzerland are included in this model. The qualitative frequencies data including the general information related to demographic were provided directly by the company

Senozon. Similarly, the source of the quantitative frequencies data was also Senozon. However, these were obtained on the Wüest Partner Geoinfo tool. The model used for obtaining the data is described in detail in the Appendix I.

In conclusion, descriptive statistics and correlation analysis have been conducted in order to examine the relationship of the variables. Lastly, a simple rating schema based on OCRs and their relationship to each type of frequencies has been developed.

2 Literature Review

Every completed action is by essence in the past. The future occurrences are naturally the consequences of those actions. The aim of this chapter is to comprehend the decisive motives and attributes of retailers regarding their location selection and their spatial understanding of the space. We assume that this is based on the immense theoretical work that has been done in this field.

2.1 Retail industry today

The retail industry in Switzerland is the third strongest sector that provided approximately 235,000 full-time jobs at the end of 2018. The Figure 4 shows this relevance among industry sectors. By adding around 140,000 part-time positions, the total number exceeds 370,000 jobs. Thus, making a significant contribution to the overall health of the economy, respectively to Gross Domestic Product.

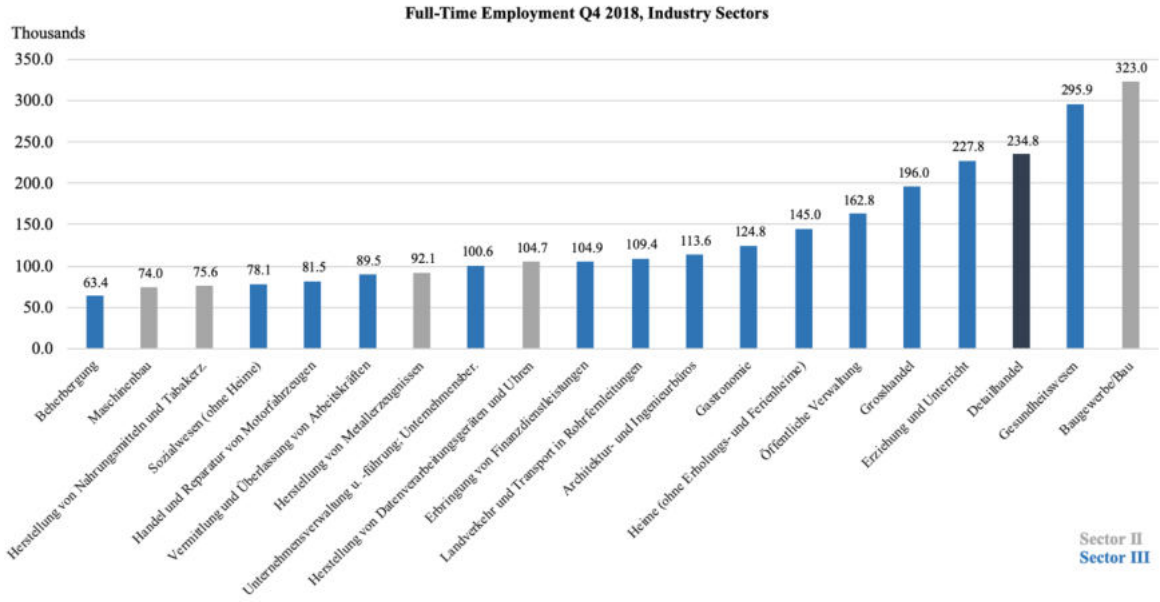

Figure 4: Full-Time Employment Q4 2018, Industry Sectors. Adopted from (Büchler, Mäder, Wyttenbach, Funke & Amacker, 2017, p. 20). Data Source: FSO (The Swiss Federal Statistical Office)

However, looking at the evolution in the last decade, a clear downward sloping trend can be observed. Bosshard & Staib (2015) suggest that even optimistic scenarios do not indicate the same growth in retail as actually took place in the last 20 years (p. 4, 15). The rationale of this prognosis can be described as two-pronged. Firstly, the rapid implementation of new technologies in the last 20 years has led to a greater effectivity (Bakbasel, 2015, p. 3). Therefore, the employment rate has been consequently decreasing. Secondly, the whole industry is undergoing a significant structural change, facing new technologies, dynamic changes in consumer behaviours, consumer preferences and new forms of trading. According to Cushman & Wakefield (2017) consumers' demand for immediate gratification is intensifying further, in an already competitive retail environment (p. 3). Hence the retailers, and moreover the whole industry is urged to adopt new business models, in which the traditional bricks and mortar way of trading further shifts towards multi-channelling, by incorporating online shopping platforms and new technologies.

In addition, as the operational framework is changing, Lasi, Kemper, Fettke, Feld & Hoffmann (2014) argue that due to this - in the last decades apparent shift from seller's into buyer's market "the buyers can define the conditions of trade" (p. 239). This reflects previously prompted personification, which demands greater elasticity in product development distribution to consumers. On the contrary, Cao & Li (2015) stressed, that "there is only little empirical evidence about the effect of integration across channels on firms' performance" (p. 198). They have shown that the matter is not as 'black & white' as it seems. Cao & Li (2015) conclude, that the retailers can benefit from multiple channels, though special care has to be given to the nature and mostly the size of the store portfolio, as an overly intensive network can create conflicts and dissynergies (p. 213).

In absolute terms, the shift in Switzerland does not appear to be so dramatic. The retail study from GfK (2019, p. 9) presented CHF 9.5 Billion spent outside bricks and mortar stores. Whereas the whole retail in Switzerland produced a volume of CHF 91.3 Billion. Albeit by looking at the evolution in the past 8 years, it can be seen in Figure 5 that the output almost doubled and GfK (2019) estimated the percentage growth between 2017/2018 at 10% (p. 9). A clear upward sloping trend can be identified. A study from Credit Suisse (2019) supports this trend and suggests further growth in the future (p. 25).

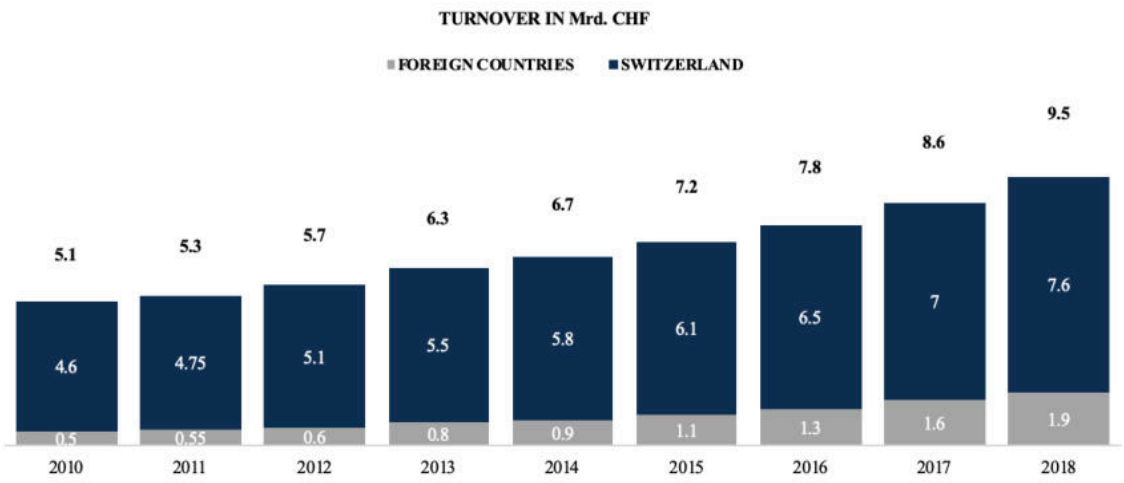

Figure 5: Volume Online & Shipping Trade Switzerland. Adopted from (GFK: Shopping Center Schweiz: Facts and Figures: 2018; 2019, p. 9)

There is an ongoing general debate about the interpretation of these figures and the consequent 'real' weight of the volume of the trade outside of traditional stores. The pivot source of disagreement is the suitability of this growth in the long run and the real potential this retail channel has. It is distinctly beyond the purpose and the aim of this thesis to deepen the research on this topic. The ambition of the authors was to merely enlighten the fundamental changes the whole industry is facing.

It is the turnover achieved in the store that is arguably the most significant attribute determining the rent that the retailer is willing to offer for his physical occurrence (Damesic, 2001, p. 24), (Taele, 1995, p. 68), (O'Roarty et al., 1997, p. 129). Hence it is apparent that this phenomenon concerns equally property owners as well as tenants. Wildenauer (2011) defines the demand for retail space as "derived demand for retail goods and services" (p. 15). If this demand for retail goods and services is newly distributed across various channels, then so is the demand for point of sales as this does not necessarily need to have a physical form (Damesic, 2001, p. 22). It would be certainly short-sighted to apply this assumption across the whole industry, as some segments will be hit with a different intensity. According to Goldmanis, Hortacsu, Syverson & Emre (2009) "it is quite likely that these market share changes can be drastic enough to lead some firms to exit from the market entirely" (p. 651). One example can be seen in Figure 6, showing the evolution in number of stores within the travel industry in the USA. Due to this new division of the 'retail pie', shifting turnovers in retail outlets with the combination of the constant-fix rent naturally puts retailers' survival ability with 'physical models' in question.

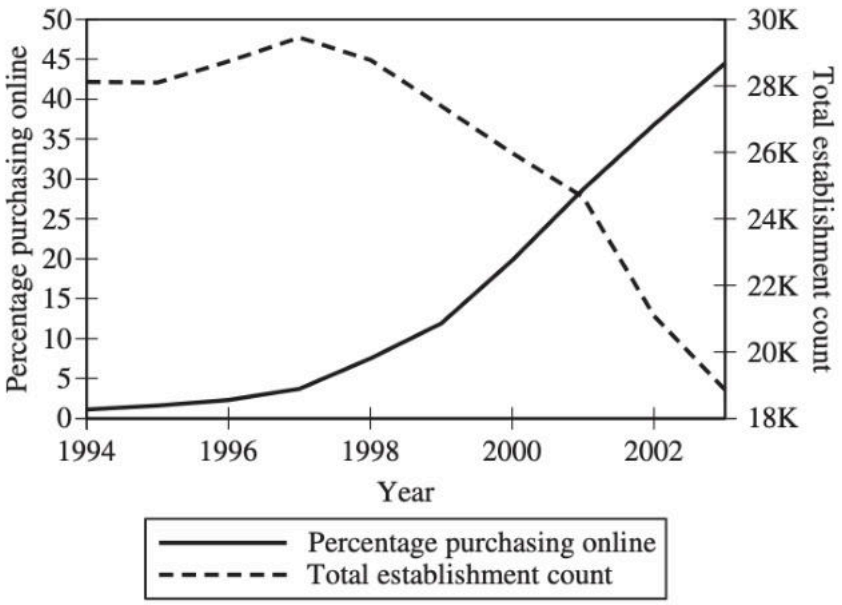

Figure 6: Fraction of Consumers Purchasing Online and Total Number of Travel Agencies: 1994–2003 (USA). (Goldmanis et al., 2009, p. 666)

Importantly and correctly, Ghosh and Craig (1983) suggest that it is indeed the quality of the firm's business models and/or location selection that determines the ability to cope with the recent dynamic in changes related to economic conditions, lifestyles, consumers' preferences or demographics (p. 58). Nevertheless, it is startling how little the supply side has undertaken to understand the spatial differentiation of demand (Wildenauer, 2011, p. 16). On the contrary, the naturally strong exposure to retail led shopping centres' owners to explore new leasing models. A report from the International Council of Shopping Centers ICSC (2016) introduced possible new omni-channel leasing models to capture the store value from both perspectives (p. 42). Besides various percentage/turnover based models, so called *geo-fence store sales models*, where greater geographic area around the anchoring physical point of sale is used, "to quantify the value of a consumer opportunity within a specific location" (ICSC, 2016, p. 42). Our research among retailers with stores on analysed streets indeed also revealed the tendency towards omnichannel concepts. After analysing the results, we can conclude in Figure 7, that more than half of the tenants have two sources of revenues, bricks & mortar (B&M) as well as online.

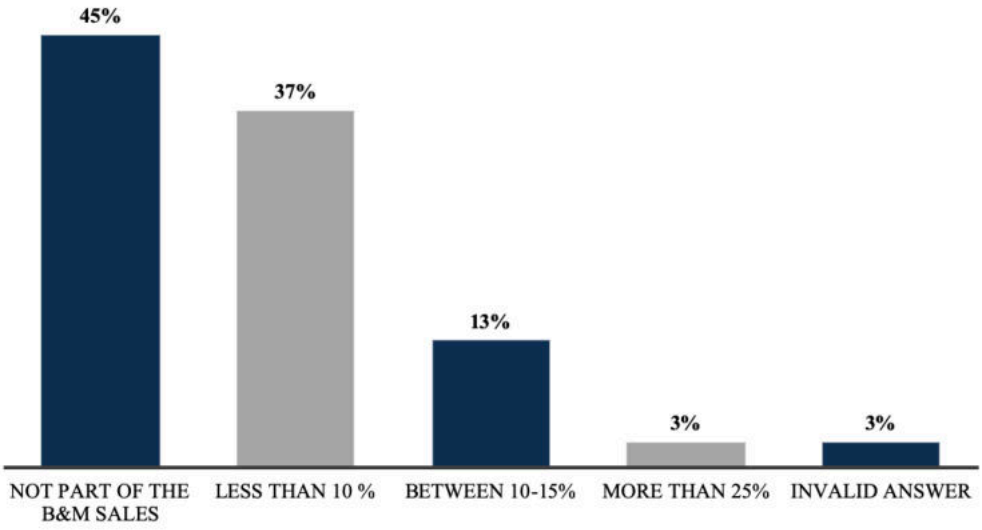

Figure 7: Survey Results: Proportion of Online Sales to the Turnover in B&M Stores

2.2 Retail Location Theory

Facing the described complex environment with various and rapidly changing factors, it is of absolute importance to perceive the retail location selection as a long-term strategic investment that is not readily reversible (Ghosh & Craig, 1983, p. 57), (Zentes et al., 2007, p. 229). One of the first theoretical models dates back to the beginning of the 20th century. All of these models observe and analyse the geographical patterns of a location and its interaction with consumers' behaviours rather than the spatial organisation of retailing (Brown, 1993, p. 186). In his c*entral place theory* Christaller (1933) basically claims that a particular location associated with the fewest cost to reach, is the one with the highest potential as the demand declines with the distance (travelling costs), the demand has to overcome to access given supply (p. 105-108). This is theoretically regardless of the distinction of the product. The models introduced by Reilly s*patial interaction* (1929) and r*etail gravitation* (1931) however consider the special character of products and services. In their paper Litz & Rajaguru (2008) imply the trade-offs between the location and the personalised goods and services, stating that specific characteristics of those goods and services can theoretically relativize the importance of the centrality of a location (p. 478). Nonetheless, in their study, they found no evidence in support of the *spatial interaction theory* (p. 488). In contrary to Christaller's and Reilly's spatial geographical theories, Hotelling (1929) in his *minimum differentiatio*n principle focuses rather on spatial competition. As the primary intention of a consumer is to minimise the costs, the retailers will cluster in areas where similar products are being offered, benefiting from the increased frequencies this concentrated supply attracts. Even though it has been proven that this theory has its shortcomings

(D'Aspremont, Gabszewicz & Thisse, 1979, p. 1145 - 1149), the current retail landscape, especially on prime retail locations – high streets – shows us that in reality the clustering works when products and consumers are sufficiently heterogeneous (de Palma, Ginsburgh, Papageorgiou & Thisse, 1985, p. 769, 776). Naturally these locations are then characterised by high frequencies, which are theoretically increasing the probability of retailer's success. As this might be perceived to be the case across the industry, special care has to be given to specific segments. The study presented by Perdikaki, Kesavan & Swaminathan (2012) proved this general assumption to be invalid as in their research the conversion rate decreases with increase in frequencies (p. 18). Thus, total turnover is consequently of a diminishing nature. Similarly Lam, Vandenbosch & Pearc (1998) concluded that the increase in sales with frequencies is nonlinear (p. 80). This is particularly the case for customers purchasing expensive goods or generally goods that require distincive care and quality of customer service. As mentioned in Chapter 1, in regard to luxury goods this corresponds with the division of Bahnhofstrasse and Freie Strasse, where premium brands are located within less frequented parts of the street. Nevertheless, it is not always the case within mass-market areas, where concepts such as jewellery & watch or shoes are located - concepts, where dwell time is naturally longer. Therefore, it also raises the question whether premium locations, with often the highest frequencies, and surely with the highest rents, truly are always 'the best place to be'. As it can be seen in the Figure 8, the retailers in our survey had different opinions concerning this matter. A total of 32% of respondents stated that their conversion rate on 1A locations is lower than on secondary locations. These retailers represent segments such as sport & leisure, fashion, but also electronics or gastronomy.

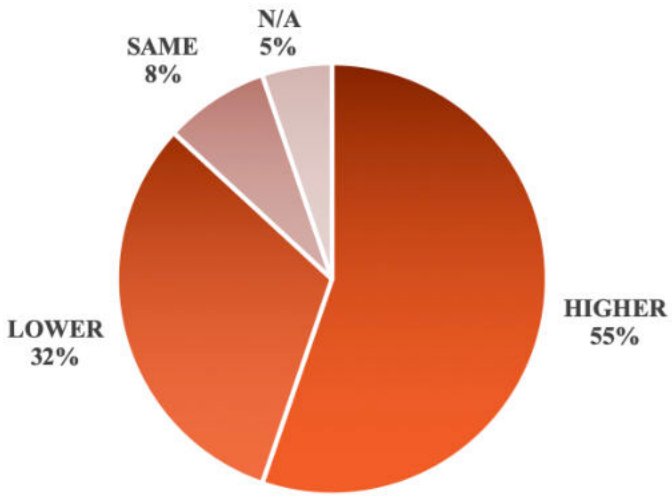

Figure 8: Survey Results: Conversion Rate on 1A Location compared to 1B Location

The high demand for a prime location and its scarcity, in other words the competition for inelastic supply, was the underlining hypothesis of Haig's *bid rent / urban rent theory* in 1927. Clarkson, Clarke-Hill & Robinson (1996) explicate this theory stating that "competition for an inelastic supply of land ensures that, in the long run, all urban sites are occupied by the activity capable of paying the highest rentals, and land is thereby put to its highest and best use" (p. 25). In order to be able to pay the highest possible rent, thus to acquire the potentially best trading location, the retailers have to optimize their OCR, hence the ratio of costs and turnovers. It will be, however principal to understand, how these theories will work in context of recent externalities, in particular online sales. According to Dolega, Pavlis & Singleton (2016) online sales will have significant impact not only on retail, but also on town centre configuration (p. 88). As the turnover is also newly achieved in virtual 'online locations', the definition of the 'best trading location' is understandably receiving new dimension. Therefore, it was assessed whether a 1B location could serve as an alternative to a 1A location, given that frequencies are for most of the retailers the principal determinant for the quality of a location. In conjunction with this assessment, the relevance of OCRs and the relationship with their determinants was further explored in the course of this thesis.

2.3 Attributes for Retail Location Selection

The importance of the location selection due to the rental costs has been previously stressed along with the impact such a decision has on the profitability of business. For instance, Maze (1972) further extends by a less directly quantifiable attribute, though certainly equally important, that "the store location can be used as a competitive advantage" (p. 17). However, quantifying this is a rather complex task. Narasimham (1979) introduced a model that quantifies intangible attributes specific for an observed location. The complex mathematic behind this model is the main challenge that limits the 'everyday' use by smaller businesses. Hence the subject of location selection is marked with a different seriousness and level of sophistication. Rudd, Jr., Vigen & Davis (1983) name personal preferences, intuition, checklists, gravitational, map transformation and location/allocation models (p. 46). Moreover, according to Rudd et al., (1983) weighted location models are suitable to evaluate the relative importance of various formal and informal attributes (p. 47). These models are also simple enough to be broadly used. This method has been also employed to develop location rating schema based on OCR and frequencies in observed locations.

2.3.1 Frequencies & Accessibility

Vandell & Carter (1993), link the store location to economic activity in space, defined by participants that include stores, consumers and competing stores. They suggest that the space is "a market area that can vary in size but usually takes up a significant section of a metropolitan area" (p. 16). Hence it can be described as a densely populated urban core with developed infrastructure, thus good accessibility. Since, based on Christaller's *theory of central places,* consumers are trying to minimize their travelling cost, good accessibility is of importance for their targeted shopping trips. Buyers are simply attracted by areas with highest consumption benefits where utility can be maximized. At the same time, suppliers are targeting areas with excess of demand where they can maximize their profits (Mejia & Benjamin, 2002, p. 6). Applying Hotelling's *clustering theory* as described above, the trading areas with goods of a non-specific nature will be naturally found in the proximity to highly frequented locations, which are consequently striven by suppliers - retailers. This corresponds with Bravi & Talarico (2010) work, which suggests that there is a dependence between footfall and sales performance (p. 1, 8). Hood, G. Clarke & M. Clarke (2016) explain this equation from a demand's perspective with food shopping formats, where consumers are seeking convenience, hence fundamentally the geographic proximity of retail units (p. 115, 128). An analogy can be found in Netzell (2013), where an interdependence between frequencies, accessibility and rents on high streets was suggested (p. 17 – 19). An integration value measure has been used as a measure of accessibility. Accessibility can be then further defined by having an extensive transportation network and in reach for pedestrians or simply walkability. The positive effect of walkability on net operating income have been proven by (Pivo & Fisher, 2011, p. 206 - 207). Locations with high integration value, hence highly accessible areas have been found to have high rents. As retailers are trying to maximize the probability of success, they are naturally looking for locations with high volumes and this tendentially in any perspective. They often understand high rents to be the 'measure' for good location. Correspondingly, Floor (2009), stressed the importance for retailers to settle down their businesses on locations with high traffic, though consequently along with high rents (p. 58). It is therefore not surprising that observed streets in Basel, Bern and Zurich, especially prime locations, are known for having the highest rents. They share common characteristics of high footfall characterized by good accessibility.

2.3.2 Demographics

As we have argued above, establishments that represent supply are targeting areas with high traffic and dense population. Hence it is understandable that Liu (1970) stresses the "great importance of population, local government expenditures and population density" in order to explain the variations in sales (p. 1472). Moreover, he states that these are most of all followed by education, number of establishments and income. The relevance of the population, respectively the demographic characteristics has therefore grounds for further observation, since it significantly improves the ability to 'make choice of good store location' (Turhan, Akalin & Zehir, 2013, p. 396). For the course of this thesis we have decided to evaluate the demographics from a social context. While retailers are currently facing structural changes within the industry, which we have described in Subchapter 2.1, it is important to understand individuals and often unique needs the shoppers may have depending on their different social status. Socio-demographic profile, in particular social affiliations such as attitudes, emotions, and behaviours have been confirmed by Shim & Eastlick (1998) to affect behaviours and favourable attitudes towards shopping (p. 154). Similarly, Ingene and Yu (1981) stated that income has a major impact on retailers' sales per capita (p. 544 - 545). Moreover, according to Evans, Christiansen & Gill (1996) "shopping orientations have been found to influence the type of retail store characteristics consumers find desirable" (p. 210). In their research, males have shown greater desires for personalised shopping experience, whereas females (working women) prefer convenience, value, the overall shopping experience and product presentation. Women were traditionally seen to be more involved in buying goods than men. In today's perspective this '*generalised shortcut*', or rather limited understanding of women's role in the family has recently changed. Slama & Tashchian (1985) correctly pointed out that the role of women in society has changed and so has their social status (p. 74). As preferences and initial motives for purchases differ between those two groups, we have thus decided to further categorise the footfall on the selected locations in two groups: by gender and income class.

For these reasons we found the attributes of frequencies and accessibility and consumer demographic decisive as these naturally provide the essential prerequisites to maximize possible turnovers. Since those locations are generally linked to highest rental rates, the OCR, in other words the ratio between turnovers and rents serves as a useful indicator of retailers' performance. We are certainly aware that the matter of success is more complex and that there are number of various factors such as, for instance, tenant mix on the street, and size and layout of the store or image, yet these are individually

important for each segment and concept. We believe that selected attributes are tendentially equally relevant for all.

2.4 Relevance of Occupancy Cost Ratio (OCR)

Damesick (2001) predicted the impact of internet on the retail property market and precisely stressed the consequences by identifying the "volume growth in retail spending relative to floor space" as the elementary driver for retail rental growth (p. 24). Damesick (2001) further argues that although the proportion of online retail to the whole volume is relatively small, it will be sufficient to have "a palpable effect on the growth rate of in-store retail sales" (p. 24). This effect is mainly seen in high street retail locations. It also strongly corresponds with Taele (1995) and his suggestion that "the highest rent a retailer, or group of retailers, can afford to pay at any location, depends on the turnover achieved less other unavoidable operational costs plus the minimum return required to justify continuing to trade" (p. 67). The rent precisely represents the largest portion of occupancy cost (Duvenhage and Kruger, 2017, p. 359). The turnover, on the other hand, is the determinant for profitability. Therefore it is essential for the firm to understand the relation between these two variables. Table 2 below illustrates retailers' current OCRs on 1A locations. These are compared to benchmarks. A median for each segment has been derived from the data obtained in the survey with retailers and professionals. We believe to have gained more realistic data, as the size of retailers' sample in each segment was not sufficient. For more details see Appendix II. The category F&B were regarded as one. Received answers have shown the necessity to create the subcategory 'F&B Confiserie'. This was created after the survey. Unfortunately, no benchmark figures could be obtained.

		convenience	department str.	electronics	fashion	F&B	F&B Confiserie	florist	home & accessories	health & beauty	jewellery & watch	kiosk	optician	pharmacy	shoes	souvenirs	sport & leisure
1A	Median	6.0%	8.0%	8.5%	14.5%	10.0%	17.0%	8.0%	10.0%	12.0%	12.0%	10.0%	10.0%	8.0%	12.5%	8.0%	12.0%
	Median Benchmark	7.5%	7.5%	9.0%	12.0%	9.0%		8.0%	8.0%	12.0%	12.0%	10.0%	10.0%	8.0%	12.0%	8.0%	11.0%
1B	Median	5.0%	6.0%	6.0%	10.0%	8.0%	13.5%	6.0%	8.0%	10.0%	10.0%	7.5%	8.0%	7.0%	10.0%	8.0%	10.0%
	Median Benchmark	5.5%	5.5%	6.0%	10.0%	8.0%		6.0%	8.0%	10.0%	10.0%	7.5%	8.0%	7.0%	10.0%	8.0%	9.0%

Table 2: Survey Results: OCR Median (Answers Retailers & Experts) vs OCR Benchmarks (Answers Experts)

Moreover, there were no primary data available for following segments: Antiques, Books, DIY and Toys. Hence the OCRs were estimated based on the information provided by experts in these field. It is important to point out that, for instance, segment Antiques cannot be found in any 1A Locations. This is only the case on Oberdorfstreet, Zurich (1C Location). Similarly, DIY can only be found in Bern on Marktgasse and represents 1% of all the retailers. Books and Toys do not possess more than 3% weight

on any of the observed streets. Accordingly, these sectors do not have significant impact on the results. Further details related to tenant's mix can be seen in Appendix III.

By a closer observation, it can be seen that some are rather on the limit of a healthy performance, for the purpose of this thesis, defined by the benchmark for each segment. Individual answers in our survey among retailers have revealed that, for some, the OCR is beyond the sustainable level. In particular the fashion industry has, in some cases, provided OCRs of 30%. From this perspective the OCR can be theoretically understood not only as a determinant for the ability of a retailer to pay a certain rent, but also as an indicator for the overall state of the industry and future prospects of growth within a given market. Indeed, the results of our survey presented in Figure 9 are supporting this assumption. The apparent increase of OCRs on 1A location can be associated with the structural changes described in Subchapter 2.1. Since a certain portion of the turnovers have moved to online platforms and the fixed rent is often agreed on a five to ten year basis, remaining constant, the ratio between those two attributes is changing accordingly. Interestingly and in contrary to 1A locations, 1B locations remain relatively stable. One reason for this possible resistance is the segment structure of a 1B-1C location. As illustrated in the analysis of observed streets in Chapter 3, it is the F&B segment that holds the primacy within these locations, making it the segment that is by nature rather immune to 'virtual' forms of business. This is confirmed by the data provided in the study from Credit Suisse (2019), where the food industry grew by 0.4% and 1.5% in 2017, 2018 respectively (p. 5). There is also a considerable number of retailers that do not have regularly maintained evidence of their costs/performance ratio, as 35% were not able to provide comparison with previous years.

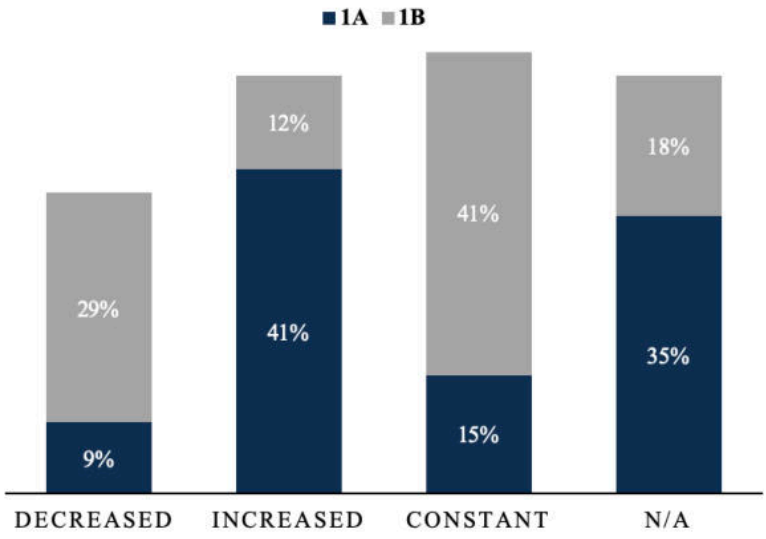

Figure 9: Survey Results: Current OCR Status/Evolution on 1A and 1B Locations

Moreover, taking into consideration our argumentation in Subchapter 1.1 where we interpreted O'Roarty et al., (1997) and pointed out that the fundamental is not the actual passing rent yet rather OCR, which depends on the margin the retailer generates in a given retail segment, we can use this indicator to further define specific locations. Assuming Hoteling's theory of clustering works, retailers with similar attributes for retail location selection will be located in the same area. Kelly, Freeman & Emlen (1993) corroborate that "the location of sales generative affinities is important in site selection strategy" (p. 240). Since the tenant mix on prime retail streets is not homogenous, the median derived from OCRs of the tenants within an observed area helps to relativize the differences among segments. With this figure, a retailer that represents a specific segment can relatively easily evaluate the initial potential – quality this particular location provides.

3 Analysis of selected Areas

One year after the rise in the Swiss Franc caused by the National Bank of Switzerland and its decision to abandon the exchange rate ceiling against the Euro, a study from Credit Suisse (2016) suggested, that the consumer benefit from the appreciation of the Swiss Franc and consequent savings on food consumption could theoretically result in households' CHF 1.3 billion surplus (p. 6). This amount could be spent for instance on more expensive products or leisure activities as well as various others. These leisure activities, among others, normally include gastronomy/F&B, food in general or health and beauty. Greater diversity and individualism in these segments along with the presence of up-market and luxury goods, can arguably be found on high street rather than in SCs. Thus, the aim of this chapter is to analytically explore to what extent the specific characteristics of the local economy are affecting the patterns of selected retail areas. We focused on some of customer's unique behavioural traits and geographical differences, as well as the structure of the population. Based on the retail street arrangement, which is defined by the segments with their specific OCR, assumptions to the performance and the potential in respect to 1A and 1B-1C Location has been made.

3.1 Areas of the Research and Methodology

The general rationale behind the selection of the observed cities (Basel, Bern, Zurich) and each particular retail street has been briefly introduced in the Chapter 1. The reason we decided on high street shops rather than a shopping centre (SC) was the ongoing structural change in the retail industry. The urge for personification, individualism and

what Hubbard (2017) described as the "lively, hip and happening character of high street that has attracted mainly the middle-class shoppers back to the city from the rather "hermetic" malls" (p. 64), were some of the elements that lead us to direct our focus to high street. Furthermore, we also wanted to understand the possible level of adaptability in this dynamic environment. Hence after assigning each store with its occupancy cost ratio, qualitative and quantitative frequencies were added to each store. Specific demographic attributes for each city described in Chapter 2 were allocated for the whole researched area (1A, 1B-1C) as it was not possible to split them. The precise definition of the researched area in each city is highlighted in Appendix IV. Consequently, the relationship between collected data have been examined. Firstly, a descriptive statistics approach was used to describe the outcomes of the data in this Chapter. Secondly, correlation analysis between OCRs, quantitative frequencies and qualitative frequencies have been conducted. The result of the statistical analysis and summarised comparison of researched areas was further presented in Chapter 4.

3.2 Areas of the Research: Basel

The city of Basel is located in north-western Switzerland, nestled on the Rhine River, bordering with France and Germany. According to Federal Statistical Office FSO (2018) and the data from 2017, Basel is the third largest city in Switzerland, with a permanent population of 171,017 residents. The median age is 41.9 years, which, compared to Bern and Zurich, is the highest and the only one exceeding 40 years of age. Out of the three cities, Basel also has the highest percentage of foreigners among the permanent resident population with 37.1%. This is 11.4% more than in Bern and almost 5% more than in Zurich. Furthermore 22.7% of those foreigners have an EU-28 nationality. Also, in this perspective, Basel holds primacy within analysed cities. This is not surprising considering the geographical position. Stressing these differences has its justification for understanding the market and the specific local attributes that influence the retail demand and the consequent supply with related costs (rent).

The localisation of the retail area in Basel corresponds with the theory described under the point 2.3. It is concentrated in the proximity to the medieval old town around Marktplatz with its dominant red-sandstone Town Hall from the 16th century; therefore situated around potential points of interest for different consumer groups. The principal retail locations with the highest concentration of retailers and diversity of segments are considered to be Freie Strasse (1A), Gerbergasse and Marktplatz (1B) as well as Barfüsserplatz and Falknerstrasse (1B-1C). This is also where the highest rents are paid.

As the rents are not the aim of this thesis, we will not explore this attribute in more detail in absolute terms. As previously described, Basel forms a border triangle with Germany and France. Thus, from a retail trading point of view, the city is exposed to a greater competition with courtiers with lower initial input costs by a production of comparable units. Craig, Ghish & McLafferty (1984) stressed that "consumers are likely to bypass the closest alternative if the extra effort of travel is compensated by better shopping opportunities" (p. 14). The price is indeed one of the main motivations. The study from Bakbasel (2017) is implying an average difference in costs of 35%. In particular the difference to Germany (40%), respectively to France (30%) has significant impact on the local retail market (p. II, 19). It is therefore understandable that the same goods, produced with the standardised process common for international retailers, can be offered at a considerably lower price. One of the main attributes are wages and cost of real estate (land, property ownership, rent). The study from Credit Suisse (2016) suggested that the appreciation of the Swiss Franc in 2015 further increased the attractiveness of this price difference abroad and resulted in 8% growth of a shopping tourism compared to 2014 (p. 10). Similarly, Wüest Partner (2017) stressed this phenomenon as one of the reasons for a 3% drop in retail turnovers between August 2015 and August 2016 (p. 44). Even though the latest data suggest a slowdown in this trend (Credit Suisse, 2019, p. 8), it is beyond doubt that the currency 'shock' has had a collateral effect on the entire industry with the most apparent impact in border cities such as Basel. Two years after these events, Credit Suisse (2017) recorded a sharp decline in employment with retailers of 6.6% in Basel (p. 6). In other words, falling turnovers with high mandatory costs such as rent resulted in unsustainable OCRs. We expected this to have an apparent impact on the tenant mix in Basel. Nevertheless, as we will show in this subchapter, the street composition does not differ significantly to Bern or Zurich. One possible explanation can be found in average rents. We do not compare the rents to 1A levels in Zurich, as Bahnhofstrasse is, in terms of rent a class for itself. Yet the prime rent prices are nearly 30% higher than prime rent in Bern. Since the rents are not the primary aim of this thesis, we will not explore this matter in more detail and remain rather in absolute terms.

Geographical attributes are not the only factor defining the retail market and its performance in Basel. The demographics, or rather the actual consumers, are of fundamental importance. Even though the city centre is not in the direct vicinity to the main train station, this area is characterised by the dense public transportation network and high walkability, hence well accessible area. This can be seen as the main

difference to Bern and Zurich as both cities, respectively their 1A streets are directly adjacent to the train station (Zurich) or an important public transport junction (Bern). Table 3 below shows these differences between quantitative and qualitative frequencies on observed streets.

	Frequencies	Average Basel	Average Bern	Average Zurich
1A	quantitative	26,569	49,841	35,550
	qualitative	5,386	11,450	7,790
1B	quantitative	34,512	63,974	18,953
	qualitative	5,625	16,200	5,862

Table 3: Observations of Average Quantitative and Qualitative Frequencies. Source: Senozon and Wüest Partenr – based on Data from Senozon

Interesting observation can be made by 1B locations in Basel and Bern. They are theoretically showing better results and, in the case of Neuengasse in Bern, even the highest of them all. Accordingly, if the frequencies are the main determinant of the performance and of the turnover potential, then these streets should be classified as 1A. Consequently, the rents would be expected to be the highest within these areas. Since it is not the case in reality because the prime rents are paid on Freie Strasse (Basel) respectively on Spitalgasse (Bern), other determinants must play similarly important roles. Moreover, special care has to be given to the fact that both streets are adjacent to highly frequented public transport junctions. In Basel the Gerbergasse is connected to such on both ends (Barfüsserplatz/Marktplatz) and in Bern the Neuengasse is connected to the main train station. In case of Neuengasse, the average figures can be further relativized by the short length (compared to other streets) and hence the 'compressed' frequencies within the given retail area. Either way it raises the question whether 1A location is per definition the best area to locate the store for all the segments. The results of this thesis have suggested that such general assumptions can be misleading.

By further analysis of provided qualitative frequencies on Freie Strasse and Gerbergasse along with their demographic's characteristics, we could see proportionally balanced split between genders. In absolute terms there were 54% of males and 46% of females within researched area. Albeit when we precisely defined the purpose of these frequencies and decided to observe the 'shopping category' only, we could observe an inverse proportion. In total 56% females and 44% males visited analysed retail areas. Extending the analysis and narrowing the focus on the income class, which is based on the standards of Mikrozensus (F20601A), the results have shown that the middle-

income class 3-6 dominates with 34% in this qualitative frequency sample. It is followed by the low-income class 1-3 with 28% and the high-income class 7-9 with 18%. In total, 20% of the sample could not be classified. The order of each class is not any different to those in Bern and Zurich. However, there is a fairly considerable difference in the proportion, where for instance the middle-class in Bern accounts for 41%. An overview for each city is shown in the in Appendix V. In order to put in context the retail location characteristics and the above described attributes, we continued our research by analysing selected streets, their tenant mix, segment positioning and the origin of each particular brand. We believe to have identified a certain pattern that reflects the described retail environment with respective OCR arrangement on the street.

3.2.1 Areas of the Research: Freie Strasse

Freie Strasse is often described as the 'mother of all streets'. This due to the history of the street that dates back to the time of the Roman Empire. It has always been an important artery and part of the corridor that connected the Rhine River with the Jura mountain range. The integration of this street in to the city of Basel took place around the 11th century. Today this street is little more than 500m long with 83 stores stretching between Martktplatz and Aeschenvorstadt. It has maintained its former purpose of the main trade and as a shopping destination in the city. Also, Freie Strasse could not resist the trend of globalization. Traditional and unique businesses with often over a century long history have been gradually replaced by international brands with standardized concepts. There is also apparent distinction in positioning of some of those. Most of the street can be classified as a mass-market area. This is the case particularly for the section between Marktplatz and Kaufhausgasse respectively Bäumleingasse. Only a relatively short part of the street, 11%, is represented by the luxury segment. The Table 4 shows the exact split between segments. It also highlights that today the vast majority, 67%, of the tenants has an international origin. The remaining 33% represent the Swiss footprint, yet also amongst these the majority has the status of a chain. There are 14% of the businesses that can be classified as a unique concept. For those with nostalgic tendencies, regardless of how small this proportion might appear, it is still the highest number compared to Zurich and Bern with 13% and 9% respectively.

Considering the challenging environment the local retail market is facing, we would expect street composition that consists of concepts less sensitive to shopping tourism and price. The Figure 10 shows the proportion of each segment on Freie Strasse and

invalided this assumption right at its origin. It is not surprising to see that Freie Strasse is dominated by Fashion segment, as Bern and Zurich share similar arrangements. What stands out however is the size of the 'fashion pie'. It is by 8% more than in Bern, and a staggering 12% more than in Zurich.

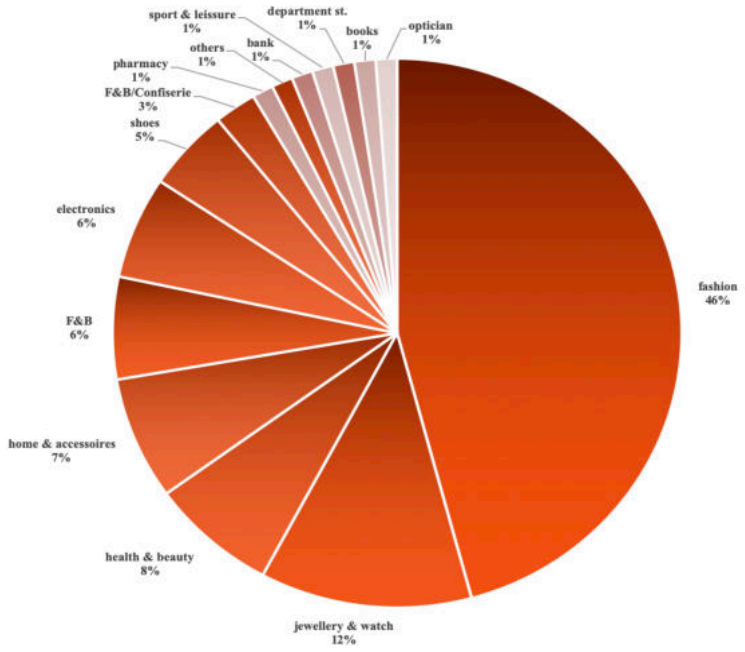

Figure 10: Respective Proportion of Retail Segments on Freie Strasse

Moreover, what we can see in the Table 2 (Subchapter 2.4), is that the fashion industry has the second highest median among all the segments. As we stipulated above, the street is divided into two parts. We have therefore derived the OCR median not only for the entire street, but also for each particular section. The results shown in the Table 4 present the Median for the whole street of 12.5%. It is the highest of all observed streets by 0.5%. The comparison can be seen in the Figure 17 in Chapter 4.

OCR Freie Strasse		**Median**	**Mean**
whole street		12.50%	12.64%
mass-market		12.00%	12.28%
up-market/luxury		14.50%	14.20%
Status		**Chain**	**Single**
		86%	14%
Origin		**International**	**National**
		67%	33%
Possitioning		**Mass-Market**	**Up-Market**
		52%	25%
		Luxury	**Others & F&B**
		11%	12%
Number of Stores	whole street		83
	split	**Mass-Market**	**Up-Market/Luxury**
		67	16

Table 4: Freie Strasse: Analysis of the Street, including Street's OCRs

The 14.5% for up-market/luxury are not unusual. This can be still theoretically considered as a sustainable level, since concepts with this classification operating with a higher margin. Where problems can arise is in the mass-market segment. Depending on the industry, 12.5% is generally the border line for a healthy ratio on 1A. The benchmarks in the Table 2 are a good indicator of such a healthy ratio. The relationship between these OCRs and observed attributes was further analysed in Chapter 4.

3.2.2 Areas of the Research: Gerbergasse

Similarly, to Freie Strasse, Gerbergasse is also located in the old town of Basel. This street runs parallel to Freie Strasse, beginning at Marktplatz and ending on Barfüsserplatz. With its approximately more than 300m and, as on Freie Strasse, an equal number of 83 stores, Gerbergasse shares the same retail micro environment. Gerbergasse can be also divided into two parts, lower and upper Gerbergasse. The lower part does not possess the character of a typical retail destination. It is due to the tram line that runs in the middle of the street. It is also the reason why only 16 units are located within this part of the street. The remaining 67 stores thus creating fairly compact retail environment on the upper part of the street. As it can be seen in the Figure 11, the leading segment is F&B followed by fashion. This segmentation corresponds with other observed 1B-1C streets in Bern, also with 20%, and Zurich with 23%. In all three cases, F&B is ahead of all other industries.

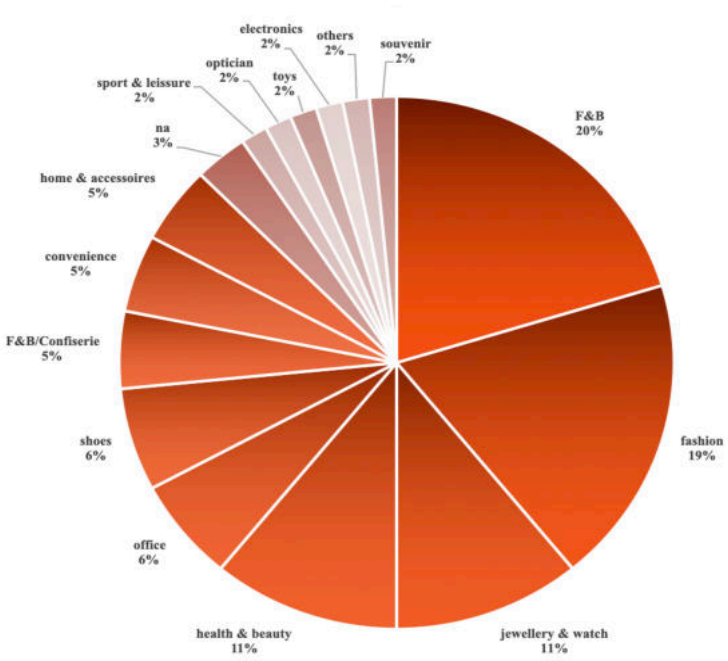

Figure 11: Respective Proportion of Retail Segments on Gerbergasse

Significant contrast can be seen in the status of the retailers. In contrary to Freie Strasse and any of the observed 1A locations, the tenants are predominantly of a national origin. More importantly, 39% can be even perceived as a local business. With this structure, diversified positioning and with similarly high quantitative and qualitative frequencies, Gerbergasse represents at first glance a valid alternative to prime in Basel. The medians in Table 5 show balanced and consistently lower OCRs than on Freie Strasse. These results theoretically imply a potential yet to be discovered.

OCR Gerbergasse		**Median**	**Mean**
whole street		10.00%	9.30%
lower part		10.00%	9.54%
upper part (up to H.No. 30/25)		10.00%	9.24%
Status		**Chain**	**Single**
(n.a. vacant 3%)		58%	39%
Origin		**International**	**National**
(n.a. vacant 3%)		24%	73%
Possitioning		**Mass-Market**	**Up-Market**
(n.a. vacant 3%)		53%	9%
		Luxury	**Others & F&B**
		2%	33%
Number of Stores	whole street	83	
	split	**Mass-Market**	**Up-Market/Luxury**
		67	16

Table 5: Gerbergasse: Analysis of the Street, including Street's OCRs

Albeit it can be concluded that Gerbergasse has 2% lower OCRs than Neuengasse in Bern, it does not precisely indicate its higher potential or even performance. In our research the OCRs are solely defined by the tenant mix. Therefore, a direct link has to be made to respective segments. In our survey with retailers a question regarding the determinants for a quality of a location has been asked. As it can be seen in the Appendix VI, frequencies are not the most important attributes for various retailer. For segments such as F&B, shoes, optician or sport & leisure, the tenant mix or accessibility are equally important. Therefore, the OCR level implies a specific tenant mix or segments composition. Thus, this can be used as an indicator for certain characteristics of a location. However, distinction between personal assumptions and solid scientific explanation must be made. As we have illustrated in Chapter 4, it was not always possible to establish such a statistically significant coherence between the observed variables.

3.3 Areas of the Research: Bern

The city of Bern has been the capital of Switzerland since 1848. This fourth most populated city in Switzerland is known not only as a political center, it has also gained

its reputation as a liberal and cultural metropole and for some even a place of science. The city straddles the Aare River and with its medieval architecture dating back to 12th century, Bern creates a picturesque environment with a well-preserved old town, which has belonged to UNESCO Heritage since 1983. The arcaded streets of the old town are a source of endless pride for locals, or according to Federal Statistical Office FSO (2018), 133,115 residents. However, for the majority of retailers, the positive and the negative impacts of these arcades on business are also a fiercely contested subject. There are always inverse points of view. For some the traditional architecture with arches over the main streets, hence also over Spitalgasse and Marktgasse is protecting the stores from the vagaries of weather. One would say that the retailers 'obviously' benefit from the possibility to display their goods outside the store throughout the year, while having a maximal exposure to most of the customers, naturally squeezed under the arches. For others it is a nightmare as the frontage of the store is hidden behind these arches for those, desperately trying to avoid the crowd.

This crowd consists of nearly 75% Swiss nationals. This is also the highest rate among observed cities, well ahead of Zurich and Basel. This young population with median age of 39.6 years which is only by 1 year more than in case of Zurich, (the 'youngest' of these three cities) and the highest activity range of 85.3 compared to 84.5 in Zurich and 79.3 percentage points in Basel undoubtfully offers a solid customer base. Moreover, the for retail relevant indicators that are effectively shaping local retail environment are truly providing ambiguous figures. With its UNESCO status, we would expect Bern's retail to benefit from the rich mixture of locals and tourists. However, Bern ranks with 833,000 overnight stays, just 8th within the top 14 communes, significantly behind Basel and Zurich with 1,375,000 and 3,448,000 respectively, (Swiss Tourism Federation STF, 2019, p. 20).

On the contrary, it is Bern's, high street adjacent main train station as well as the tram and the bus junction that shows the highest sales productivity in the country. The CHF 30,003/sq m/year is more than the double of the best performing shopping centre (Glattzentrum) in Switzerland. It is also more than the train stations in either Basel or Zurich (GFK, 2018, p. 47). Looking at the difference in frequencies in Basel compared to Bern and Zurich in Table 3, we assume that the spatial distance from the train station to the main retail market is fundamentally influencing the amount of frequencies of Basel's main retail market. Theoretically, another reason for these high frequencies figures on high street could also be the absence of a strong shopping centre in the direct

neighbourhood. The West Side Center is still in the process of establishing its position on the retail map in Bern. With its location on the outskirts of the city, it is rather considered to be a place that requires a particular interest in order to be visited. Similarly, Shoppyland, with its location, plays the role of a cross regional scheme. Hence the immediate proximity to this important transportation hub and the exceptional accessibility define Bern's spatial retail system with high degree of centrality. We could simplify the matter and argue that by applying Christaller's theory where accessibility determines the consumer preferences, we can explain the local tendencies for high street. Thus, consequently also the high frequencies. However, Rushton (1969) analysed the preference structure of the individual and the choices between alternative market locations (p. 394). In his research, Rushton (1969) concluded that "spatial behaviour, exactly as any other behaviour, is determined by preferences only" (p. 400). On the other hand, he further stressed, that these are certainly influenced by the spatial system where the choices are made (p. 400). Considering the combination of absence of a strong alternative to high street in Bern and the numerous sightseeing points of interest that promote walkability, an assumption can be made that the local preferences are biased towards the city centre. Moreover, the naturally straightforward setup of the market with only a few main streets that actually provide the space for retail outlets, further support this assumption.

Due to this constellation, the retail market in Bern can be further described as dense and compact. The study from Gehl (2017) points out this density by putting the old town in Bern into perspective with metropoles such as London and Paris (p. 10). In this study, the 0.85 sq km large old town in Bern is compared to 24.7 sq km and 23.3 sq km of those in London and in Paris, respectively (62 and 58 times the size of the one in Bern). Bern's 93 inhabitants per hectare make the center almost 40% more densely populated than London, ranking Bern behind Paris with a not-negligible 198 inhabitant's pro hectare. Hence the density can be associated with previously described high frequencies. Craig et al., (1984) stressed that "market areas shrink in size in high-density areas to accommodate threshold populations" (p. 9).

The underlining retail area pattern is defined by two connected streets (Spitalgasse, Marktgasse) that form an approximately 450m long shopping strip. These are also perceived as the 1A retail area in Bern. The Neuengasse that runs parallel to Spitalgasse is regarded as the 1B retail destination in Bern. These streets are then separated by public places and squares, which regularly host popular markets and cultural events. By

the analysis of the demographic structure and qualitative frequencies on Spitalgasse/Marktgasse and Neuengasse, we could identify similarly balanced gender distribution. In absolute terms there were 55% of males and 45% of females within the researched area in Bern. The results within the 'shopping category' show the exact opposite proportion of 55% females and 45% males that appeared in analysed retail areas. A trend that we could identify on all observed streets and analysed retail areas. The income class in qualitative frequency sample, which is based on the standards of Mikrozensus (F20601A), is dominated by the middle-income class 3-6 with 41%. This is followed by the low-income class 1-3 with 22% and the high-income class 7-9 with 18% which is equal with the population in Basel and 9% behind Zurich. In total, 19% of the sample could not be classified. Due to the above described characteristics of the local retail environment and the near absence of the luxury segment on observed streets, we were expecting different OCR results compared to those in Basel and Zurich; however, the relationship between observed attributes provided only moderate statistical significance. The results will be touched upon in the coming section of this thesis and in detail in Chapter 4.

3.3.1 Areas of the Research: Spitallgasse / Marktgasse

Similarly to Basel, Bern's high street retail area stretches over approximately 450m. What the people in Basel and Zurich managed to keep under one name, the 'Berns' dived between two streets. Therefore, the 1A in Bern consists of two equally short streets Spitalgasse and Marktgasse. The length of the former is approximately 210m whereas the latter is approximately 240m. The distribution of the retail outlets is however less proportional. Spitalgasse currently accommodates 38 retailers. Marktgasse adds another 64 to make a total of 102 retail outlets. Comparing it to Basel's approximately 500m with 83 stores on Freie Strasse, and to Zurich's 1.2 km with 129 stores on Bahnhofstrasse, we can confirm the previously stressed density of the market in Bern, especially considering the length of both streets. Since these two streets are regarded as one, and the segmentation follows the same mass-market pattern, we did not split the streets for the segment analysis. We did so by the observation of the OCRs. The Figure 12 presents the segment composition of both streets. Fashion with 35%, is followed by jewellery & watch with 11% and health & beauty with 9% shaping more than a half of the retail environment in Bern. With 18 different categories, Bern also shows greater variety than Basel with 15 or Zurich with 17 different categories.

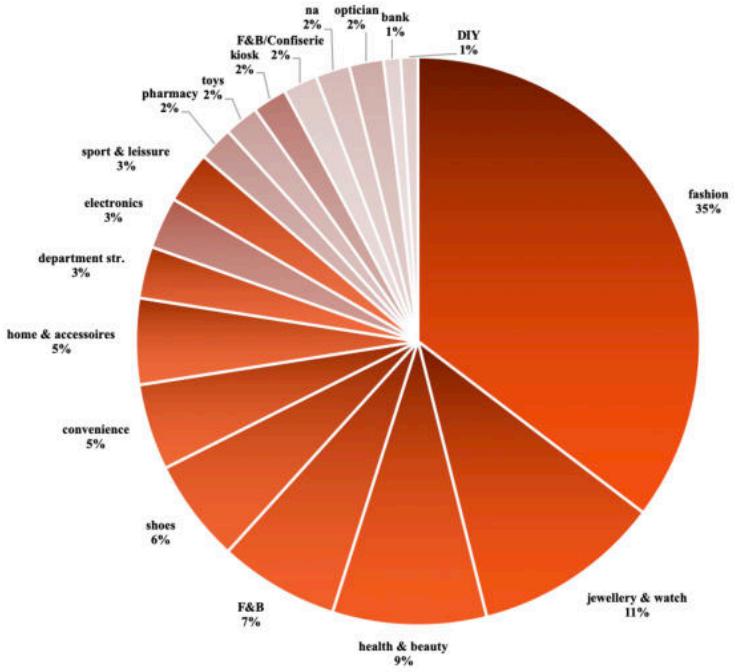

Figure 12: Respective Proportion of Retail Segments on Spitalgasse/Marktgasse

The reason for fewer stores on Spitalgasse is not only the length, but also the composition. Mainly big store formats, in particular two department stores Loeb and Globus naturally reduce the available space between the city's main tram and bus junction on the top of the street and the Käfigturm on its other end. Due to this proximity to transportation hub, it is Spitalgasse where the highest frequencies (qualitative as well as quantitative) can be found. Although not only frequencies are the highest on Spitalgasse but also the rent. This corresponds with Wildenauer (2011), who pointed out that purchasing power and the amount of consumers in the given area are the chief determinants (p. 20) of the rent. As it can be seen in the Table 4, these are even the highest among observed retail areas. Equivalently to Spitalgasse also Marktgasse hosts a unique retail microenvironment that is co-defined by akin characteristics. The UNESCO preservation prohibits greater structural changes on both streets. Hence in places with strong demand and insufficient supply of available units, alternative space has been made. One example is the use of middle ages-built cellars that once served the purpose of storage, have been activated as retail spaces. This type of space is numerous in the old town including in the 1A streets. These are occupied not only by the local businesses, but international retailers have also found their way into those vaulted cellars and shaped considerable consumers flows. Whereas both street sides show equal distribution of the frequencies on Spitalgasse, Marktgasse shows consumer preferences. It is the left side of the street on the way from Käfigturm to its end by Zytglogge that shows higher frequencies. The reason behind this is the segment distribution on the

street. Grocery outlets and gastronomy with a combination of mass-market retail attract a greater proportion of shoppers. However, from an OCR perspective, the Table 6 shows perfectly balanced distribution.

OCR Spitalgasse/Marktgase		**Median**	**Mean**
whole street		12.00%	12.01%
Spitalgasse		12.00%	11.69%
Marktgasse		12.00%	12.19%
Status		**Chain**	**Single**
(n.a. vacant 2%)		89%	9%
Origin		**International**	**National**
(n.a. vacant 2%)		52%	46%
Possitioning		**Mass-Market**	**Up-Market**
(n.a. vacant 2%)		68%	11%
		Luxury	**Others & F&B**
		3%	16%
Number of Stores	whole street		102
	split	**Spitalgasse**	**Marktgase**
		38	64

Table 6: Spitalgasse/Marktgasse: Analysis of the Street, including Street's OCRs

The OCRs with 12% are equally as low as on Bahnhofstrasse in Zurich, seen from the perspective of Freie Strasse in Basel with 12.5%. It is not only the absence of the luxury segment (3% in Bern compared to 11% in Basel) but also previously described diverse retail segmentation with smaller weight of fashion of 35% in Bern versus 46% in Basel and 34% in Zurich. The status does not differ significantly to other two observed retail areas. It is the origin where the split between international and national status is the most balanced among observed streets. Since the luxury and up-market segment in Bern can be mainly found on Kramgasse, hence outside the 1A streets, it is not surprising that the mass-market proportion of 68% is higher than in Basel and Zurich. Hence retailers that position themselves in this category will, due to this tenant composition, address exactly the customers that are seeking those goods. As we can see in the in Appendix VI high frequencies that are associated with accessibility along with strong anchor tenant are the sought-after attributes of various segments with this positioning.

3.3.2 Areas of the Research: Neuengasse

Neuengasse is approximately 230m long street that stretches between the Neuengassunterführung or in other words the entrance to the main train station's underpass and the Waisenhausplatz. This street runs parallel to Spitalgasse, and even though it is classified as a 1B location, Neuengasse is characterised by similarly high quantitative as well as qualitative frequencies. These are substantially higher than on Gerbergasse in Basel: qualitative frequencies were approximately 85% higher and the

quantitative frequencies were almost triple those on Basel's 1B street. They are also higher than those in Zurich on Oberdorfstrasse, however since the classification of this area is 1B-1C, a comparison would be rather misleading. The Figure 13 shows a more equitable proportion of segments than on any other observed street (1A, 1B-1C). The usual primacy on 1B locations holds F&B with 20% followed by 12% of fashion and shoes. The small variance between the other segments is mainly driven by the length of the street. The short length simply does not provide a sufficient number of units, for instance 6 segments are represented only by one single store. Consequently, only 40 stores can be found on Neuengasse. This number, compared to 83 stores on Gerbergasse and 60 stores in Oberdorf, might appear rather small. For instance, Gerbergasse with little more than 300m, while divided into two parts, shows higher level of density. To some extent, Neuengasse offsets its spatial limitation by numerous side streets and passages that provide additional retail units and even serve as a direct connection to Spitalgasse.

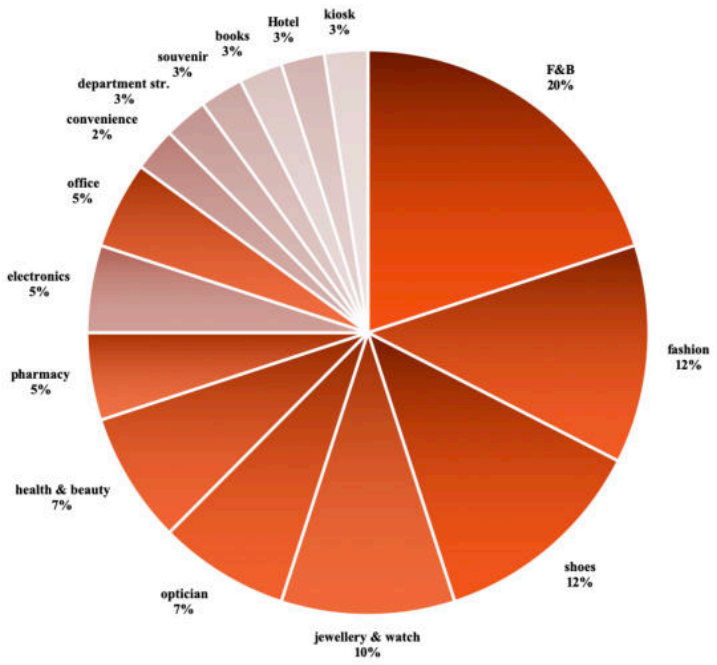

Figure 13: Respective Proportion of Retail Segments on Neuengasse

Neuengasse also shows the highest OCR Median of all observed 1B, 1B-1C streets. As it can be seen in Table 7, the 12% median is 2% higher than on Gerbergasse and 4% higher than in Oberdorf. Additionally, the chain status with 75% and 37% of international exposure are rather indicative characteristics of 1A location. Furthermore, the previously discussed quantitative as well as qualitative frequencies that are based on

provided data are even higher than on Spitalgasse, which theoretically supports this assumption.

OCR Neuengasse	Median	Mean
whole street	12.00%	12.01%
Status	Chain	Single
	75%	25%
Origin	International	National
	37%	63%
Possitioning	Mass-Market	Up-Market
	52%	10%
	Luxury	Others & F&B
	n.a.	38%
Number of Stores		40

Table 7: Neuengasse: Analysis of the Street, including Street's OCRs

It is of importance to stress the fact that measured frequencies include the area adjacent to the underpass to the train station. These are not necessarily typical consumers but rather travellers. The qualitative frequencies are a better indicator; however, we also have to stress the fact that we compare average values, hence the extremes on both ends are included. The rents in this area are approximately 15-20% lower than the prime on Spitalgasse. This further subdue the tendencies towards 1A classification. As we have shown in Chapter 4, a significant relationship between frequencies and OCRs on Neuengasse could not be established. Correspondingly with Gerbergasse, the OCRs are implying certain structural and segmentation patter that is defined by local characteristic. Therefore, also in Bern, the OCRs do not explain the relationship between one attribute, but rather reflect the complexity of the local retail environment. We have further developed this observation in Chapter 4.

3.4 Areas of the Research: Zurich

The city of Zurich is, with 402,762 inhabitants, the most populous city in Switzerland (Federal Statistical Office FSO, 2018). It rests on the north end of Lake Zurich in the northern part of the country. Zurich possesses a leading role in the global banking and finance industry. In addition, the wealth of this city can be expressed for instance by the purchasing power index. Zurich ranks second with 111.1. behind Los Angeles with 122.1 (Union Bank of Switzerland UBS, 2018). It is certainly not surprising that the retail landscape in this city is marked by the majority of leading premium and luxury brands. Thanks to these brands in the premium segment, Bahnhofstrasse has gained a reputation of a destination with a truly global importance. Therefore, it is not by

coincidence that retailers are prepared to pay rents that are among the top ten most expensive retail streets in the world (Cushman & Wakefield, 2017, p. 5).

At first glance, the demographic composition does not significantly differ to other observed cities. The median age is the lowest with 38.6 years; yet this represents only 1% difference to Basel. The permanent foreign resident population is represented by 32.3%. Therefore, also in regard to permanent foreign residents, no fundamental difference to Basel can be identified. In this perspective, it is Bern that stands out in this statistic with a foreigner level below 30%. Nonetheless this is only one part of the population in Zurich. An additional group is made up of tourists, which are fundamentally important to retailers should be analysed more into detail. According to Swiss Tourism Federation STF (2019), 3,448,000 overnight stays were registered in Zurich (p. 20). While traditionally dominated by tourists with Swiss origin, a continuous increase of tourists from Asian countries can be identified in the latest statistical data. The tourism section of the City of Zurich recorded almost 660,000 tourists from Asia in 2018, represented mainly by China, Gulf States and HongKong (Tourismus Stadt Zürich, 2018). In the period 2016/2017 there was an increase of 13.2% in overnight stays, showing that this trend is clearly upward sloping. The relevance of this excursus can be established in the conjunction with the segment distribution on Bahnhofstrasse. The luxury segment on Bahnhofstrasse, with 38%, plays a significant role in the structure of the retail landscape. The Asian affinity towards luxury goods associated with perfection and quality is well known. For instance, Monkhouse, Barnes & Stephan (2012) confirmed this affection towards luxury and explained these specific inherent behavioural attitudes by assigning them to the traditional historical influences that have shaped the importance of a social status in Asian society. They stressed in particular the ‘Confucian notion of Face saving and group orientation’ (p. 650 – 662). Moreover, Thakur and Kaur (2016), concluded in their research that “the emotional attachment and attitudinal brand loyalty is high in luxury fashion purchase” (p. 78). Switzerland, especially the Swiss watch-making industry and the ‘Swissness’ in general, have historically and rightfully gained the aura of being outstanding. Therefore, Zurich can be seen as a unique retail destination where this specific demand meets an adequate supply and vice versa.

Beside the above-mentioned hedonistic motivations, the matter of availability is naturally another aspect that can be linked to this specific social and consequently retail environment. By surveying the income class in Zurich, the data provided have shown a

considerable difference to those in Basel and in Bern. Specifically, the high-income class 7-9 makes up 27%, thus 9% higher than in Basel and Bern. This is fundamentally different. Since the middle-income class 3-6 with 37% is also rather high, it is obvious the 17% of the low-income class 1-3 are the lowest among observed cities. Correspondingly to Basel and Bern the demographic structure illustrated by Figure 14 shows equal proportions related to gender distribution.

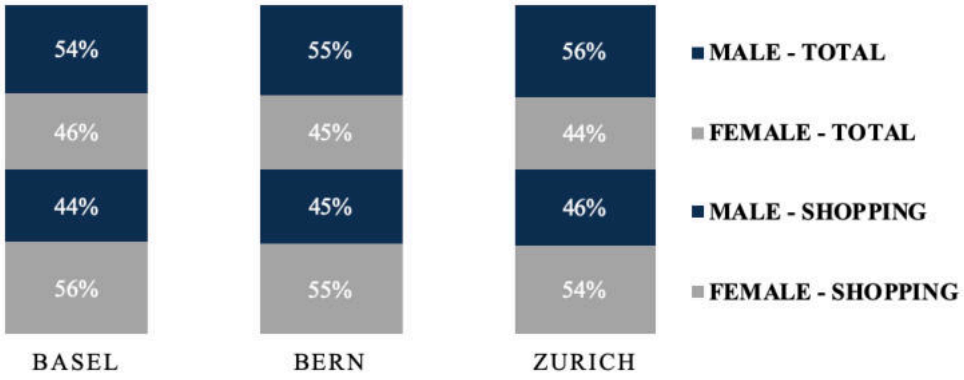

Figure 14: Qualitative Frequencies Proportions of Males & Females, within analysed Areas 'Total' and with the Purpose 'Shopping'. Source: Senozon

Within the observed areas of Bahnhofstrasse and Oberdorf, there have been 56% males and 44% females. Almost the exact opposite split has been found in the category 'shopping'. This split is also in concordance with distribution within the two other analysed areas. In conjunction with its size and the consumer potential described above, Zurich has a naturally greater retail market that is distributed across and outside the city. Due to this spatial scattering, each submarket has its respective and unique features. The 1A location in the city is Bahnhofstrasse. There are various 1B locations, however from the national and international retail perspective, Rennweg is understood to be the alternative to prime, hence 1B location. Additionally, Rennweg is situated parallel to the middle part of Bahnhofstrasse. Further alternatives to prime are Strehlgasse, Storchengasse and number of side streets to Bahnhofstrasse. On the other bank of the Limmat river that splits the old town of Zurich, is Niederdorf with its vibrant mixture of restaurants and urban retail concepts. Similarly important are both of Zurich's shopping centres Sihlcity and Glattzentrum. Whereas Sihlcity is perceived as a 'city' centre, Glattzentrum is perceived as the best shopping centre in the country. The airport and the main train station in Zurich are also not to be overlooked. Both have long established strong positions on the retail market, primarily the train station with its 126 units located

right at the beginning of Bahnhofstrasse which present a noticeable challenge for high street.

Since our principal focus are OCRs and their function as an indicator for retail location rating, we wanted to include after 1A and 1B an additional retail area with a different classification. We strived to analyse to what extent OCR is eventually applicable on retail locations with various statuses and levels of development. We therefore decided to analyse Oberdorf. This is a Location detached from the prime, hence clean of any synergy effects such a proximity creates. Oberdorf has been increasingly targeted by national as well as international brands over the past 3-4 years. Thus, understanding the rationale behind this current evolution and the impact it possibly has on this retail environment was yet another motivation to direct our focus further away from Bahnhofstrasse. At first this non-homogenous market in Oberdorf consists of Oberdorfstrasse and Schifflände. We are nonetheless of the opinion that both these streets share the same spatial characteristics. The recent advancement and brands composition have shown tendencies towards similar customer groups. Both streets were therefore researched simultaneously and the results merged into one.

3.4.1 Areas of the Research: Bahnhofstrasse

Bahnhofstrasse with its 1,200 m is not only a shopping street with total surface of approximately 140,000 sq m and 129 retail units, it is also Zurich's showcase for up to 100,000 pedestrians that cross this street every day. For over 150 years Bahnhofstrasse has been also a source of endless arguments and discussions, part of Zurich's history and from a retail perspective certainly a place where globalisation is challenged by traditionalistic paradigm. In reality the process of globalisation was commented on already more than eighty years ago (Mauch, 2015; cit. in Huber, 2018, p. 7). The street is situated in the heart of the city, between the main train station and the Lake of Zurich. With its boulevard character and dense public transport network with tram stops every 350m, the street is characterised by high frequencies and walkability. Bahnhofstrasse can be divided into three parts, based on the category positioning of particular brands. The mass-market area is located between the train station and middle part of the street up to Uraniastrasse. The middle part stretches between Uraniastrasse to Paradeplatz and is defined by up-market brands and to some extent also premium retailers. The last bit of Bahnhofstrasse that flows from Paradeplatz towards the Lake Zurich is perceived as prime, hence host not only luxury brands but also the prime rental levels on Bahnhofstrasse.

Figure 14 illustrates the distribution of segments on Bahnhofstrasse. The dominant position of fashion with 34% is not surprising. In this context all of the observed cities share the same pattern. Hence it is not surprising that fashion is followed by jewellery and watches. What does stand out, however, is the proportion of this segment. With 27% it is by far the highest compared to Basels's 12% and Bern's 11%. This split confirms the previously suggested demand for goods from this category.

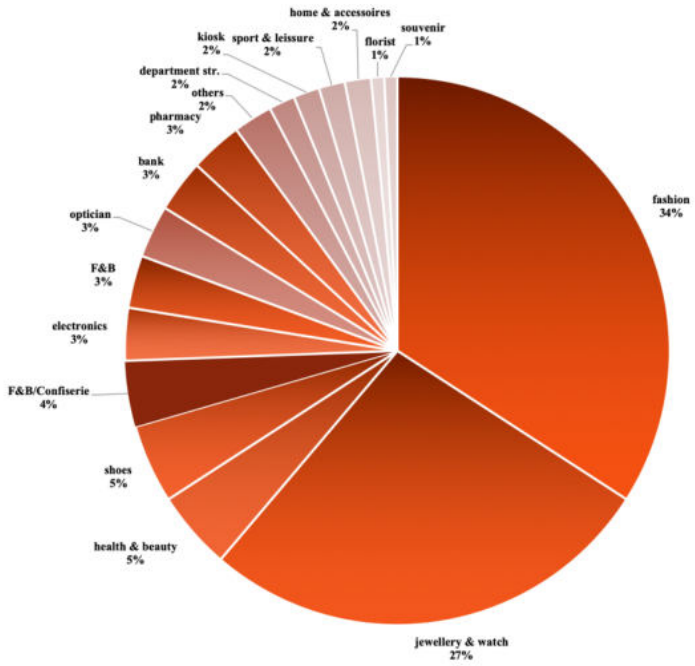

Figure 15: Respective Proportion of Retail Segments on Bahnhofstrasse

Since all segments in this premium category are known to operate with higher margins, particularly the above mentioned segments, they are also able to operate their business with higher OCR ratios than other conventional segments. Therefore, their readiness to pay the highest rents among all the observed streets corresponds with previously cited O'Roarty et al., (1997, p. 129) where the ratio between the rent and the turnover (OCR), and not the passing rent, is the determinant of the performance as well as the sustainability of such a business model.

The figures in Table 8 are showing equal OCR medians of 12% for each section of Bahnhofstrasse beside the pure luxury area. The reason for the former is continuous growth of the luxury area as supply responds to increasing demand for luxury goods. Since the supply of available stores within the luxury area is limited, the prime brands are also addressing the up-market part of the street. The reason for the latter is to be linked to the positioning of the brands and previously stated ability of these brands to sustain higher OCR levels.

OCR Bahnhofstrasse		Median	Mean
whole street		12.00%	12.57%
mass-market (train station - middle)		12.00%	12.18%
up-market/luxury (middle - parade p.)		12.00%	12.60%
luxury (parade p. - lake)		14.50%	13.29%
Status		**Chain**	**Single**
		87%	13%
Origin		**International**	**National**
		65%	35%
Possitioning		**Mass-Market**	**Up-Market**
		32%	15%
		Luxury	**Others & F&B**
		38%	15%
Number of Stores	whole street	129	
	split	**Mass-Market**	**Up-Market/Luxury**
		43	63
			Luxury
			23

Table 8: Bahnhofstrasse: Analysis of the Street, including Street's OCRs

The status and the origin do not differ significantly to those in Basel and Bern. The main difference can be observed in previously stressed positioning. The mass-market segment is considerably smaller compared to those in Basel and Bern with 52% and 68% respectively. The higher level in Bern can be associated with the absence of luxury segment on 1A. It can be concluded that it is essential for retailers to select the environment that represents the positioning of their brand. The reasons are twofold. It is firstly the appropriate tenant mix and competitors that generate the same group of customers. Secondly, the OCR levels seem to be higher in the premium part of the street. Some retailers should theoretically re-evaluate the generic assumption related to frequencies as the foremost criterium for location selection respective of the success of their business model. Especially on Bahnhofstrasse, such a misjudgement is associated with high rental costs.

3.4.2 Areas of the Research: Oberdorf (Oberdorfstrasse, Schifflände)

Oberdorf is part of the Bellevue area, an affluent society crossroad between culture, leisure, tourism, working and living. Due to its highly frequented public transport junction, historic neighbourhood and its poetic intellectual character, Oberdorf has been recently discovered by numerous international brands. Their primary motivation is presumably the avoidance of the pricy consumption areas and a shift towards more personalised urban environment, with the potential to capitalise on the constantly growing customers base. The retail in Oberdorf is located primarily on the Oberdorfstrasse and Schifflände. Oberdorfstrasse is approximately 260 m long.

Schifflände, with its 'piazza' character, is approximately 230 m long. Figure 16 illustrates the tenant composition jointly in both areas.

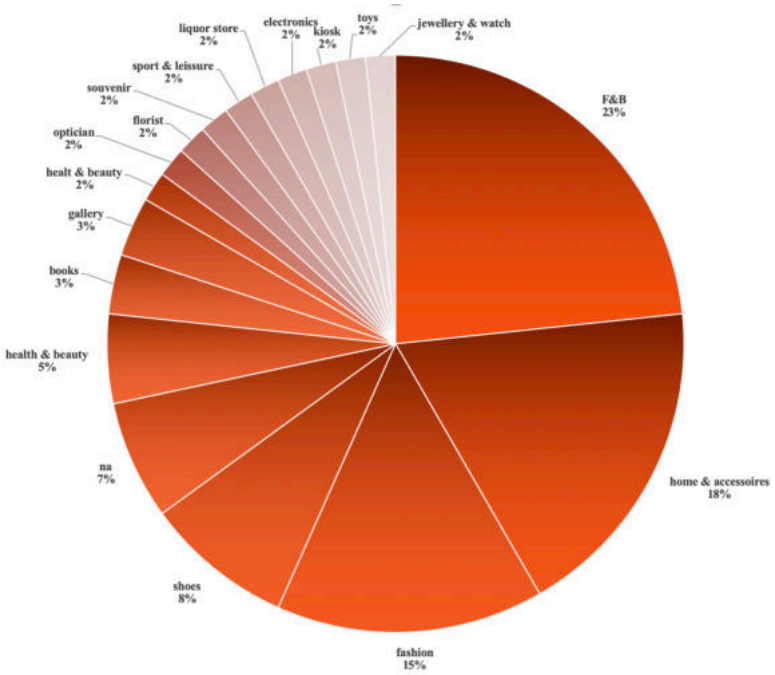

Figure 16: Respective Proportion of Retail Segments on Oberdorfstrasse/Schifflände

The leader, F&B segment is not surprising for secondary retail locations; however, it is the only street where the proportion exceeds 20%. Furthermore, unlike in Basel and Bern, F&B are not followed by fashion but rather by home & accessories with 18%. This corresponds with previously mentioned recent evolution of the street, where the positioning of the street is in the process of defining its retail status. The most recent transactions are showing a shift towards international footprint with a chain status represented mainly by fashion segment. These are replacing traditional local labels and galleries and/or antique stores. Table 9 shows a low level of international status with 26% as on similar to Gerbergasse's 24%. Nonetheless, contrary to Neuengasse and Gerbergasse, a strong up-market segment with 32% can be found in the Oberdorf retail market. This segment is represented not only by fashion, but also for instance by galleries, which cannot be found on 1B in Basel nor in Bern. The vacancy status is also in the highest in Oberdorf. In some cases, a renovation is currently taking a place, hence this status will change shortly. Although this attribute also confirm the status of 1B-1C location.

OCR Oberdorf		Median	Mean
whole area		8.00%	8.42%
Oberdorfstrasse		8.00%	8.49%
Schifflände		8.00%	8.29%
Status		**Chain**	**Single**
(n.a. vacant 7%)		41%	52%
Origin		**International**	**National**
(n.a. vacant 7%)		26%	67%
Possitioning		**Mass-Market**	**Up-Market**
		40%	32%
(n.a. vacant 7%)		**Luxury**	**Others & F&B**
		1%	20%
Number of Stores	whole area		60
	split	**Oberdorfstrasse**	**Schifflände**
		37	23

Table 9: Oberdorfstrasse/Schifflände: Analysis of the Street, including Street's OCRs

The most significant difference to both 1B streets and to all observed streets in general is the median OCR level of 8%. This is considerably lower compared to 10% in Basel and 12% in Bern. Since our observations, the OCRs are based on the segment itself only, the OCRs can be perceived as a certain indicator of a location status. By observing the results of qualitative frequencies shown in Table 3, it can be seen that with 5,862 on average, these are higher than those in Basel's 1B Gerbergasse with 5,625. Hence theoretically both of these locations are providing similar potential, however at significantly lower costs in the case of the Oberdorf area.

3.5 Summary attributes analysis

We could identify fundamental differences in regard to the quantitative and qualitative frequencies presented in Table 3 as well as in income classes. The highest average frequencies on 1A can be found in Bern, followed by Zurich and Basel. Bern shows also the highest average frequencies within secondary retail areas, followed by Basel and Zurich. In Zurich, higher qualitative frequencies than those in Basel can be found. This is true despite the fact that the observed secondary location in Zurich is classified as 1B-1C. The Table in Appendix V provides the summarised overview of income classes, which we have discussed individually for each city in the previous chapter. Based on this overview, the highest total purchase power within the observed qualitative frequencies samples can be found in Zurich followed by Bern and Basel. On the other hand, no significant difference has been found in regard to gender. Figure 14 shows an almost equal split of qualitative frequencies between male and female in all observed retail areas. Males exceed the 50 per-centile with 56% in Zurich, followed by 55% in Bern and 54% in Basel. An inverse situation occurs by analysing the special purpose

shopping. In this case, women dominate this category with 56% in Basel, followed by 55% in Bern and 54% in Zurich. The OCR results have been further investigated in the Chapter 4, where we also tested the relationship between observed attributes (qualitative and quantitative frequencies) and OCRs.

4 Findings related to OCR

The aim of this chapter is to provide the findings related to OCRs as well as the results of the correlation analysis. In conclusion, a simple rating schema of a retail location, based on OCR and frequencies, has been developed. This schema reflects the outcomes of the analysis and corresponds with the strength of the results achieved.

4.1 Summarised comparison of OCRs

The individual results presented in the Chapter 3 have shown significant differences in the retail environment of each observed city. The spatial localisation and analysed attributes do indeed affect the 'distance' between the potential of each particular market, regardless of the relatively small absolute distance between Basel, Bern and Zurich. Hence, we would expect these differences to be incorporated in the tenant's composition pattern of each individual retail market. Our research however revealed that this is not the case, specifically in regard to 1A locations. Figure 17 illustrates minimum differences between the OCR medians in Basel, Bern and Zurich.

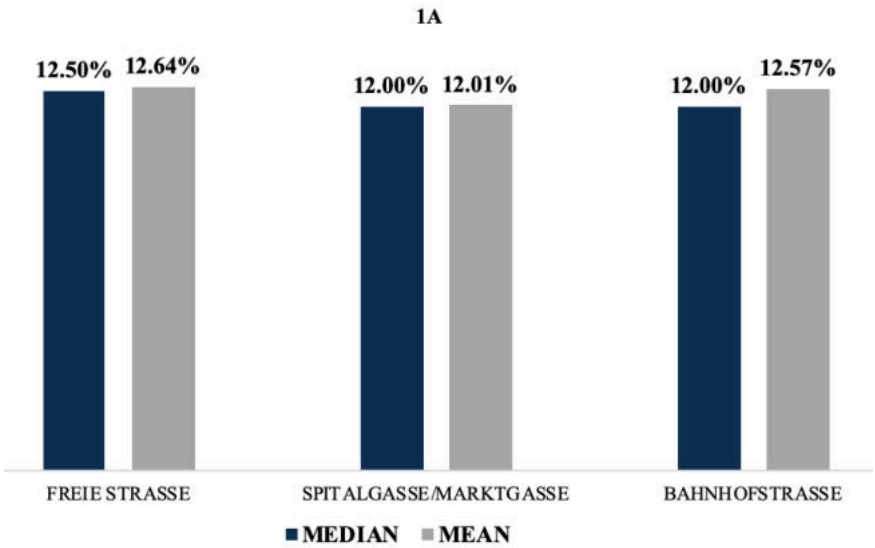

Figure 17: OCR's Median and Mean on observed 1A Locations

This is not so surprising if we consider the level of internationalisation and positioning of those 1A streets. As stipulated by Alexander and Myers (2000), in the first stage of international expansion the retailers are targeting "markets with a similar level of socio-

economic development and thus exert similar pressures for concept and technological development" (p. 344). Therefore it can be assumed that while expanding on the given market, they also pursue those 'local' socio-economic development similarities simply by following their competitors that are targeting the same type of consumers. By definition 1A locations in the main cities are usually the primary targets as the highest potential is naturally associated not only with the size of the market but rather with the highest rents and frequencies (Floor, 2009, p. 58). The frequencies indicators as well as purchasing power within the observed sample confirms the suggestion that the absolute size of the market is relative.

On the contrary, the analysed 1B, 1B-1C locations show less predictable retailer composition. Figure 18 shows considerable differences between observed cities and implies the certain 'quality' of a given market.

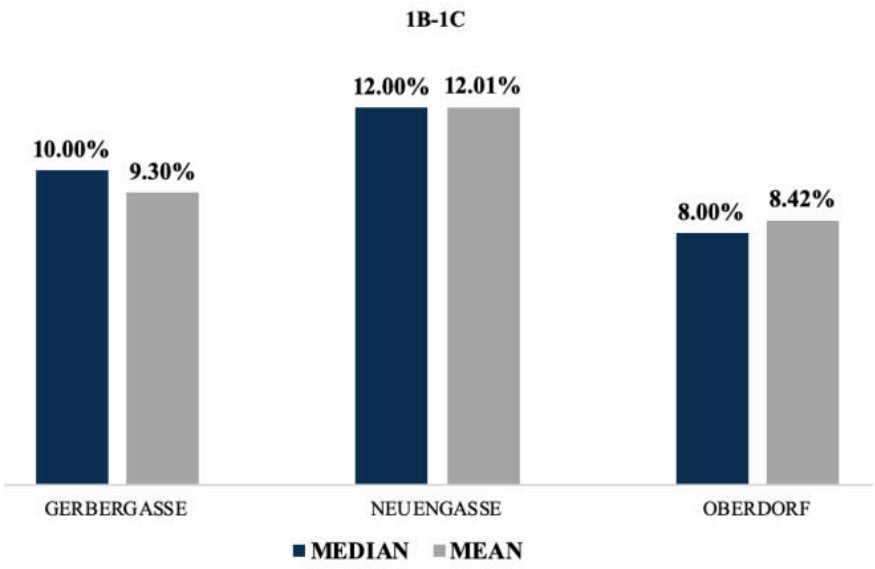

Figure 18: OCR's Median and Mean on observed 1B – 1C Locations

We could theoretically use the frequencies to explain the different OCR levels; however, as we will demonstrate later in this chapter, the correlation between those two attributes was not statistically significant. As we have previously mentioned, the OCR's medians are defined by the retailer segments. Thus, what these results suggest is the tenant composition and positioning of each particular retail area. These OCRs are also indirectly verifying the classification of the location.

4.2 Correlation analysis of OCRs and frequencies

The *Pearson correlation coefficient* has been used to provide the degree of linear association between observed variables. As stated by Taylor (1990) the degree of

correlation is usually defined as follows: r ≤ 0.35, weak correlation; r between 0.36 to 0.67, moderate correlation; r between 0.68 to 1.0, strong correlation, (p. 37). The significance criterion used for this two-tailed analysis is the following: p ≤ 0.05, moderate significance; p ≤ 0.01, strong significance, (Cohen, 1992, p. 156). The association between OCR and quantitative / qualitative frequencies as well association between both frequencies have been analysed. The analysis has been conducted separately for 1A and 1B, 1B-1C locations. The detailed correlation analysis can be found in Appendix VII.

4.2.1 1A Locations (Basel, Bern, Zurich)

The strongest correlation between OCR and qualitative frequencies (r = -.410) has been found in Basel on Freie Strasse. The correlation between those attributes is on the 0.01 level strongly significant. The Table 10 presents these results along with those in Basel and Bern.

Freie Strasse, N 81	**Qualitative Frequencies**	**Quantitative Frequencies**
OCR Segment %	–.410**	–.074
Statistical Significance	0.000	0.513
Qualitative Frequencies		.253*
Statistical Significance		0.021
OCR Segment %	**Qualitative Frequencies**	**Quantitative Frequencies**
OCR Segment %	–.093	–.069
Statistical Significance	0.364	0.497
Qualitative Frequencies		.639**
Statistical Significance		0.000
Bahnhofstrasse, N 122	**Qualitative Frequencies**	**Quantitative Frequencies**
OCR Segment %	–.134	–.150
Statistical Significance	0.143	0.100
Qualitative Frequencies		.582**
Statistical Significance		0.000

Table 10: Correlation Matrix for 1A Locations - Two Tailed Significance Criterion; *p≤0.05, moderate Significance; **p≤0.01, strong Significance; p>0.10, no Significance

Theoretically, with increasing OCR, the quantitative frequencies are decreasing within the observed area. This can be particularly true for luxury brands from fashion and jewellery & watch segments, as they are not depended on the amount of frequencies but rather their quality. However, at the same time they need to be located on prime locations, since attributes such as image and purchase power along with accessibility and presence of brands from the luxury segment are fundamental for their success (Arrigo, 2015, p. 527 – 530). Therefore it could be assumed that the reason we did not

establish such a correlation in Bern is due to the absence of the luxury segment. Although this is not the case for Bahnhofstrasse, which on the contrary has the largest luxury area among all observed 1A locations. Table 10 presents a similarly negative correlation (r = -.134) for qualitative frequencies and (r = -.150) for quantitative frequencies on Bahnhofstrasse. Nevertheless, the level of significance for both is p>0.10. Thus, this correlation occurred rather by chance. No correlations have been found between OCR and quantitative frequencies, aside from in Zurich. The expected correlation between the two types of frequencies observed has been confirmed on all 1A locations where the strongest positive relationship could have been established in Bern (r = .639) and in Zurich (r = .582) with strong two-tailed significance on the 0.01 level. Basel (r = .253) shows moderate two-tailed significance on the 0.05 level.

4.2.2 1B Locations (Basel, Bern, Zurich)

Unlike in the case of 1A locations, no correlation between OCR and frequencies could be identified on 1B, 1B-1C locations. There are similar tendencies with negative correlation (r = -.179) in Bern and (r = -.196) in Zurich in regard to quantitative frequencies. Results for OCRs and quantitative frequencies either do not show strong correlations or lack significance. Nonetheless the significance level for both is p>0.10, hence not significant. On the contrary, Gerbergasse in Basel shows a positive correlation between OCR and quantitative frequencies (r = .238). Although also in this case (p 0.67) is higher than p>0.05, hence not significant. The explanation most likely lies in the less structured segment distribution on all observed secondary retail areas; therefore no common patter could be allocated. This can be also seen as an additional justification of the secondary status these locations pose. Similarly to 1A locations, positive correlation has been found between both frequencies in Bern and Zurich: (r = .692) and (r = 562) respectively, both statistically significant on the 0.01 level. Such a relationship was not found only in Basel on Gerbergasse where the negative correlation (r = -.137) was not significant. Table 11 presents the results for 1B, 1B-1C locations.

Gerbergasse, N 60	Qualitative Frequencies	Quantitative Frequencies
OCR Segment %	0.238	0.130
Statistical Significance	0.067	0.322
Qualitative Frequencies		–.137
Statistical Significance		0.280

Neuengasse, N 38	Qualitative Frequencies	Quantitative Frequencies
OCR Segment %	–.179	–.108
Statistical Significance	0.281	0.519
Qualitative Frequencies		.692**
Statistical Significance		0.000

Obberdorf, N 56	Qualitative Frequencies	Quantitative Frequencies
OCR Segment %	–.196	–.063
Statistical Significance	0.148	0.643
Qualitative Frequencies		.562**
Statistical Significance		0.000

Table 11: Correlation matrix for 1B, 1B-1C Locations - Two Tailed Significance Criterion; *p≤0.05, moderate Significance; **p≤0.01, strong Significance; p>0.10, no Significance

4.3 Summary correlation analysis

The *conditional term* we have used to describe the results has its foundation in the data available for this analysis. Firstly, it is only on Bahnhofstrasse where the OCR sample is greater than 100 observations. In particular, secondary locations are providing only limited OCR sample data. Secondly, the OCRs themselves are furthermore represented by derived medians, hence in the substance by aggregated data. Moreover, the same stands also for frequencies, where aggregated data for quantitative as well as qualitative frequencies have been used. Since the results do not show consistency across all observed retail areas, we tend to be rather vigilant in conclusive statements. Nevertheless, the aim of this thesis was to analyse the OCR levels and how they relate to various attributes. OCRs are suggesting a ‘trend’ hence theoretically also the ‘health’ of the retail area. Since OCRs are determined by the performance of each business/segment, they are a vivid indicator of the relationship between the output and all the attributes that this output directly influences. In addition, we believe that OCRs can be a useful tool for classification of a given retail location. As we will demonstrate, OCRs with frequencies can be used as a simple rating schema that determines the actual importance or ‘weight’ of frequencies for each segment, based on the existing distribution of segments within an observed retail area.

4.4 OCR Rating Schema

As described above, we believe that 1A locations share similar OCR patterns, which are above all determined by the tenants with a given level of internationalisation. Similarly, 1B-1C locations are showing common characteristics, specific for their location status. Therefore, for the purpose of the rating schema and in order to gain a greater sample, we have standardised both qualitative and quantitative frequencies data individually for 1A and 1B-1C locations. We have then drawn a mean separately for quantitative and qualitative frequencies and assigned it to each particular OCR level on observed retail areas. The same method has been applied for secondary locations. The Table in Appendix VIII illustrates this approach in detail. We have herewith gained a generalised overview of the relationship between each particular OCR level and the observed frequencies. In other words, the weight of importance of frequencies for a given segment, which is derived from the actual positioning on high street. Figure 19 distinctly presents those weights.

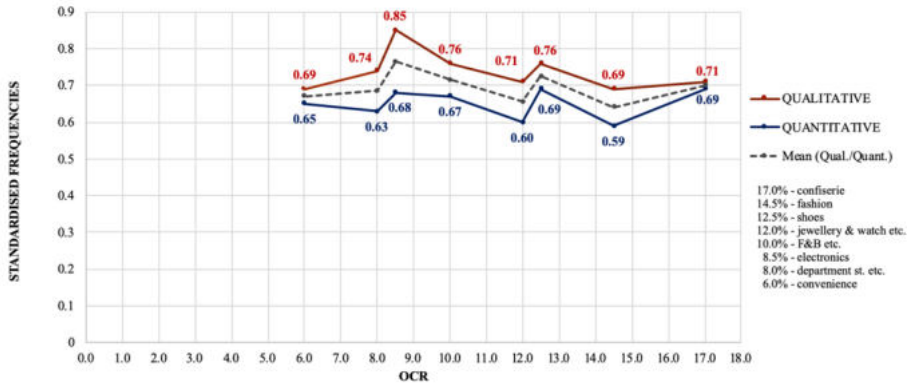

Figure 19: OCRs with their standardised Quantitative and Qualitative Frequencies Means on observed 1A Locations in Basel, Bern and Zurich. Weight; 1 = highest Frequencies; 0 = lowest Frequencies

By analysing the results, we can see that segments with low OCR, hence segments that operate with low margin, are sensitive to high frequencies. Since the OCR level of 6% is common for concepts such as convenience stores, it is not surprising that frequencies are essential for these retailers. Similarly for segments with electronics, high frequencies, and especially the qualitative frequencies, are of fundamental importance. It can be also concluded that as the OCR rises, the importance of frequencies decreases. This is again in line with the common understanding that retailers with higher OCRs, hence concepts with higher margins are less dependant on spontaneous purchases and have rather 'destination' character. For these brands, mainly in premium segments (luxury fashion, jewellery & watch), qualitative frequencies are of greater importance.

This trend is apparent in the sharp growth of qualitative frequencies. Important observations can be made with Fashion OCR (14.5%), where the tendencies of falling importance of frequencies are evident; albeit as of some level of threshold quantitative frequencies gain again on importance. This is the case for concepts such as for instance confiserie. By assuming that OCR used for the course of this thesis reflect the actual situation on the market, we can use these findings as an indicator for location rating. Primarily, we have to distinguish between the positioning within a given segment, for instance a luxury fashion retailer does not operate with the same margins as a mass-market retailer. The median across the fashion industry is 14.5%. In our survey, some mass-market retailers were indicating OCRs of 30%. They have also named the frequencies as the most important attribute for location selection. Considering the weight for quantitative frequencies of 0.59 and 0.69 for qualitative frequencies with a mean of those two of 0.64 in the Fashion industry where the OCR level is 14.5%, we can suggest that focusing on prime locations with the highest frequencies, hence the highest rent, is not always the appropriate strategy. Since we know that the OCR is a proportion between the rent and the turnover it can be concluded that the fashion retailers (mass-market) inappropriately emphasise locations with high frequencies which they are not able to capitalise on. The same rationale is also applicable for other segments. Looking at the OCR benchmarks of 12%, we can theoretically raise the question whether 1B location would be more appropriate locations.

The secondary locations we have observed do not significantly differ in frequencies and have less decisive attributes. One significant drawback of 1B location certainly is the tenant mix needed to attract required consumers groups. The analysis of secondary locations is illustrated by Figure 20.

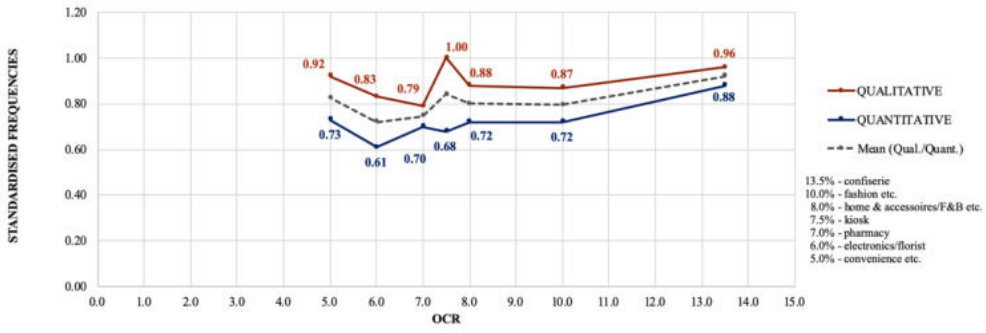

Figure 20: OCRs with their standardised Quantitative and Qualitative Frequencies Means on observed 1B-1C Locations in Basel, Bern and Zurich. Weight; 1 = highest Frequencies; 0 = lowest Frequencies

The concepts with low OCR are generally located within areas with high qualitative frequencies. This is due to the nature of the segment. The OCRs between 5–6% are represented in secondary locations for instance by galleries and convenience stores with a niche character or by florists. Hence destination concepts where targeted frequencies are essential, as the purchases are determined, thus with a low degree of spontaneity. The exponential growth of qualitative frequencies in the category with OCRs 7 – 7.5% is related to concepts such as Kiosks and Pharmacies, thus indeed retailers dependent on high frequencies. On secondary locations, both these concepts are known to have a differentiated offer of specific goods, compared to primary locations. Thus the 'quality' of frequencies plays an essential role. The Fashion segment on 1B is situated within 10% OCR range with frequency means of 0.87 and 0.72. These show consistency with discussed means for qualitative frequencies of 0.69 and 0.59 for quantitative frequencies on 1A. In both street categories, the quality of the footfall prevails over the quantity. The concepts with higher OCRs are in our case Confiseries, therefore it is not surprising that the importance of frequencies is upward sloping, similarly to 1A locations.

Considering those observations for 1A and 1B-1C locations and, more importantly, by understanding the importance of frequencies for given segments, it can be theoretically assumed that by following the traditionalistic expansion theories, the frequencies' benefit to the primary location is overestimated for some retailers. Respectively the potential of the secondary locations is neglected in this perspective. This supports our assumption that OCRs can be used as a useful simple guidance not only for the assessment of a location, but also as an indicator of the potential for a given segment. In respect to secondary locations, OCRs further provide guidance regarding the level of development in the given area and therefore, to some extent, help to adequately classify analysed markets.

5 Conclusion

In the course of this thesis we could identify the complexity of the industry that is affected and determined by numerous factors. These consist of spatial characteristics of the given area and specific demographic nuances. It was not possible with the available data to precisely distinguish which one of these has a greater impact on the performance of the local retail market. It is indeed a multidimensional environment, where, regardless of existing sophisticated mathematical models, the decisive decisions about the location selection will often be made based on the rule of thumb (Mendes and

Themido, 2004, p. 4). Albeit precisely the complexity of those models prevents their standardised use. We believe that OCRs, which practically represent a ratio between the supply and demand side, adequately simplify this complex environment into an understandable performance indicator.

It is a common understanding that the primary location is not equally suitable for all retailers. The results of our research suggest, that even the traditional '1A tenants' can conduct successful and eventually rather sustainable business in a secondary location. Our research has nonetheless also shown that it is not an ultimate and globally applicable indicator. Our analysis could not establish statistically significant common patterns shared by all analysed areas. Detailed understanding of the retail market in a given city, with primary data from each retailer across all the segments are of importance to gain explanatory results. On the other hand, even with ordinarily accessible data, the OCR ratios have proven to be useful as a basic guidance for the primary assessment of a retail location. This is particularly truth for high streets.

Moreover, OCRs also theoretically possess the ability to relativize the importance of frequencies. We have developed a simple rating schema that puts into relation individual OCR levels with quantitative and qualitative frequencies. We are of the opinion that understanding each segment's OCR, along with appropriate positioning on high street, can improve not only the capability of tenants to maximise their conversion ratios, yet also help the property owners to allocate the most efficient economical use of their properties. This is an approach that has been already adopted by shopping centres (Ramsey, 1994, p. 505). To achieve this, a great degree of transparency on the demand and on the supply side, with the coordinated effort of both is required. What may today sound like a cliché can, with the pace of change, become a necessity in the near future.

5.1 Discussion

This thesis observed three primary locations and an equal number of secondary retail locations in the German speaking part of Switzerland. A true comparison can be made only between two 1A and 1B locations (Basel, Bern). This is due to the status of both observed streets in Zurich: Bahnhofstrasse's global status puts it in a class of its own and the area in Oberdorf bears a classification of 1B-1C. Hence by considering the size of the retail market, it is a sample without a statically representative character.

Moreover, to adequately reflect the particular complexity of the Swiss multicultural environment, cities from the French and Italian speaking part of Switzerland would

have to be included. Our research has, to some extent, proven the capability of OCR as a determinant for location classification and its usefulness as a basic rating schema in conjunction with quantitative and qualitative frequencies. Nevertheless, the aggregated form of available data has shown to be the main shortcoming of this thesis. These have prohibited us from identifying a strong relationship between observed attributes and OCRs. Similarly, the OCRs in its aggregated form have further relativized the definite applicability of the results. Thus, the outcome of this thesis has rather only a general character.

Although it can be concluded that even mentioned limited secondary data along with achieved statistical significance of results on 1A have pointed out the information potential the OCR ratio might have in its raw form.

5.2 Prospects

Throughout this thesis we have stressed the fundamental changes the retail industry is currently undergoing. We assume that it is not a part of a cycle that each industry is facing from time to time. The changes are rather of an essential nature and affect the way retailing will be done in the future. OCRs surely inherently bear essential information about the performance of every single retailer, regardless where the business takes place. Hence based on the results of this research it can be recommended to conduct a deeper analysis of retailers' costs and turnover ratio. Primary data of a greater sample are of essential importance in order to achieve results with solid fundamentals.

Due to the complexity of each local retail market, it can be further suggested to enlarge the research area and to include secondary cities. It is furthermore crucial to distinguish between each segment and the actual positioning. There are considerable differences between the segments and their business models. With the continuous shift towards omnichannel operations, influencing attributes such as accessibility for consumers and logistic related challenges are gaining paramount attention. In addition, convenience and personification will define the retail landscape in the future. How these attributes can be quantified has yet to be evaluated. Same attributes are then differently important to each segment. With large samples of primary data, a multivariate regression model can be built around these variables, in order to gain a deeper understanding of how they affect a population's performance, thus the OCR of each retailer. Retail represents a phenomenon that has traditionally attracted a great deal of attention from various members across our society. We believe that by nature retail will continue to play a

significant role not only in economic terms, but also as a social element that provokes human interaction, thus shapes the physical world we are living in. The relevance of further research can herewith be justified.

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Appendix I: Model Senozon 'Mobilitätsmodell', (Senozon, 2017)

Einleitung

Das Senozon Mobilitätsmodell der Schweiz ist ein detailliertes räumliches und zeitliches Abbild des Landes im Computer, wobei die gesamte Infrastruktur sowie die Bevölkerung in statistisch hoher Auflösung repräsentiert werden. So sind zum Beispiel alle Gebäude/Baublöcke modelliert, ebenso Strassenabschnitte, Haltestellen, Bahnhöfe, Busse, Trams und Züge mitsamt dem gesamten Fahrplan. Alle im Land wohnhaften Personen sind als synthetisches Abbild in hoher räumlicher und demographischer Auflösung repräsentiert und agieren als autonome Individuen (sogenannte «Agenten») in der Simulation, die ihren typischen Werktag bestreiten: Sie gehen zur Arbeit oder zur Ausbildung, gehen Einkaufen oder verbringen ihre Freizeit an unterschiedlichen Orten. Dazu nutzen sie das gegebene Verkehrsangebot (Auto, öffentlicher Verkehr, das Fahrrad oder zu Fuss). Ganz nach dem Motto «Carpe Diem» optimiert jede Person dabei ihren Tag: Sie maximiert ihre Zeit für Aktivitäten (zum Beispiel Einkaufen) und minimiert dabei Zeiten und Kosten für die Wege.

Damit die Simulation das typische Mobilitätsverhalten der Bevölkerung in hohem Masse widerspiegelt, basiert das Modell auf sehr detaillierten und qualitativ hochwertigen Eingangsdaten. Diese werden teils jährlich nachgeführt, um das Modell auf dem aktuellsten Stand zu halten. Zur Validierung der Simulation werden zudem Drittdaten (z.B. Querschnittszählungen an Strassenabschnitten oder Reisezeitverteilungen nach sozioökonomischen Gruppen) mit den Modellresultaten verglichen. Somit liefert das Senozon Mobilitätsmodell räumlich, zeitlich, demografisch und soziodemografisch hoch aufgelöste Mobilitäts- und Aktivitätsinformationen für die Standortanalyse und -bewertung sowie für die Verkehrs- und Standortplanung.

Methoden der Modellierung

Die Modellierung der aktivitätenbasierten Nachfrage geschieht in 4 grundlegenden Schritten, folgend von der «Relaxierung» der Mobilitätsnachfrage.

Angebotsmodellierung

Zum ersten wird das Angebot des Untersuchungsgebiets erstellt:

- Aktivitäten Angebot:
  Die Grundlage bildet dazu Wohnungs- und Gebäuderegister, sowie Betriebszählungen. Daraus entstehen die Modell-Gebäude inklusive Merkmalen zum Aktivitäten Angebot (Wohnen, Arbeiten - nach Klassen, Ausbildung - nach Klassen, Einkaufen - nach Klassen und Freizeit) inklusive Grössenordnung des Angebots (Anzahl Vollzeitäquivalente, Quadratmeter Verkaufsfläche etc.).
- Strasse:
  Im Modell wird das gesamte Strassennetz (Navigationsnetz) abgebildet inkl. den entsprechenden Verkehrskenngrössen (max. Geschwindigkeit, Anzahl Fahrspuren etc.)
- ÖV:
  Der gesamte Fahrplan wird fahrtenfein im Modell abgebildet (Züge, Busse, Trams, Schiffe etc.).

Modellierung der Bevölkerung

Im nächsten Schritt wird die Bevölkerung am Wohnort auf Basis von Register- und Strukturerhebung als einzelne Individuen (so genannte «Agenten») modelliert mit der entsprechenden Vielfalt an demographischen und sozio-demographischen Attributen. Diese «synthetische Bevölkerung» ist ein statistisch repräsentatives Abbild der realen Wohnbevölkerung eines Untersuchungsgebiets. Die Randsummen von demographischen Merkmalen (z.B. Altersverteilung) pro Raumeinheit (hektarscharf) der Region entsprechen bestmöglich den realen Randsummen. Das Synthetisieren der Bevölkerung innerhalb der Raumeinheit geschieht durch Minimierung des Fehlerterms der Randsummen im n-dimensionalen Merkmalsraum. Typische Methoden hierzu sind IPF («Iterative Proportional Fitting»), «Bayesian networks» u.a. Ergänzend können so generierte synthetische Personen durch weitere Erhebungsmerkmale angereichert werden (räumlich und/oder nach Merkmalsklassen), für die es typischerweise keine vollumfängliche Randsummenstatistiken gibt (z.B. Nutzungstypisierungen).

Aktivitäten-basierte Nachfrage

Folgend wird für jede verhaltenshomogene Gruppe eine Aktivitätenkette (die Abfolge der Aktivitäten eines Werktages) aus den Aktivitätenketten-Verteilungen von Mobilitätsbefragungen zugewiesen. Diese Zuweisung geschieht gewichtet nach den Gruppen, der räumlichen Nähe und dem Regionentyp.

Wahl der Aktivitäten-Standorte («Zielwahl»)

Zur Ermittlung der Orte der primären Aktivitäten (Arbeit und Ausbildung) wird das Zielwahlverfahren nach Horni, A. (2013) angewendet. Dies besteht im Kern aus der Kombination eines «doppelt beschränktem Gravitationsmodell» mit der Minimierung des Fehlerterms der Distanzverteilungen. Folgend werden die Orte der sekundären Aktivitäten (Einkaufen, Freizeit) ermittelt. Hierbei wird ebenfalls das Verfahren nach Andreas Horni. (2013) verwendet, ergänzt durch Zeitbudgetbeschränkung (Ram M. Pendyala et al., 2002)

Relaxierung: Ermittlung des Nash-Equilibrium (u.a. Wardrop-Equilibrium)

Diese ersten vier Schritte bilden den Rahmen der Relaxierung der Verkehrsnachfrage in MATSim. Auf der Grundlage einer co-evolutionären Optimierung werden Zeit-, Verkehrsmittel- und Routenwahl integrativ und synchron für die gesamte aktivitätenbasierte Nachfrage berechnet. Diese Nutzenoptimierung basiert grundsätzlich auf dem Vickery Modell (William S. Vickrey, 1963), erweitert für die aktivitätenbasierte Nachfrage durch Charypar und Nagel (2005) mit zusätzlichen Erweiterungen für monetäre und sonstige (nicht-monetäre und nicht-zeitliche) Nutzenanteile.

Das Modell wird in diesen drei Dimensionen unter Verwendung von Verkehrs- und Fahrgastzählungen, Reisedistanz- und -zeitverteilungen pro Verkehrsmittel kalibriert und validiert, wobei zur Berechnung 25% der gesamten Agentenpopulation genutzt wird. Dazu wird eine Versuchsplanung im Parameterraum der Nutzenfunktion definiert und durch 50 bis 200 Modellläufe umgesetzt (je nach Modellkomplexität).

Das relaxierte und kalibrierte Modell bildet somit die Basis für die Auswertungen.

Rahmenbedingungen und Grenzen des Modells

- Das Modell bildet ausschliesslich den mittleren Werktag des Jahres ab. Saisonale Unterschiede, Aussagen zu Samstagen und Sonntagen, sowie zu speziellen Events können nicht gemacht werden.
- Es wird ausschliesslich die in der Schweiz wohnhafte Bevölkerung ab Alter 6 Jahre abgebildet. Aussagen zu Besucher- , Grenz- und Tourismusverkehre können keine gemacht werden.

Informationsgehalt des SMMCH

Grundlagedaten

- Strassen:
  OpenStreetMap (Aktualisierung, 1 Mal pro Jahr)
- ÖV:
  HAFAS Fahrplan SBB (Aktualisierung, 1 Mal pro Jahr)
- Gebäude:
  Bundesamt für Statistik , Wohnungs- und Gebäuderegister (WGS) (Aktualisierung, 1 Mal pro Jahr) und Betriebszählung (STATENT) (Aktualisierung, 1 Mal pro Jahr)
- Bevölkerung:
  Bundesamt für Statistik , Registererhebung (STATPOP) (Aktualisierung, 1 Mal pro Jahr) und Strukturerhebung (SE) (Aktualisierung, 1 Mal pro Jahr)
- Mobilitätserhebung:
  Bundesamt für Statistik , Mikrozensus des Verkehrsverhaltens (MZMV) (Aktualisierung, 1 Mal pro 5 Jahre)

Merkmalsklassen

Nach Demographie und Soziodemographie:

- Alter
- Geschlecht
- Fahrzeugführerscheinbesitz
- Arbeitsstatus: Unterschieden nach „angestellt", „selbstständig", „arbeitslos", „keine Arbeitstätigkeit", etc.
- Anstellungsart: Vollzeit, Teilzeit, etc.
- Anstellungsstatus: Nach Klassen
- Ausbildungsstatus: Nach Klassen
- Ausbildungstätigkeit: Ja/nein
- Fahrzeugverfügbarkeit motorisierter Verkehr (Auto/Mofa/Motorrad), öffentlicher Verkehr (Bus/Zug/Tram) und Langsamverkehr (Fuss/Fahrrad)
- Einkommensklassen
- Haushaltsgrösse (Anzahl Personen wohnhaft im gleichen Haushalt)
- Grösse der Wohnung (Anzahl Zimmer und m^2)

Nach Standorten:

- Wohnort
- Arbeitsort
- Ausbildungsort
- Einkaufsorte
- Freizeitorte

Nach Mobilität (am mittleren Werktag):

- Aktivitätenketten
- Standorte der Aktivitäten
- zeitliche Aufenthaltsdauer pro Aktivität
- Kenngrössen pro Weg:
  - Abfahrts-/Ankunftszeit, resp. Dauer
  - Verkehrsmittel
  - Route (Strassen, resp. ÖV-Linien und Haltestellen)

Source: (Senozon, 2019)

Appendix II: OCR Surveys - Results Retailers/Experts

				Retailers	Experts																	
Median (Retailers/Experts)	Mean	Median Benchmark	Location	fashion																		
14.5%	15.6%	12.0%	1A	12.5%	17.5%	10.0%	11.5%	17.5%	18.0%	15.0%	15.0%	30.0%	30.0%	20.0%	11%	10%	12%	14%	12%	15%	14%	15%	12%
10.0%	11.5%	10.0%	1B	9.0%	17.5%	10.0%	10.5%	12.0%	9.0%	15.0%	10.0%	12.0%	20.0%	10.0%	8%	11%	10%	10%	10%	10%	12%	12%	
				electronics																		
8.5%	7.6%	9.0%	1A	6.0%	6%	3%	3%	10%	9%	11%	8%	10%	10%									
6.0%	6.2%	6.0%	1B	3.5%	6%	3%	3%	6%	8%	7%	6%	9%	10%									
				F&B																		
10.0%	10.8%	9.0%	1A	17.0%	14%	10%	12%	11%	7%	8%	14%	9%	11%	9%	10%	8%						
8.0%	8.3%	8.0%	1B	13.0%	10.0%	7.0%	9.0%	10%	5%	6%	8%	8%	8%	6%	10%	8%						
				home & accessories																		
10.0%	11.7%	8.0%	1A	30.0%	14.0%	6%	10%	8%	14%	8%	13%	10%	8%	8%								
8.0%	9.3%	8.0%	1B	22.0%	10.0%	8%	8%	6%	8%	6%	10%	10%	6%	8%								
				health & beauty																		
12.0%	12.9%	12.0%	1A	20.0%	14.0%	10.0%	12.0%	14.0%	12.0%	11.0%	12.0%	10.0%	14.0%									
10.0%	10.2%	10.0%	1B	15.0%	10.0%	8.0%	9.0%	10.0%	10.0%	7.0%	9.0%	10.0%	14.0%									
				kiosk																		
10.0%	9.8%	10.0%	1A	14.0%	8%	10%	12%	10%	8%	9%	7%	10%	10%									
7.5%	7.8%	7.0%	1B	10.0%	8%	8%	10%	6%	6%	6%	7%	7%	10%									
				F&B/Confiserie																		
17.0%	17.0%		1A	12.0%	22.0%																	
13.5%	13.5%		1B	9.0%	18.0%																	
				convenience																		
6.0%	7.4%	7.5%	1A	9.0%	3.5%	4.0%	5.0%	12.5%	5.0%	3.0%	14.0%	9.0%	5.0%	6.0%	10.0%	10.0%						
5.0%	5.4%	5.5%	1B	5.0%	2.5%	3.0%	4.0%	9.0%	5.0%	3.0%	6.0%	7.0%	3.0%	5.0%	8.0%	10.0%						
				optician																		
10.0%	10.8%	10.0%	1A	10.0%	15.0%	8.0%	10.0%	10.0%	10.0%	10.0%	11.0%	15.0%	8.0%	12.0%								
8.0%	8.5%	8.0%	1B	6.0%	10.0%	8.0%	8.0%	9.0%	8.0%	8.0%	7.0%	9.0%	8.0%	12.0%								
				shoes																		
12.5%	12.6%	12.0%	1A	20.0%	8.0%	10.0%	11.0%	14.0%	10.0%	14.0%	14.0%	13.0%	12.0%									
10.0%	10.1%	10.0%	1B	12.0%	7.0%	8.0%	9.0%	10.0%	9.0%	12.0%	10.0%	12.0%	12.0%									
				sport & leisure																		
12.0%	13.8%	11.0%	1A	30.0%	25.0%	11.0%	10.0%	10.0%	12.0%	9.0%	13.0%	12.0%	8.0%	12.0%								
10.0%	11.2%	9.0%	1B	25.0%	16.0%	10.0%	8.0%	9.0%	8.0%	8.0%	10.0%	10.0%	7.0%	12.0%								
				jewellery & watch																		
12.0%	13.7%	12.0%	1A	20.0%	20.0%	10.0%	12.0%	15.0%	12.0%	11.0%	12.0%	10.0%	15.0%									
10.0%	9.8%	10.0%	1B		10.0%	8.0%	8.0%	10.0%	10.0%	8.0%	9.0%	10.0%	15.0%									
				department str.																		
8.0%	7.7%	7.5%	1A	10.0%	5%	5%	8%	8%	5%	11%	7%	10%										
6.0%	6.1%	5.5%	1B	8.0%	4%	4%	6%	6%	3%	9%	5%	10%										
				pharmacy																		
8%	9%	8%	1A	8%	10%	7%	8%	8%	11%	9%	8%	14%										
7%	8%	7%	1B	8%	8%	8%	6%	6%	7%	6%	7%	14%										
				florist																		
8%	8%	8%	1A	10%	7%	5%	8%	8%	9%	7%	8%	8%										
6%	7%	6%	1B	8%	8%	6%	6%	6%	6%	7%	6%	8%										
				souvenirs																		
8%	9%	8%	1A	8%	7%	9%	10%	8%	13%	7%	8%	10%										
8%	8%	8%	1B	6%	8%	6%	8%	6%	10%	9%	6%	10%										
				antiques																		
5%	5%		1A	5%																		
5%	5%		1B	5%																		
				books																		
10%	10%		1A	10%																		
8%	8%		1B	8%																		
				DIY																		
6%	6%		1A	6%																		
4%	4%		1B	4%																		
				toys																		
10%	10%		1A	10%																		
8%	8%		1B	8%																		

Appendix III: Analysed Streets with Tenant Mix

Basel, Freie Strasse

street	brand	segment	status	origin	possitioning	house NO	OCR Segment %	qualitative f.	quantitative f.
Freie Strasse	Swarovski	jewellery & watch	chain	international	mass market	2	12	5000	37300
Freie Strasse	Goldschmied zum Märtplatz	jewellery & watch	single	national	upmarket	2	12	5000	37300
Freie Strasse	Guess	fashion	chain	international	upmarket	2	14.5	5000	37300
Freie Strasse	Rent a box	jewellery & watch	chain	national	mass market	4	12	5000	34708
Freie Strasse	Fotohaus Wolf Hämmerlin	electronics	single	national	mass market	4	8.5	5000	33018
Freie Strasse	Calzedonia	fashion	chain	international	mass market	6	14.5	5000	33018
Freie Strasse	Lush	health & beauty	chain	international	mass market	8	12	5000	33018
Freie Strasse	Lindt	F&B/Confiserie	chain	international	others	10	17	5000	30634
Freie Strasse	vom Fass	F&B	chain	international	others	10	10	5000	31285
Freie Strasse	UPC	others	chain	international	others	12	8.5	7000	26560
Freie Strasse	Gerry Weber	fashion	chain	international	mass market	12	14.5	7000	29936
Freie Strasse	Goldene Apotheke	pharmacy	single	national	mass market	20	8	7000	29552
Freie Strasse	Marlène Lobag AG	shoes	single	national	mass market	20	12.5	7000	29552
Freie Strasse	mobilezone	electronics	chain	national	mass market	20	8.5	7000	29552
Freie Strasse	H&M	fashion	chain	international	mass market	28	14.5	7000	29552
Freie Strasse	Dosenbach Schuhe + Sport	shoes	chain	international	mass market	28	12.5	7000	29552
Freie Strasse	Søstrene Grene	home & accessoires	chain	international	mass market	32	10	7000	29552
Freie Strasse	Sunrise	electronics	chain	international	mass market	34	8.5	7000	27112
Freie Strasse	Zara	fashion	chain	international	mass market	36	14.5	7000	27112
Freie Strasse	Zara Home	home & accessoires	chain	international	mass market	38	10	7000	27112
Freie Strasse	Bucherer	jewellery & watch	chain	international	luxury	40	12	7000	27112
Freie Strasse	Only	fashion	chain	international	mass market	42	14.5	5000	27112
Freie Strasse	Blue Lemon	fashion	chain	national	upmarket	44	14.5	5000	24672
Freie Strasse	Berlin Fashion Story	fashion	single	national	mass market	44	14.5	5000	24672
Freie Strasse	Herren Globus	fashion	chain	national	upmarket	50	14.5	5000	25644
Freie Strasse	Interdiscount	electronics	chain	national	mass market	52	8.5	5000	25644
Ringgässlein	Bogner	fashion	chain	international	luxury	4	14.5	5000	22562
Freie Strasse	Visilab	optician	chain	international	mass market	54	10	5000	32794
Freie Strasse	C&A	fashion	chain	international	mass market	56	14.5	5000	25644
Freie Strasse	Fossil	fashion	chain	international	upmarket	62	14.5	5000	21792
Freie Strasse	New Yorker	fashion	chain	international	mass market	68	14.5	5000	18379
Freie Strasse	COS	fashion	chain	international	upmarket	70	14.5	5000	18379
Freie Strasse	Max Mara	fashion	chain	international	upmarket	72	14.5	5000	15936
Freie Strasse	Trois Pommes	fashion	chain	national	luxury	74	14.5	5000	26484
Freie Strasse	Lacoste	fashion	chain	international	upmarket	82	14.5	5000	23796
Freie Strasse	Boggi	fashion	chain	international	upmarket	84	14.5	4000	23796
Freie Strasse	Louis Vuitton	fashion	chain	international	luxury	88	14.5	4000	23720
Freie Strasse	Bally	shoes	chain	international	luxury	88	14.5	4000	23720
Freie Strasse	Hästens	home & accessoires	chain	international	luxury	88	10	4000	23720

FREIE STRASSE

quantitative f.	qualitative f.	OCR Segment %	house NO	possitioning	origin	status	segement	brand	street
37300	5000	14.5	1	mass market	international	chain	fashion	WE	Freie Strasse
37300	5000	14.5	3;5	upmarket	national	chain	fashion	PKZ	Freie Strasse
37300	5000	14.5	9	mass market	international	chain	fashion	Orsay	Freie Strasse
34708	5000	12	11	mass market	international	chain	health & beauty	Rituals	Freie Strasse
33018	5000	12	15	mass market	international	chain	health & beauty	Yves Rocher	Freie Strasse
33018	5000	14.5	15	mass market	international	chain	fashion	Tezenis	Freie Strasse
33018	5000		17	mass market	national	chain	books	Orell Füssli	Freie Strasse
30634	5000	14.5	23	mass market	international	chain	fashion	Esprit	Freie Strasse
31285	7000	10	25	others	national	single	F&B	Restaurant Schlüssel	Freie Strasse
26560	7000	12	27	upmarket	international	chain	jewellery & watch	Gübelin TAG Heuer	Freie Strasse
29936	7000	10	29	mass market	international	chain	home & accessoires	Depot	Freie Strasse
28630	7000	14.5	35	mass market	international	chain	fashion	Intimissimi	Freie Strasse
28630	7000	14.5	35	upmarket	national	chain	fashion	Globus	Freie Strasse
28630	7000	12	37	mass market	international	chain	health & beauty	Douglas	Freie Strasse
29552	7000	12	39	mass market	national	chain	jewellery & watch	Juwelier Kurz	Freie Strasse
27696	7000	10	43	mass market	national	single	home & accessoires	Papyrus Büröcenter	Freie Strasse
29552	7000	10	45	mass market	national	single	fashion	Pop-up 45	Freie Strasse
27112	7000	8.5	47	upmarket	international	chain	electronics	Apple	Freie Strasse
25299	5000	14.5	51	upmarket	international	chain	fashion	Massimo Dutti	Freie Strasse
25299	5000	12	53	mass market	national	chain	sport & leissure	Ochsner Sport	Freie Strasse
25299	5000	14.5	59	mass market	international	chain	fashion	Mango	Freie Strasse
25299	5000	12	65	mass market	international	chain	jewellery & watch	Swatch	Freie Strasse
24672	5000	12	69	mass market	international	chain	health & beauty	Body Shop	Freie Strasse
24672	5000	8	75	others	national	chain	department st.	Coop City Warenhaus Pfauen	Freie Strasse
18790	5000	12.5	81	mass market	international	chain	shoes	Dune London	Freie Strasse
18790	5000	14.5	81	upmarket	national	chain	fashion	Zimmerli	Freie Strasse
18790	5000	10	81	upmarket	national	single	home & accessoires	Tavolino Wohndecor AG	Freie Strasse
18790	5000	12	81	mass market	international	chain	jewellery & watch	Pandora	Freie Strasse
18790	5000	14.5	1	upmarket	international	chain	fashion	Marc Cain	Münsterberg
18790	5000	14.5	2	mass market	national	chain	fashion	Anouk Boutique	Münsterberg
15936	5000	14.5	83	luxury	international	chain	fashion	Longchamp	Freie Strasse
15936	5000	10	89	others	national	single	F&B	World of Pasta	Freie Strasse
15936	5000	10	89	others	international	chain	F&B	Starbucks	Freie Strasse
15936	5000	10	93	others	international	chain	F&B	Joe and the Juice	Freie Strasse
15936	5000	12	95	upmarket	national	single	jewellery & watch	Aurum	Freie Strasse
26860	5000	12	97	mass market	international	chain	health & beauty	L'Occitane	Freie Strasse
26108	4000	12	101	upmarket	national	single	jewellery & watch	Mezger Bijouterie	Freie Strasse
23871	4000	14.5	103	mass market	international	chain	fashion	Beldona	Freie Strasse
23871	4000	14.5	105	luxury	international	chain	fashion	Repeat	Freie Strasse
23871	4000	14.5	107	luxury	international	chain	fashion	Hermès	Freie Strasse
23871	4000		109	others	international	chain	bank	Credit Suisse	Freie Strasse
23871	4000	17	109	others	national	chain	F&B/Confiserie	Confiserie Brändli	Freie Strasse
23871	4000	14.5	109	upmarket	international	chain	fashion	Perosa	Freie Strasse
23871	4000	14.5	109	upmarket	international	chain	fashion	Hallhuber	Freie Strasse

Basel, Gerbergasse

street	brand	segment	status	origin	possitioning	house NO	OCR segment %	qualitative f.	quantitative f.
Gerbergasse	Flying Tiger Copenhagen	home & accessoires	chain	international	mass market	2	8	5000	40816
Gerbergasse	Coop City	convenience	chain	national	mass market	4	5	5000	40064
Gerbergasse	Metro	fashion	chain	national	mass market	12	10	5000	39959
Gerbergasse	Ochsner Schuhe	shoes	chain	national	mass market	14	10	5000	39756
Gerbergasse	PiiNK Piercing & Tattoo	health & beauty	single	national	mass market	16	10	5000	37140
Gerbergasse	Tui Reisen	office	chain	international	others	20		6000	38196
Gerbergasse	Bonita	fashion	chain	international	mass market	20	10	6000	38196
Gerbergasse	Hotelplan	office	chain	national	others	24		6000	39176
Gerbergasse	Passo per passo	shoes	chain	national	mass market	24	10	6000	39176
Gerbergasse	Kuoni	office	chain	international	others	26		6000	36685
Gerbergasse	Schlossberg	home & accessoires	chain	national	mass market	26	8	6000	36685
Gerbergasse	Café Fumare non Fumare	F&B	single	national	others	30	8	6000	31480
Gerbergasse	Two Spice	F&B	chain	national	others	40	8	6000	31696
Gerbergasse	Beldona	fashion	chain	international	mass market	42	10	6000	32080
Gerbergasse	Jacadi	fashion	chain	international	upmarket	42	10	6000	32080
Gerbergasse	Schuh Müller	shoes	chain	national	mass market	44	10	6000	33474
Gerbergasse	Mammut Store	sport & leissure	chain	national	mass market	48	10	6000	32707
Gerbergasse	Walliser-Kanne	F&B	single	national	others	50	8	6000	32707
Gerbergasse	Edelstein-Mine	jewellery & watch	single	national	upmarket	52	10	6000	32707
Gerbergasse	Perosa	fashion	chain	international	mass market	54	10	6000	33970
Gerbergasse	Venus Beauty	health & beauty	chain	national	mass market	56	10	6000	33970
Gerbergasse	Buongusto Caffè & Gelato	F&B	single	national	others	58	8	6000	33970
Gerbergasse	La Sofra – Fine Food	F&B	single	national	others	60	8	6000	34707
Gerbergasse	Outlet Store	fashion	single	national	mass market	62	10	6000	37036
Gerbergasse	Leder Locher	fashion	chain	national	upmarket	66	10	6000	35623
Gerbergasse	vacant	na	na	na	na	70		6000	34210
Gerbergasse	Vögele Shoes	shoes	chain	national	mass market	70	10	6000	34210
Gerbergasse	Mister Wong	F&B	single	national	others	76	8	5000	31478
Gerbergasse	Piadina Bar	F&B	single	national	others	78	8	5000	31478
Gerbergasse	Negishi Sushi	F&B	chain	national	others	80	8	5000	31313
Gerbergasse	iReparatur.ch	electronics	chain	national	mass market	82	6	5000	30385
Gerbergasse	Stadthof Hotel	others	single	national	others	84		5000	30478
Gerbergasse	Brötli Bar	F&B	single	national	others	84	8	5000	30487

GERBERGASSE

quantitative f.	qualitative f.	OCR segment %	house NO	possitioning	origin	status	segment	brand	street
40436	5000	13.5	3	others	national	single	F&B	3 Graf le Confiseur	Gerbergasse
39990	5000	10	5	mass market	national	chain	health & beauty	5 Import Parfümerie	Gerbergasse
39128	5000		11	others	national	single	office	11 Zunft zur Safran	Gerbergasse
39128	5000	10	11	mass market	international	chain	fashion	11 Du pareil au même	Gerbergasse
39128	5000	10	11	mass market	national	single	fashion	11 Wilhelm Lingerie	Gerbergasse
31722	6000	10	25-29	upmarket	international	chain	fashion	25 Hugo Boss (Falknerstr. 2)	Gerbergasse
31722	6000	10	29	mass market	international	chain	health & beauty	29 Peggy Sage (Falknerstr. 4)	Gerbergasse
31722	6000	10	8	mass market	international	chain	jewellery & watch	8 Claire's Accessoires (Falknerstr. 8)	Gerbergasse
31722	6000	5	35	mass market	national	chain	convenience	35 Müller Reformhaus	Gerbergasse
31722	6000	10	39	mass market	international	chain	fashion	39 Calida (Falknerstr. 16)	Gerbergasse
31722	6000	10	41	mass market	national	chain	jewellery & watch	41 Christ	Gerbergasse
30530	6000	10	43	mass market	national	single	fashion	43 Niederberger Damenmode	Gerbergasse
30530	6000	10	45	upmarket	national	single	jewellery & watch	45 Goldschmied Zinsstag	Gerbergasse
32833	6000	13.5	51	others	national	chain	F&B/Confiserie	51 Confiserie Bachmann	Gerbergasse
35137	6000	10	53	mass market	national	single	health & beauty	CSP Praxis	Gerbergasse
35137	6000	8	55	mass market	international	chain	optician	55 Visilab (Falknerstr. 32)	Gerbergasse
35137	6000	13.5	57	others	national	chain	F&B/Confiserie	57 Läckerli Huus (Falknerstr. 34)	Gerbergasse
35137	6000	13.5	59	others	national	single	F&B/Confiserie	Brändli	Gerbergasse
35417	6000	10	63	mass market	national	chain	health & beauty	63 Individual	Gerbergasse
35417	6000	10	65	mass market	national	single	jewellery & watch	65 MSD Meyer Schmuck	Gerbergasse
35628	6000	10	67	mass market	national	chain	health & beauty	67 Amplifon (Falknerstr. 44)	Gerbergasse
35740	6000	8	69	others	national	single	F&B	69 Chrüterhüsli (Falknerstr. 46)	Gerbergasse
35740	6000		71	mass market	international	chain	toys	71 Game Stop	Gerbergasse
33978	5000	8	73	others	national	chain	F&B	73 Nooch Noodles and more	Gerbergasse
33741	5000	8	75	mass market	national	single	souvenir	75 Crea Diva	Gerbergasse
33013	5000	8	77	mass market	national	single	home & accessoires	77 Caraco (Broderie)	Gerbergasse
33013	5000	5	79	mass market	national	single	convenience	79 Fyynkoscht Basler Lädeli	Gerbergasse
31728	5000	8	81	others	national	single	F&B	81 Manger & Boire	Gerbergasse
33106	5000	10	89	upmarket	national	single	jewellery & watch	89 Seiler Goldschmied	Gerbergasse
30780	5000		91	na	na	na	na	91 vacant	Gerbergasse
30780	5000	10	91	luxury	international	chain	jewellery & watch	Patek Philippe	Gerbergasse

Bern, Spitalgasse / Marktgasse

street	brand	segment	status	origin	possitioning	house NO	Segment OCR %	qualitative f.	quantitative f.
Spitalgasse	Loeb	department str.	single	national	others	47-57	8	17000	66464
Spitalgasse	L'Idea Schuhe	shoes	single	national	mass market	37	12.5	15000	72928
Spitalgasse	Bäckerei Reinhard	F&B	chain	national	others	37	10	15000	72928
Spitalgasse	Apotheke Amavita	pharmacy	chain	national	mass market	37	8	15000	72928
Spitalgasse	Import-Parfumerie	health & beauty	chain	national	mass market	35	12	15000	73402
Spitalgasse	Yves Rocher	health & beauty	chain	internationa	mass market	35	12	15000	73402
Spitalgasse	Sunrise	electronics	chain	internationa	mass market	33	8.5	15000	72472
Spitalgasse	Søstrene Grene	home & accessoi	chain	internationa	mass market	33	10	15000	72472
Spitalgasse	Tezenis	fashion	chain	internationa	mass market	29	14.5	15000	74008
Spitalgasse	Douglas	health & beauty	chain	internationa	mass market	27	12	15000	52141
Spitalgasse	Drogerie Müller	health & beauty	chain	internationa	mass market	23	12	11000	38418
Spitalgasse	Globus	department str.	chain	national	others	17-21	8	11000	43004
Spitalgasse	Esprit	fashion	chain	internationa	mass market	9	14.5	11000	44600
Spitalgasse	Herren Globus	fashion	chain	national	upmarket	3	14.5	11000	40673
Spitalgasse	Gerry Weber	fashion	chain	internationa	mass market	3	14.5	11000	40673
Spitalgasse	Salt	electronics	chain	national	mass market	1	8.5	11000	39396
Marktgasse	Massimo Dutti	fashion	chain	internationa	upmarket	63-65	14.5	11000	41192
Marktgasse	Carol	fashion	chain	internationa	upmarket	61	14.5	11000	40880
Marktgasse	Lush	health & beauty	chain	internationa	mass market	61	12	11000	40880
Marktgasse	Metro Boutique	fashion	chain	national	mass market	59	14.5	11000	34725
Marktgasse	Christ Uhren	jewellery & watcl	chain	national	mass market	55	12	11000	34355
Marktgasse	Blue Tomato	sport & leissure	chain	internationa	mass market	55	12	11000	34355
Marktgasse	Sunrise Center	electronics	chain	internationa	mass market	53	8.5	11000	37261
Marktgasse	Ciolina	fashion	single	national	luxury	51	14.5	11000	36767
Marktgasse	Credit Suisse	bank	chain	internationa	others	47		11000	29306
Marktgasse	Mode Bayard Women	fashion	chain	national	mass market	45	14.5	11000	30322
Marktgasse	vacant	na	na	na	na	37		11000	28156
Marktgasse	Pressecenter Kiosk	kiosk	chain	national	others	35	10	11000	50860
Marktgasse	Vero Moda / Jack Jones	fashion	chain	internationa	mass market	31	14.5	11000	31535
Marktgasse	Bijoux Stadelmann	jewellery & watcl	single	national	upmarket	29	12	11000	49845
Marktgasse	Mode Bayard Men	fashion	chain	national	mass market	27	14.5	11000	49076
Marktgasse	Perosa	fashion	chain	internationa	mass market	25	14.5	11000	50688
Marktgasse-Passage	WE (Marktgass-Passage)	fashion	chain	internationa	mass market	1	14.5	11000	45448
Marktgasse-Passage	Calida	fashion	chain	internationa	mass market	1	14.5	11000	45448
Marktgasse-Passage	Marrionaud	health & beauty	chain	internationa	mass market	1	12	11000	45448
Marktgasse	Calzedonia	fashion	chain	internationa	mass market	19	14.5	11000	49817
Marktgasse	Navyboot	shoes	chain	national	upmarket	19	12.5	11000	49817
Marktgasse	The Body Shop	health & beauty	chain	internationa	mass market	17	12	9000	48015
Marktgasse	Game Stop	toys	chain	internationa	mass market	15	10	9000	50330
Marktgasse	Clockhouse	fashion	chain	internationa	mass market	13	14.5	9000	47932
Marktgasse	C & A	fashion	chain	internationa	mass market	11	14.5	9000	52092
Marktgasse	Visilab	optician	chain	internationa	mass market	9	10	9000	48275
Marktgasse	Sokolov	jewellery & watcl	chain	internationa	upmarket	9	12	9000	48275
Marktgasse	Anouk	fashion	chain	national	mass market	7	14.5	9000	50620
Marktgasse	Läderach	F&B/Confiserie	chain	national	others	5	17	9000	50620
Marktgasse	Swarovski	jewellery & watcl	chain	internationa	mass market	3	12	9000	50823
Marktgasse	Adriano's Bar + Café	F&B	chain	national	others	1	10	9000	50003

SPITALGASSE / MARKTGASSE

quantitativ	qualitative f.	Segment OCR %	house NO	possitioning	origin	status	segment	brand	street
99848	17000	14.5	1	upmarket	national	chain	fashion	PKZ (Bahnhofplatz)	Bahnhofplatz
75624	15000	14.5	40	mass market	internationa	chain	fashion	H&M for women	Spitalgasse
40025	15000	14.5	38	mass market	national	chain	fashion	Anouk	Spitalgasse
40025	15000	12	38	mass market	national	chain	jewellery & watch	Juwelier Kurz	Spitalgasse
74682	15000	12	36	upmarket	national	single	jewellery & watch	Sonderegger Uhren	Spitalgasse
74312	15000	10	34	others	national	single	F&B	Beeler Bern	Spitalgasse
74312	15000	6	34	mass market	internationa	chain	convenience	Kauffmann Metzgerei	Spitalgasse
60240	15000	10	32	mass market	internationa	chain	home & accessoire	Zara Home	Spitalgasse
78392	15000	12.5	30	mass market	national	chain	shoes	Walder Schuhe	Spitalgasse
74152	15000	14.5	28	upmarket	internationa	chain	fashion	Falconeri	Spitalgasse
71105	11000	12	26	mass market	internationa	chain	health & beauty	Drogerie Müller	Spitalgasse
60788	11000	12.5	22	mass market	internationa	chain	shoes	my shoes	Spitalgasse
55444	11000	14.5	18-20	mass market	national	chain	fashion	Globus	Spitalgasse
42367	11000	12	14	luxury	national	single	jewellery & watch	Zigerli IFF	Spitalgasse
42367	11000	14.5	14	mass market	internationa	chain	fashion	Intimissimi	Spitalgasse
44271	11000	12	4	mass market	internationa	chain	jewellery & watch	Six	Spitalgasse
44271	11000	12	4	upmarket	internationa	chain	jewellery & watch	Omega	Spitalgasse
44271	11000	10	4	mass market	internationa	chain	home & accessoire	Depot	Spitalgasse
44271	11000	10	4	others	national	chain	kiosk	kiosk	Spitalgasse
44271	11000		4	na	na	na	na	vacant	Spitalgasse
41342	11000	17	2	others	national	chain	F&B/Confierie	Läderach	Spitalgasse
43168	11000	6	2	mass market	national	chain	convenience	Coop	Spitalgasse
43268	11000	10	1	mass market	internationa	chain	optician	Fielmann	Weisenhausplatz 1
40318	11000	14.5	60	mass market	internationa	chain	fashion	Orsay (Waaghausgasse)	Marktgasse
40813	11000	8	58	mass market	national	single	pharmacy	Apotheke Hörning	Marktgasse
40813	11000	14.5	56	mass market	internationa	chain	fashion	Beldona	Marktgasse
41284	11000	10	54	others	national	chain	F&B	Bäckerei Reinhard	Marktgasse
40853	11000	14.5	52	mass market	national	chain	fashion	Tally Weijl	Marktgasse
40853	11000	10	52	mass market	internationa	chain	toys	Franz Carl Weber	Marktgasse
41216	11000	6	50	mass market	internationa	chain	convenience	My Muesli	Marktgasse
41216	11000	12	50	mass market	internationa	chain	jewellery & watch	Claire's	Marktgasse
41216	11000	6	46	mass market	national	chain	convenience	Migros, Migros Restaurant	Marktgasse
41216	11000	10	44	others	national	chain	F&B	The Beef Burger	Marktgasse
39628	11000	10	42	others	national	chain	F&B	Migros Restaurant	Marktgasse
39628	11000	10	40	others	national	chain	F&B	Cha Cha Thai Restaurant	Marktgasse
38040	11000	14.5	38	upmarket	national	chain	fashion	Chat Noir	Marktgasse
38040	11000	14.5	38	mass market	internationa	chain	fashion	Benetton	Marktgasse
41925	11000	12.5	36	mass market	internationa	chain	shoes	Dosenbach	Marktgasse
52092	11000	14.5	32	mass market	internationa	chain	fashion	Bonita	Marktgasse
52092	11000	12	32	mass market	national	chain	health & beauty	Import Parfümerie	Marktgasse
52092	11000	12	32	mass market	national	chain	sport & leissure	Sport XX	Marktgasse
52092	11000	6	32	others	national	chain	DIY	Migros Do it	Marktgasse
49693	11000	12	28	mass market	national	chain	sport & leissure	Ryffel Running (Sport XX)	Marktgasse
47294	11000	14.5	28	mass market	internationa	chain	fashion	Vero Moda	Marktgasse
52036	11000	6	24	mass market	national	chain	convenience	Coop City	Marktgasse
51361	11000	14.5	22	mass market	internationa	chain	fashion	Mango	Marktgasse
48289	9000	14.5	20	mass market	internationa	chain	fashion	Naf Naf	Marktgasse
49146	9000	10	18	mass market	internationa	chain	home & accessoire	Weltbild plus	Marktgasse
49536	9000	14.5	16	mass market	national	single	fashion	Bijoux les boutiques	Marktgasse
49536	9000	10	14	mass market	national	chain	home & accessoire	Papeterie Zumstein	Marktgasse
50306	9000	8	10	others	national	chain	department str.	Manor	Marktgasse
50306	9000	12.5	10	mass market	national	chain	shoes	Vögele Shoes	Marktgasse
54124	9000	14.5	6	mass market	internationa	chain	fashion	H&M	Marktgasse
50167	9000	14.5	4	mass market	internationa	chain	fashion	Only	Marktgasse
50633	9000	12	2	luxury	internationa	chain	jewellery & watch	Bucherer	Kornhausplatz

Bern, Neuengasse

street	brand	segment	status	origin	positioning	house NO	Segment OCR %	qualitative f.	quantitative f.
Neuengasse	Tchibo	F&B	chain	international	others	47	8	19000	108829
Neuengasse	Altgold	jewellery & watch	single	national	mass market	45	10	19000	82748
Neuengasse	Cigar Lounge	kiosk	single	national	others	45	7.5	19000	82748
Neuengasse	SwissCaution	office	chain	national	others	45	8	19000	82748
Neuengasse	Egli Reformhaus	convenience	chain	national	others	43	5	19000	85528
Neuengasse	Nespresso	F&B	chain	international	others	43	8	19000	85528
Neuengasse	Dune London	shoes	chain	international	mass market	43	10	19000	85528
Neuengasse	Dropa Apotheke	pharmacy	chain	national	mass market	41	7	19000	77826
Neuengasse	Tchibo	F&B	chain	international	others	39	8	19000	87819
Neuengasse	Stauffacher Buchhandlungen	books	single	national	mass market	37	8	19000	58117
Neuengasse	Stauffacher Books	optician	chain	international	mass market	25	8	19000	45112
Neuengasse	Salt	electronics	chain	national	mass market	25	6	19000	45112
Neuengasse	Zwald Herrenmode	fashion	single	national	upmarket	23	10	11000	44615
Neuengasse	Zebra	fashion	chain	national	mass market	21	10	11000	44733
Neuengasse	Ochsner Shoes	shoes	chain	national	mass market	17	10	11000	45002
Neuengasse	Kebap Meet Point	F&B	chain	national	others	17	8	11000	45002
Neuengasse	Dr. Noyer Apotheke	pharmacy	chain	national	others	15	7	11000	45079
Neuengasse	Asia Küche	F&B	single	national	others	9	8	11000	43518
Neuengasse	Swiss-Knife Shop / Schlüssel Bern	souvenir	single	national	mass market	5	8	11000	44947
Neuengasse	Elizza	jewellery & watch	chain	national	mass market	1	10	11000	41825
Neuengasse	Snipes	shoes	chain	international	mass market	1	10	11000	41825

NEUENGASSE

quantitative f.	qualitative f.	Segment OCR %	house NO	positioning	origin	status	segment	brand	street
104802	19000	8	46	others	national	single	F&B	46 Bar Brèsil	Neuengasse
104802	19000	10	46	mass market	national	single	fashion	46 Modeva	Neuengasse
84208	19000	8	44	others	international	chain	F&B	44 Burger King	Neuengasse
84288	19000	10	40	mass market	international	chain	health & beauty	40 The Body Shop	Neuengasse
84369	19000	10	38	mass market	national	single	jewellery & watch	38 Johann Müller Altgold	Neuengasse
79257	19000	8	36	mass market	national	single	optician	36 Burkhalter + Gerwig Optiker	Neuengasse
76310	19000	6	30	others	national	chain	department str.	30 Coop City, Christ (Ryfflihof)	Neuengasse
76310	19000	10	30	mass market	national	chain	jewellery & watch	Christ	Neuengasse
76310	19000	10	30	mass market	national	chain	health & beauty	Import Parfümerie	Neuengasse
76310	19000	8	30	others	international	chain	office	Kuoni	Neuengasse
44058	19000		24	others	international	chain	Hotel	26 Hotel Savoy	Neuengasse
44102	19000	10	20	mass market	national	chain	health & beauty	26 Gidor Coiffure	Neuengasse
42672	19000	10	2	mass market	international	chain	shoes	24 Dosenbach	Neuengasse
43161	19000	8	3	others	international	chain	F&B	24 McDonalds	Neuengasse
43650	11000	10	8	upmarket	national	chain	fashion	20 PKZ	Neuengasse
43650	11000	10	2	upmarket	international	chain	fashion	Phase Eight	Neuengass-Passage:
39742	11000	10	3	mass market	national	chain	shoes	Vögele Shoes	Neuengass-Passage:
43650	11000	8	8	upmarket	international	chain	optician	Viu	Neuengasse
43111	11000	6		mass market	international	chain	electronics	Sunrise	Waisenhausplatz

Zurich, Bahnhofstrasse

street	brand	industry	status	origin	positioning	house NO	OCR segment %	qualitative f.	quantitative f.
Bahnhofplatz	Swarovski	jewellery & watch	chain	international	mass market	7	12	11000	164562
Bahnhofplatz	ViCafe	F&B	chain	national	others	7	10	11000	164562
Bahnhofstrasse	Bonita	fashion	chain	international	mass market	93	14.5	11000	54556
Bahnhofstrasse	The Body Shop	health & beauty	chain	international	mass market	91	12	11000	55228
Bahnhofstrasse	Claire's	jewellery & watch	chain	international	mass market	91	12	11000	55228
Bahnhofstrasse	Conf. Bachmann	F&B/Confiserie	chain	national	others	89	17	11000	58302
Bahnhofstrasse	Hotel St.Gotthard	others	single	national	others	87		11000	53285
Bahnhofstrasse	Sunrise	electronics	chain	international	mass market	87	8.5	11000	53285
Bahnhofstrasse	SIX	jewellery & watch	chain	international	mass market	87	12	11000	53285
Bahnhofstrasse	Yves Rocher	health & beauty	chain	international	mass market	87	12	11000	53285
Bahnhofstrasse	Beldona	fashion	chain	international	mass market	87	14.5	11000	54788
Bahnhofstrasse	Fielmann	optician	chain	international	mass market	83	10	11000	48350
Bahnhofstrasse	Ochsner Sport	sport & leissure	chain	national	mass market	81	12	11000	48044
Bahnhofstrasse	Coop Vitality	pharmacy	chain	national	mass market	81	8	11000	48044
Bahnhofstrasse	Brandy Melville	fashion	chain	international	mass market	79	14.5	9000	23518
Bahnhofstrasse	Apple	electronics	chain	international	upmarket	77	8.5	9000	26630
Bahnhofstrasse	Marionnaud	health & beauty	chain	international	mass market	75	12	7000	25652
Bahnhofstrasse	Manor	department str.	chain	national	others	75	8	7000	25652
Bahnhofstrasse	BIG	fashion	chain	national	mass market	73	14.5	7000	20253
Bahnhofstrasse	Essentiel	fashion	chain	international	mass market	73	14.5	7000	20253
Bahnhofstrasse	H&M	fashion	chain	international	mass market	71	14.5	7000	29536
Bahnhofstrasse	Beldona	fashion	chain	international	mass market	71	14.5	7000	29536
Bahnhofstrasse	Victoria Apotheke	pharmacy	single	national	mass market	71	8	7000	29536
Bahnhofstrasse	Esprit	fashion	chain	international	mass market	69	14.5	7000	32377
Bahnhofstrasse	Navyboot	shoes	chain	national	upmarket	69	12.5	7000	32377
Bahnhofstrasse	WE	fashion	chain	international	mass market	67	14.5	7000	32792
Bahnhofstrasse	Sprüngli	F&B/Confiserie	chain	international	others	67	17	7000	32252
Bahnhofstrasse	Thomas Sabo	jewellery & watch	chain	international	upmarket	65	12	7000	31304
Bahnhofstrasse	Ecco	shoes	chain	international	upmarket	65	12.5	7000	31304
Bahnhofstrasse	Benetton	fashion	chain	international	mass market	63	14.5	7000	32056
Bahnhofstrasse	Sunrise	electronics	chain	international	mass market	61	8.5	7000	32417
Bahnhofstrasse	IWC Schaffhausen	jewellery & watch	chain	international	luxury	61	12	7000	33237
Bahnhofstrasse	Coop City St.Annahof	department str.	chain	national	others	57	8	7000	30368
Bahnhofstrasse	Visilab	optician	chain	international	mass market	53	10	7000	28059
Bahnhofstrasse	COS	fashion	chain	international	upmarket	53	14.5	7000	28059
Bahnhofstrasse	Massimo Dutti	fashion	chain	international	upmarket	53	14.5	7000	28059
Bahnhofstrasse	Cartier	jewellery & watch	chain	international	luxury	47	12	7000	27133
Bahnhofstrasse	UBS	bank	chain	international	others	45		7000	16360
Bahnhofstrasse	Hugo Boss	fashion	chain	international	upmarket	39	14.5	7000	22768
Bahnhofstrasse	Chanel	fashion	chain	international	luxury	39	14.5	7000	16732
Bahnhofstrasse	Van Cleef & Arpels	jewellery & watch	chain	international	luxury	37	12	7000	16512
Bahnhofstrasse	Marionnaud	health & beauty	chain	international	mass market	35	12	7000	16280
Bahnhofstrasse	Meister Juwelier	jewellery & watch	single	national	luxury	33	12	7000	15624
Bahnhofstrasse	Breguet	jewellery & watch	chain	international	luxury	31	12	7000	16850
Bahnhofstrasse	Patek Philippe	jewellery & watch	chain	international	luxury	31	12	7000	16850
Bahnhofstrasse	Bijouterie Beyer	jewellery & watch	single	national	luxury	31	12	7000	16850
Bahnhofstrasse	Bvlgari	jewellery & watch	chain	international	luxury	27	12	7000	36292
Bahnhofstrasse	Panerai	jewellery & watch	chain	international	luxury	25	12	7000	36658
Bahnhofstrasse	Bottega Veneta	fashion	chain	international	luxury	25	14.5	7000	36658
Bahnhofstrasse	Montblanc	jewellery & watch	chain	international	luxury	25	12	7000	36658
Bahnhofstrasse	Ermenegildo Zegna	fashion	chain	international	luxury	25	14.5	7000	36658
Bahnhofstrasse	Giorgio Armani	fashion	chain	international	luxury	25	14.5	7000	36658
Bahnhofstrasse	Confiserie Sprüngli	F&B/Confiserie	chain	international	others	21	17	7000	38508
Bahnhofstrasse	Osswald Parfumerie	health & beauty	single	national	luxury	17	12	7000	38176
Bahnhofstrasse	Rolex	jewellery & watch	chain	international	luxury	17	12	9000	38176
Bahnhofstrasse	Christian Dior	fashion	chain	international	luxury	13	14.5	9000	37912
Bahnhofstrasse	Saint Laurent	fashion	chain	international	luxury	13	14.5	9000	37912
Bahnhofstrasse	Kochphoto / Kochoptik	optician	chain	national	mass market	11	10	5000	37912
Bahnhofstrasse	Zürcher Kantonalbank	bank	chain	national	others	9		5000	37184
Bahnhofstrasse	Wyssbrod	fashion	single	national	luxury	3	12	5000	20843
Bahnhofstrasse	Galerie Salis & Vertes	others	single	national	others	3		5000	20843
Bahnhofstrasse	Airbijoux	jewellery & watch	single	national	luxury	1	12	4000	17278
Bahnhofstrasse	A.C. Bang Pelze	fashion	single	national	luxury	1	14.5	4000	17278

BAHNHOFSTRASSE

quantitative f.	qualitative f.	OCR segment	house NO	possitioning	origin	status	industry	brand	street
149185	11000	10	110	others	national	single	kiosk	Zigarren Dürr	Bahnhofstrasse
54905	11000	10	106	others	international	chain	F&B	Starbucks	Bahnhofstrasse
61175	11000	8	106	mass market	national	single	pharmacy	Sammet Apotheke	Bahnhofstrasse
61175	11000	17	106	others	national	chain	F&B/Confiserie	Läderach	Bahnhofstrasse
58935	11000	12.5	104	mass market	international	chain	shoes	Dosenbach	Bahnhofstrasse
56564	11000	10	102	others	national	chain	F&B	Yooji's	Bahnhofstrasse
53868	11000	12	100	mass market	international	chain	health & beauty	Rituals	Bahnhofstrasse
53868	11000	10	100	mass market	national	single	optician	Götte Optik	Bahnhofstrasse
38300	11000	12	94	mass market	international	chain	jewellery & watch	Tissot	Bahnhofstrasse
38300	11000	8.5	94	mass market	national	chain	electronics	Salt	Bahnhofstrasse
38300	11000	14.5	92	mass market	international	chain	fashion	H&M	Bahnhofstrasse
30879	9000	14.5	88	upmarket	national	chain	fashion	PKZ Women	Bahnhofstrasse
29999	9000	14.5	84	upmarket	international	chain	fashion	Diesel	Bahnhofstrasse
18744	9000	14.5	82	mass market	international	chain	fashion	Mango	Bahnhofstrasse
20002	9000	12	80	upmarket	national	chain	jewellery & watch	Juwelier Kurz	Bahnhofstrasse
18024	9000	12	78	mass market	national	chain	jewellery & watch	Christ Uhren & Schmuck	Bahnhofstrasse
22072	7000	14.5	76	mass market	national	chain	fashion	Tally Weijl	Bahnhofstrasse
20006	7000	14.5	74	upmarket	national	chain	fashion	Modissa	Bahnhofstrasse
29840	7000		72	others	international	chain	bank	UBS	Bahnhofstrasse
22346	7000	10	70	others	international	chain	kiosk	Zino Davidoff	Bahnhofstrasse
22346	7000	10	70	mass market	international	chain	home & accessoires	Zara Home	Bahnhofstrasse
33094	7000	14.5	66	mass market	international	chain	fashion	Zara	Bahnhofstrasse
32923	7000	12	64	luxury	national	chain	jewellery & watch	Les Ambassadeurs	Bahnhofstrasse
32341	7000		62	luxury	international	chain	others	Genesis (Hyundai)	Bahnhofstrasse
33410	7000	8	58	mass market	national	single	pharmacy	Löwen Apotheke	Bahnhofstrasse
34088	7000	14.5	58	luxury	international	chain	fashion	Longchamp	Bahnhofstrasse
34088	7000	10	58	mass market	national	single	home & accessoires	Zwillings J.A. Henckels	Bahnhofstrasse
29028	7000	12	56	upmarket	national	chain	sport & leissure	Och Sport	Bahnhofstrasse
29028	7000	12	56	upmarket	national	single	jewellery & watch	Jürg Frech, Goldschmied	Bahnhofstrasse
27928	7000	14.5	54	upmarket	international	chain	fashion	Lacoste	Bahnhofstrasse
27956	7000	12	52	mass market	international	chain	jewellery & watch	Swatch	Bahnhofstrasse
28267	7000	12	50	luxury	international	chain	jewellery & watch	Bucherer	Bahnhofstrasse
30384	7000	12	48	upmarket	international	chain	jewellery & watch	Omega	Bahnhofstrasse
28907	7000	14.5	46	upmarket	national	chain	fashion	PKZ	Bahnhofstrasse
28907	7000	17	46	others	national	chain	F&B/Confiserie	Confiserie Teuscher	Bahnhofstrasse
28448	7000	14.5	44	luxury	international	chain	fashion	Burberry	Bahnhofstrasse
28448	7000	14.5	44	upmarket	national	single	fashion	Brunos	Bahnhofstrasse
28448	7000	12	44	luxury	international	chain	jewellery & watch	Hublot	Bahnhofstrasse
19901	7000	14.5	43	luxury	international	chain	fashion	Prada	Bahnhofstrasse
16493	7000	12	40	luxury	international	chain	jewellery & watch	Chopard	Bahnhofstrasse
16493	7000	14.5	40	luxury	international	chain	fashion	Salvatore Ferragamo	Bahnhofstrasse
16704	7000	12	38	luxury	international	chain	jewellery & watch	Vacheron Constantin	Bahnhofstrasse
16704	7000	12	38	luxury	international	chain	jewellery & watch	Piaget	Bahnhofstrasse
16409	7000	12	36	luxury	national	chain	jewellery & watch	Gübelin	Bahnhofstrasse
31690	7000	10	32	others	national	single	F&B	Bar Al Leone	Bahnhofstrasse
31690	7000		32	others	international	chain	bank	Bank Leu	Bahnhofstrasse
31690	7000	12	32	luxury	international	chain	jewellery & watch	Jaeger Le Coultre / Audemars Pigue	Bahnhofstrasse
31690	7000	12.5	32	luxury	international	chain	shoes	Tod's	Bahnhofstrasse
35864	7000	14.5	30	luxury	international	chain	fashion	Louis Vuitton	Bahnhofstrasse
35864	7000	14.5	30	luxury	national	chain	fashion	Grieder Les Boutiques	Bahnhofstrasse
35376	7000	14.5	28	luxury	international	chain	fashion	Hermes	Bahnhofstrasse
35376	7000	8	28	others	national	chain	florist	Marsano Blumen	Bahnhofstrasse
35376	7000	12	28	luxury	international	chain	jewellery & watch	Harry Winston	Bahnhofstrasse
35376	7000	12	28	luxury	international	chain	jewellery & watch	Blancpain	Bahnhofstrasse
35493	9000	14.5	26	luxury	international	chain	fashion	Loro Piana	Bahnhofstrasse
35493	9000	12.5	26	luxury	international	chain	shoes	Jimmy Choo	Bahnhofstrasse
39371	9000	14.5	24	upmarket	international	chain	fashion	Tommy Hilfiger	Bahnhofstrasse
39758	9000	14.5	22	luxury	national	single	fashion	Walter Gross Couture	Bahnhofstrasse
36221	9000	14.5	20	luxury	international	chain	shoes	Bally	Bahnhofstrasse
37329	5000	14.5	18	luxury	national	chain	fashion	Trois Pommes	Bahnhofstrasse
37914	5000	12	16	luxury	international	chain	jewellery & watch	Graff Diamonds	Bahnhofstrasse
34305	5000	14.5	14	luxury	international	chain	fashion	Stefano Ricci	Bahnhofstrasse
34305	5000	12	14	luxury	international	chain	jewellery & watch	Tiffany & Co.	Bahnhofstrasse
17947	5000	14.5	12	luxury	national	chain	fashion	Trois Pommes	Bahnhofstrasse
23315	5000	14.5	10	luxury	international	chain	fashion	Dolce & Gabbana	Bahnhofstrasse
13698	5000	8	2	mass market	national	chain	souvenir	Heimatwerk	Bahnhofstrasse

Zurich, Oberdorf

street	brand	industry	status	origin	possitioning	house NO	OCR segment %	qualitative f.	quantitative f.
Grossmünsterplatz	The Regency House	home & accessoires	single	national	upmarket	6	8	5000	17526
Oberdorfstrasse	Gräb	shoes	single	national	mass market	27	10	5000	16632
Oberdorfstrasse	Messerscharf	souvenir	single	national	mass market	25	8	5000	16632
Oberdorfstrasse	Pomp it up	shoes	chain	national	mass market	25	10	5000	15824
Oberdorfstrasse	Galerie A.E.R.	gallery	single	national	others	23/21	5	5000	13640
Oberdorfstrasse	Interior Atelier	home & accessoires	single	national	upmarket	19	8	5000	14512
Oberdorfstrasse	Antiquariat	home & accessoires	single	national	others	17	8	5000	15384
Oberdorfstrasse	Le Creuset	home & accessoires	chain	international	upmarket	19	8	5000	14512
Oberdorfstrasse	Vivobarefoot	shoes	chain	international	upmarket	15	10	5000	16293
Oberdorfstrasse	Talman Stefi	shoes	single	national	mass market	13	10	5000	16244
Oberdorfstrasse	Cut & color	healt & beauty	chain	national	mass market	11	10	5000	18970
Oberdorfstrasse	Camp David Soccx	fashion	chain	international	mass market	9	10	5000	18970
Oberdorfstrasse	Noon	F&B	single	national	others	9	8	7000	18970
Oberdorfstrasse	Die Wüste	F&B	single	national	others	7	8	7000	19122
Oberdorfstrasse	Glen Farm	liquor store	single	national	others	5	5	7000	19122
Oberdorfstrasse	Pinnochio	books	single	national	mass market	3	8	7000	32966
Torgasse	Spitzenhaus	home & accessoires	single	national	mass market	11	8	7000	32350

OBERDORFSTRASSE

quantitative f.	qualitative f.	OCR segment %	house NO	possitioning	origin	status	industry	brand	street
17904	5000	10	18	upmarket	national	single	fashion	Chic Milano	Kirchgasse
18119	5000	8	20	others	national	single	F&B	Karl der Grosse	Oberdorfstrasse
16320	5000	8	34	mass market	national	single	home & accessoires	Bookbinders Papeterie	Oberdorfstrasse
16320	5000	8	34	mass market	national	single	toys	Rien Ne Va Plus	Oberdorfstrasse
16107	5000	8	32	mass market	national	single	books	Kinderbuchladen Zürich	Oberdorfstrasse
15453	5000	10	28	mass market	national	chain	sport & leissure	Sherpa Outdoor	Oberdorfstrasse
15453	5000	8	28	mass market	international	chain	home & accessoires	Pylones	Oberdorfstrasse
15968	5000	10	26	upmarket	international	chain	fashion	Not Shy Cashmere	Oberdorfstrasse
15968	5000	10	26	upmarket	international	chain	fashion	Nook	Oberdorfstrasse
15866	5000	8	24	mass market	national	chain	home & accessoires	Zumstein	Oberdorfstrasse
16338	5000	8	22	others	national	single	F&B	Kafi Leo	Oberdorfstrasse
15604	5000	10	22	mass market	national	single	health & beauty	Messerli	Oberdorfstrasse
16459	5000	8	20	others	national	single	F&B	Weisser Wind	Oberdorfstrasse
16576	7000	10	14	upmarket	international	chain	fashion	Marguerite Cashmere	Oberdorfstrasse
17822	7000	8	12	others	national	single	F&B	De Oberdorf-Beck	Oberdorfstrasse
20313	7000	6	10	mass market	national	single	florist	Blumenbinder	Oberdorfstrasse
23484	7000	8	8	others	national	single	home & accessoires	Altstadt Antiquariat	Oberdorfstrasse
25499	7000	8	6	others	international	chain	F&B	b.good	Oberdorfstrasse
28305	7000	10	2	upmarket	international	chain	health & beauty	Aesop	Oberdorfstrasse
28997	7000	8	2	others	national	single	F&B	Tschingg	Oberdorfstrasse

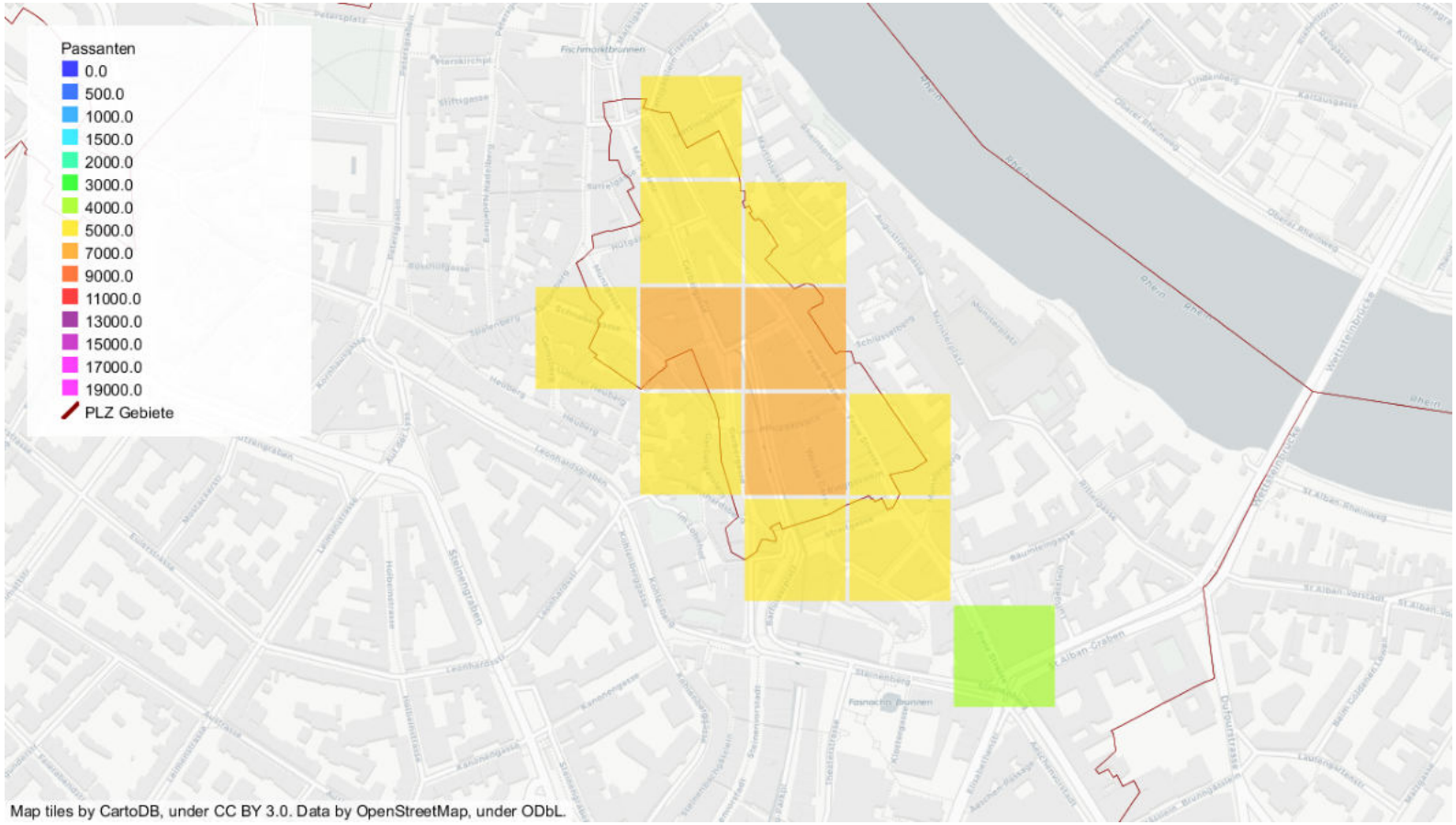
Limmatquai	UPC Cablecom	electronics	chain	international	mass market	18	6	4000	13328
Limmatquai	vacant	na	na	na	na	16		5000	12880
Limmatquai	Molino	F&B	chain	national	others	16	8	5000	12880
Schiffländе	vacant	na	na	na	na	5			13932
Schiffländе	Brandy & Melville	fashion	chain	international	mass market	5	10	7000	13932
Schiffländе	Raben Kiosk	kiosk	single	national	mass market	5	7.5	7000	13932
Limmatquai	Cedre	F&B	chain	national	others	4	8	7000	26672
Limmatquai	Starbucks	F&B	chain	international	others	4	8	7000	28696
Limmatquai	Bellevue Foto-Optik	optician	single	national	mass market	4	8	7000	28696

SCHIFFLÄNDE

quantitative f.	qualitative f.	OCR segment %	house NO	possitioning	origin	status	industry	brand	street
13868	4000	8	32	luxury	national	chain	home & accessoires	Hugo Peters AG	Schiffländе
14236	4000	10	30	upmarket	national	single	fashion	Pompes Funebres	Schiffländе
14736	4000	10	26	upmarket	international	chain	fashion	Caroll	Schiffländе
14736	7000	8	26	others	international	chain	F&B	Joe & The Juice	Schiffländе
14624	7000	10	24	upmarket	international	chain	shoes	Dune London	Schiffländе
14624	7000	10	22	mass market	international	chain	fashion	Subdued	Schiffländе
13808	7000	8	18	others	national	chain	F&B	Papa Joe's	Schiffländе
13528	7000		16	na	na	na	na	vacant	Schiffländе
14000	7000	5	12	others	national	single	gallery	Galerie Inauen	Schiffländе
30014	7000	10	10	mass market	national	single	health & beauty	Coiffeur Michael	Schiffländе
30014	7000	10	10	mass market	national	single	jewellery & watch	Uhrenladen	Schiffländе
30014	7000	5	8	others	national	single	F&B	Entrecote	Schiffländе
31358	7000	8	8	mass market	national	chain	home & accessoires	Cachet	Schiffländе
32134			6	na	na	na	na	vacant	Schiffländе

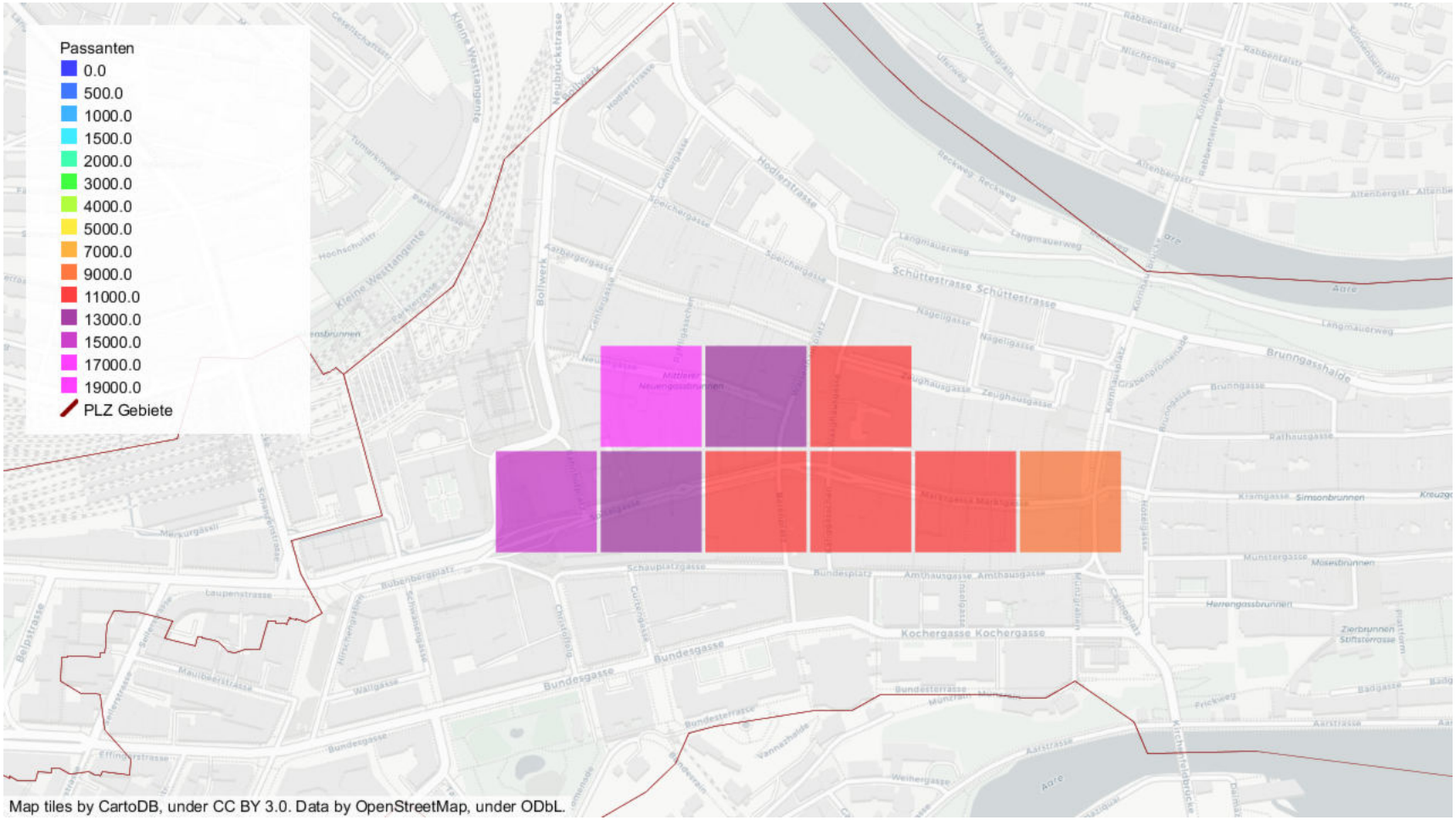
Appendix IV: Researched Areas with Qualitative Frequencies - Basel, Bern, Zurich, (Senozon, 2019)

Basel ('Passanten' = Qualitative Frequencies, Freie Strasse / Gerbergasse)



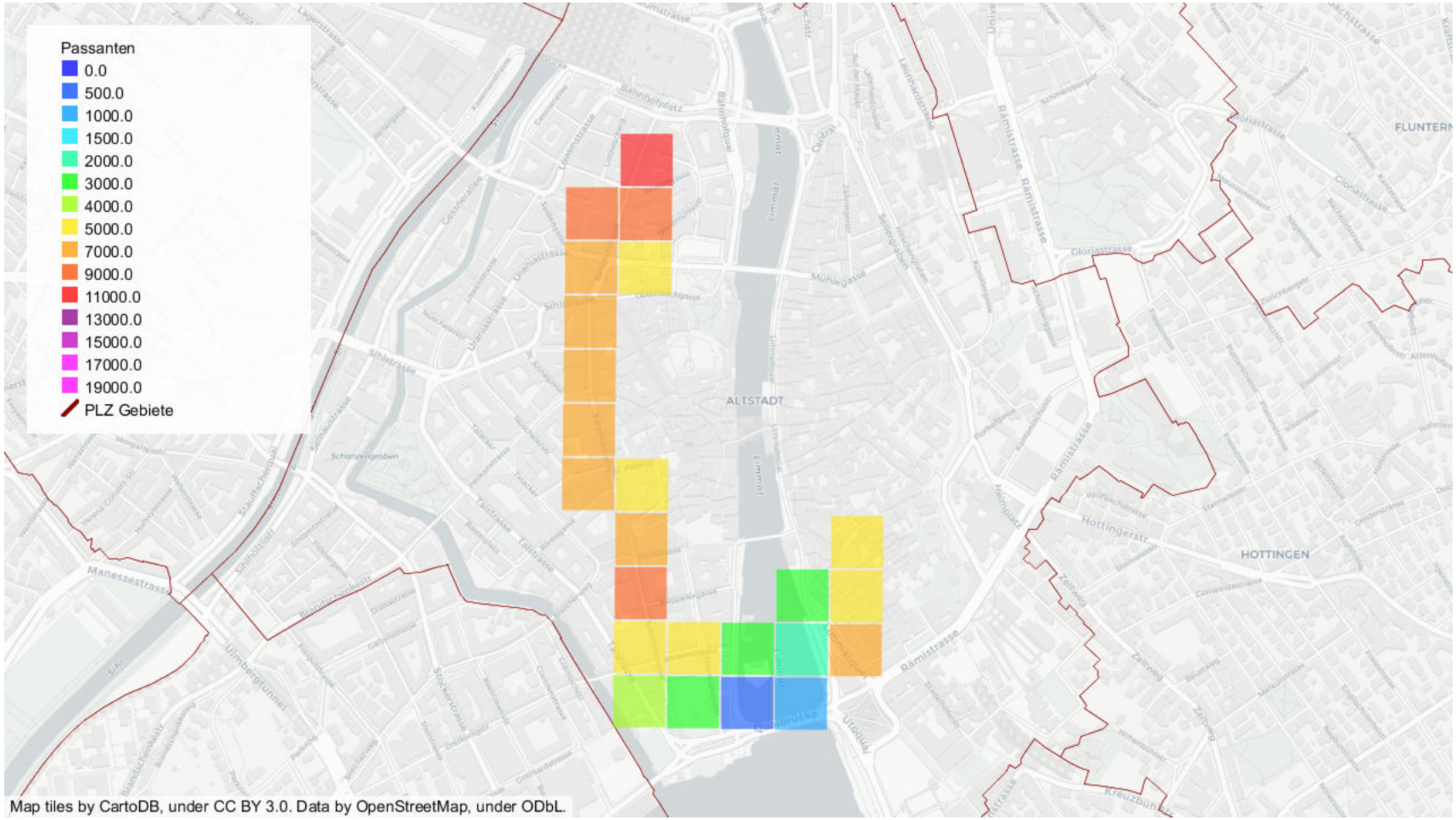
Source: (Senozon, 2019)

Bern (‘Passanten’ = Qualitative Frequencies, Spitalgasse - Marktgasse / Neuengase)



Source: (Senozon, 2019)

Zurich (‘Passanten’ = Qualitative Frequencies, Bahnhofstrasse / Oberdorf)



Source: (Senozon, 2019)

Appendix V: Income Classes - Overview for Observed Areas

	income class	Basel	Bern	Zurich
income class in qualitative frequencies	1-3	28%	22%	17%
	3-6	34%	41%	37%
	7-9	18%	18%	27%
	n/a	20%	19%	19%

Income Class: Mikrozensus (F20601A)

Appendix VI: Survey Results ‘Retailers’ - Determinants for a Quality of a Location

Summary: ‘all Criteria’

Weight	Importance	Frequencies	Accessibility	Anchor Tenant	Tenant Mix	Competitors	Purchasing Power	Size of the Market	Store Layout	Location Image
4 = very important 1 = not important	4	74%	50%	19%	21%	3%	22%	24%	29%	24%
	3	3%	18%	50%	42%	27%	38%	45%	39%	24%
	2	0%	18%	17%	18%	54%	24%	24%	18%	34%
	1	24%	13%	14%	18%	16%	16%	8%	13%	18%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

4 = very important 1 = not important	4	28	19	7	8	1	8	9	11	9
	3	1	7	18	16	10	14	17	15	9
	2	0	7	6	7	20	9	9	7	13
	1	9	5	5	7	6	6	3	5	7
	Total	38	38	36	38	37	37	38	38	38

Summary: Criterion ‘very important’

Criteria	Importance	Fashion	F&B	House & Accesoires	Kiosk	Convenience	Optician	Sport & Leissure	Jewelery & Watch	Depart. Dstore	Electronics	Health & Beauty	Shoes	others
Frequencies	4	8	3	2	1	4	2	1	1	1	1	1	1	2
Accesibility	4	4	3	1	1	3	2	1		1	1		1	1
Anchor Tenant	4	2				1	2			1	1			
Tenant Mix	4	4	1				1			1		1		
Competitors	4	1												
Purchasing Power	4	1	2	1		1	2	1						
Size of the Market	4	1		1		2	1	1	1	1	1			
Layout of the Store	4	4	1			1	1	1	1			1	1	
Image	4	2	2			1			1	1	1		1	

Appendix VII: Correlation Analysis

1A Locations

Basel, Freie Strasse

Korrelationen

		OCR Segment %	Qualitative	Quantitative
OCR Segment %	Korrelation nach Pearson	1	-.410**	-.074
	Signifikanz (2-seitig)		.000	.513
	N	81	81	81
Qualitative	Korrelation nach Pearson	-.410**	1	.253*
	Signifikanz (2-seitig)	.000		.021
	N	81	83	83
Quantitative	Korrelation nach Pearson	-.074	.253*	1
	Signifikanz (2-seitig)	.513	.021	
	N	81	83	83

**. Die Korrelation ist auf dem Niveau von 0,01 (2-seitig) signifikant.

*. Die Korrelation ist auf dem Niveau von 0,05 (2-seitig) signifikant.

Bern, Spitalgasse / Marktgasse

Korrelationen

		OCR	Qualitative	Quantitative
OCR	Korrelation nach Pearson	1	-.093	-.069
	Signifikanz (2-seitig)		.364	.497
	N	98	98	98
Qualitative	Korrelation nach Pearson	-.093	1	.639**
	Signifikanz (2-seitig)	.364		.000
	N	98	101	100
Quantitative	Korrelation nach Pearson	-.069	.639**	1
	Signifikanz (2-seitig)	.497	.000	
	N	98	100	100

**. Die Korrelation ist auf dem Niveau von 0,01 (2-seitig) signifikant.

Zurich, Bahnhofstrasse

Korrelationen

		OCR segment %	Qualitative	Quantitative
OCR segment %	Korrelation nach Pearson	1	-.134	-.150
	Signifikanz (2-seitig)		.143	.100
	N	122	122	122
Qualitative	Korrelation nach Pearson	-.134	1	.582**
	Signifikanz (2-seitig)	.143		.000
	N	122	122	122
Quantitative	Korrelation nach Pearson	-.150	.582**	1
	Signifikanz (2-seitig)	.100	.000	
	N	122	122	122

**. Die Korrelation ist auf dem Niveau von 0,01 (2-seitig) signifikant.

1B Locations

Basel, Gerbergasse

Korrelationen

		OCR segment %	Qualitative	Quantitative
OCR segment %	Korrelation nach Pearson	1	.238	.130
	Signifikanz (2-seitig)		.067	.322
	N	60	60	60
Qualitative	Korrelation nach Pearson	.238	1	-.137
	Signifikanz (2-seitig)	.067		.280
	N	60	64	64
Quantitative	Korrelation nach Pearson	.130	-.137	1
	Signifikanz (2-seitig)	.322	.280	
	N	60	64	64

Bern, Neuengasse

Korrelationen

		OCR	Qualitative	Quantitative
OCR	Korrelation nach Pearson	1	-.179	-.108
	Signifikanz (2-seitig)		.281	.519
	N	38	38	38
Qualitative	Korrelation nach Pearson	-.179	1	.692**
	Signifikanz (2-seitig)	.281		.000
	N	38	39	39
Quantitative	Korrelation nach Pearson	-.108	.692**	1
	Signifikanz (2-seitig)	.519	.000	
	N	38	39	39

**. Die Korrelation ist auf dem Niveau von 0,01 (2-seitig) signifikant.

Zurich, Oberdorf

Korrelationen

		OCR segment %	Qualitative	Quantitative
OCR segment %	Korrelation nach Pearson	1	-.196	-.063
	Signifikanz (2-seitig)		.148	.643
	N	56	56	56
Qualitative	Korrelation nach Pearson	-.196	1	.562**
	Signifikanz (2-seitig)	.148		.000
	N	56	58	58
Quantitative	Korrelation nach Pearson	-.063	.562**	1
	Signifikanz (2-seitig)	.643	.000	
	N	56	58	60

**. Die Korrelation ist auf dem Niveau von 0,01 (2-seitig) signifikant.

Appendix VIII: Standardised Frequencies with respective OCRs

Basel, Freie Strasse

City	Klass	street	brand	segment	status	origin	positioning	OCR Segment %	qualitative	Std_qualitative	quantitative	Std_quantitative
Basel	1A	Freie Strasse	Swarovski	jewellery & watch	chain	international	mass market	12	5000	0.71	37300	1.00
Basel	1A	Freie Strasse	Goldschmied zum Märtplatz	jewellery & watch	single	national	upmarket	12	5000	0.71	37300	1.00
Basel	1A	Freie Strasse	Guess	fashion	chain	international	upmarket	14.5	5000	0.71	37300	1.00
Basel	1A	Freie Strasse	Rent a box	jewellery & watch	chain	national	mass market	12	5000	0.71	34708	0.93
Basel	1A	Freie Strasse	Fotohaus Wolf Hämmerlin	electronics	single	national	mass market	8.5	5000	0.71	33018	0.89
Basel	1A	Freie Strasse	Calzedonia	fashion	chain	international	mass market	14.5	5000	0.71	33018	0.89
Basel	1A	Freie Strasse	Lush	health & beauty	chain	international	mass market	12	5000	0.71	33018	0.89
Basel	1A	Freie Strasse	Lindt	F&B/Confiserie	chain	international	others	17	5000	0.71	30634	0.82
Basel	1A	Freie Strasse	vom Fass	F&B	chain	international	others	10	5000	0.71	31285	0.84
Basel	1A	Freie Strasse	UPC	others	chain	international	others	8.5	7000	1.00	26560	0.71
Basel	1A	Freie Strasse	Gerry Weber	fashion	chain	international	mass market	14.5	7000	1.00	29936	0.80
Basel	1A	Freie Strasse	Goldene Apotheke	pharmacy	single	national	mass market	8	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	Marlène Lobag AG	shoes	single	national	mass market	12.5	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	mobilezone	electronics	chain	national	mass market	8.5	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	H&M	fashion	chain	international	mass market	14.5	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	Dosenbach Schuhe + Sport	shoes	chain	international	mass market	12.5	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	Søstrene Grene	home & accessoires	chain	international	mass market	10	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	Sunrise	electronics	chain	international	mass market	8.5	7000	1.00	27112	0.73
Basel	1A	Freie Strasse	Zara	fashion	chain	international	mass market	14.5	7000	1.00	27112	0.73
Basel	1A	Freie Strasse	Zara Home	home & accessoires	chain	international	mass market	10	7000	1.00	27112	0.73
Basel	1A	Freie Strasse	Bucherer	jewellery & watch	chain	international	luxury	12	7000	1.00	27112	0.73
Basel	1A	Freie Strasse	Only	fashion	chain	international	mass market	14.5	5000	0.71	27112	0.73
Basel	1A	Freie Strasse	Blue Lemon	fashion	chain	national	upmarket	14.5	5000	0.71	24672	0.66
Basel	1A	Freie Strasse	Berlin Fashion Story	fashion	single	national	mass market	14.5	5000	0.71	24672	0.66
Basel	1A	Freie Strasse	Herren Globus	fashion	chain	national	upmarket	14.5	5000	0.71	25644	0.69
Basel	1A	Freie Strasse	Interdiscount	electronics	chain	national	mass market	8.5	5000	0.71	25644	0.69
Basel	1A	Freie Strasse	Ringgisslein	Bogner	fashion	chain	international	luxury	14.5	5000	0.71	22562	0.60
Basel	1A	Freie Strasse	Visilab	optician	chain	international	mass market	10	5000	0.71	32794	0.88
Basel	1A	Freie Strasse	C&A	fashion	chain	international	mass market	14.5	5000	0.71	25644	0.69
Basel	1A	Freie Strasse	Fossil	fashion	chain	international	upmarket	14.5	5000	0.71	21792	0.58
Basel	1A	Freie Strasse	New Yorker	fashion	chain	international	mass market	14.5	5000	0.71	18379	0.49
Basel	1A	Freie Strasse	COS	fashion	chain	international	upmarket	14.5	5000	0.71	18379	0.49
Basel	1A	Freie Strasse	Max Mara	fashion	chain	international	upmarket	14.5	5000	0.71	15936	0.43
Basel	1A	Freie Strasse	Trois Pommes	fashion	chain	national	luxury	14.5	5000	0.71	26484	0.71
Basel	1A	Freie Strasse	Lacoste	fashion	chain	international	upmarket	14.5	5000	0.71	23796	0.64
Basel	1A	Freie Strasse	Boggi	fashion	chain	international	upmarket	14.5	4000	0.57	23796	0.64
Basel	1A	Freie Strasse	Louis Vuitton	fashion	chain	international	luxury	14.5	4000	0.57	23720	0.64
Basel	1A	Freie Strasse	Bally	shoes	chain	international	luxury	14.5	4000	0.57	23720	0.64
Basel	1A	Freie Strasse	Hästens	home & accessoires	chain	international	luxury	10	4000	0.57	23720	0.64
Basel	1A	Freie Strasse	WE	fashion	chain	international	mass market	14.5	5000	0.71	37300	1.00
Basel	1A	Freie Strasse	PKZ	fashion	chain	national	upmarket	14.5	5000	0.71	37300	1.00
Basel	1A	Freie Strasse	Orsay	fashion	chain	international	mass market	14.5	5000	0.71	37300	1.00
Basel	1A	Freie Strasse	Rituals	health & beauty	chain	international	mass market	12	5000	0.71	34708	0.93
Basel	1A	Freie Strasse	Yves Rocher	health & beauty	chain	international	mass market	12	5000	0.71	33018	0.89
Basel	1A	Freie Strasse	Tezenis	fashion	chain	international	mass market	14.5	5000	0.71	33018	0.89
Basel	1A	Freie Strasse	Orell Füssli	books	chain	national	mass market		5000	0.71	33018	0.89
Basel	1A	Freie Strasse	Esprit	fashion	chain	international	mass market	14.5	5000	0.71	30634	0.82
Basel	1A	Freie Strasse	Restaurant Schlüssel	F&B	single	national	others	10	7000	1.00	31285	0.84
Basel	1A	Freie Strasse	Gübelin TAG Heuer	jewellery & watch	chain	international	upmarket	12	7000	1.00	26560	0.71
Basel	1A	Freie Strasse	Depot	home & accessoires	chain	international	mass market	10	7000	1.00	29936	0.80
Basel	1A	Freie Strasse	Intimissimi	fashion	chain	international	mass market	14.5	7000	1.00	28630	0.77
Basel	1A	Freie Strasse	Globus	fashion	chain	national	upmarket	14.5	7000	1.00	28630	0.77
Basel	1A	Freie Strasse	Douglas	health & beauty	chain	international	mass market	12	7000	1.00	28630	0.77
Basel	1A	Freie Strasse	Juwelier Kurz	jewellery & watch	chain	national	mass market	12	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	Papyrus Bürocenter	home & accessoires	single	national	mass market	10	7000	1.00	27696	0.74
Basel	1A	Freie Strasse	Pop-up 45	fashion	single	national	mass market	10	7000	1.00	29552	0.79
Basel	1A	Freie Strasse	Apple	electronics	chain	international	upmarket	8.5	7000	1.00	27112	0.73
Basel	1A	Freie Strasse	Massimo Dutti	fashion	chain	international	upmarket	14.5	5000	0.71	25299	0.68
Basel	1A	Freie Strasse	Ochsner Sport	sport & leisure	chain	national	mass market	12	5000	0.71	25299	0.68
Basel	1A	Freie Strasse	Mango	fashion	chain	international	mass market	14.5	5000	0.71	25299	0.68
Basel	1A	Freie Strasse	Swatch	jewellery & watch	chain	international	mass market	12	5000	0.71	25299	0.68
Basel	1A	Freie Strasse	Body Shop	health & beauty	chain	international	mass market	12	5000	0.71	24672	0.66
Basel	1A	Freie Strasse	Coop City Warenhaus Pfauen	department st.	chain	national	others	8	5000	0.71	24672	0.66
Basel	1A	Freie Strasse	Dune London	shoes	chain	international	mass market	12.5	5000	0.71	18790	0.50
Basel	1A	Freie Strasse	Zimmerli	fashion	chain	national	upmarket	14.5	5000	0.71	18790	0.50
Basel	1A	Freie Strasse	Tavolino Wohndecor AG	home & accessoires	single	national	upmarket	10	5000	0.71	18790	0.50
Basel	1A	Freie Strasse	Pandora	jewellery & watch	chain	international	mass market	12	5000	0.71	18790	0.50
Basel	1A	Münsterberg	Marc Cain	fashion	chain	international	upmarket	14.5	5000	0.71	18790	0.50
Basel	1A	Münsterberg	Anouk Boutique	fashion	chain	national	mass market	14.5	5000	0.71	18790	0.50
Basel	1A	Freie Strasse	Longchamp	fashion	chain	international	luxury	14.5	5000	0.71	15936	0.43
Basel	1A	Freie Strasse	World of Pasta	F&B	single	national	others	10	5000	0.71	15936	0.43
Basel	1A	Freie Strasse	Starbucks	F&B	chain	international	others	10	5000	0.71	15936	0.43
Basel	1A	Freie Strasse	Joe and the Juice	F&B	chain	international	others	10	5000	0.71	15936	0.43
Basel	1A	Freie Strasse	Aurum	jewellery & watch	single	national	upmarket	12	5000	0.71	15936	0.43
Basel	1A	Freie Strasse	L'Occitane	health & beauty	chain	international	mass market	12	5000	0.71	26860	0.72
Basel	1A	Freie Strasse	Mezger Bijouterie	jewellery & watch	single	national	upmarket	12	4000	0.57	26108	0.70
Basel	1A	Freie Strasse	Beldona	fashion	chain	international	mass market	14.5	4000	0.57	23871	0.64
Basel	1A	Freie Strasse	Repeat	fashion	chain	international	luxury	14.5	4000	0.57	23871	0.64
Basel	1A	Freie Strasse	Hermès	fashion	chain	international	luxury	14.5	4000	0.57	23871	0.64
Basel	1A	Freie Strasse	Credit Suisse	bank	chain	international	others		4000	0.57	23871	0.64
Basel	1A	Freie Strasse	Confiserie Bründli	F&B/Confiserie	chain	national	others	17	4000	0.57	23871	0.64
Basel	1A	Freie Strasse	Perosa	fashion	chain	international	upmarket	14.5	4000	0.57	23871	0.64
Basel	1A	Freie Strasse	Hallhuber	fashion	chain	international	upmarket	14.5	4000	0.57	23871	0.64

Basel, Gerbergasse

city		street	brand	segment	status	origin	positioning	OCR segment %	qualitative	Std.qualitative	quantitative	Std.quantitative
Basel	1B	Gerbergasse	Flying Tiger Copenhagen	home & accessoires	chain	international	mass market	8	5000	0.83	40816	1.00
Basel	1B	Gerbergasse	Coop City	convenience	chain	national	mass market	5	5000	0.83	40064	0.98
Basel	1B	Gerbergasse	Metro	fashion	chain	national	mass market	10	5000	0.83	39959	0.98
Basel	1B	Gerbergasse	Ochsner Schuhe	shoes	chain	national	mass market	10	5000	0.83	39756	0.97
Basel	1B	Gerbergasse	PiNK Piercing & Tattoo	health & beauty	single	national	mass market	10	5000	0.83	37140	0.91
Basel	1B	Gerbergasse	Tui Reisen	office	chain	international	others	8	6000	1.00	38196	0.94
Basel	1B	Gerbergasse	Bonita	fashion	chain	international	mass market	10	6000	1.00	38196	0.94
Basel	1B	Gerbergasse	Hotelplan	office	chain	national	others	8	6000	1.00	39176	0.96
Basel	1B	Gerbergasse	Passo per passo	shoes	chain	national	mass market	10	6000	1.00	39176	0.96
Basel	1B	Gerbergasse	Kuoni	office	chain	international	others	8	6000	1.00	36685	0.90
Basel	1B	Gerbergasse	Schlousberg	home & accessoires	chain	national	mass market	8	6000	1.00	36685	0.90
Basel	1B	Gerbergasse	Café Fumare non Fumare	F&B	single	national	others	8	6000	1.00	31480	0.77
Basel	1B	Gerbergasse	Two Spice	F&B	chain	national	others	8	6000	1.00	31696	0.78
Basel	1B	Gerbergasse	Beldona	fashion	chain	international	mass market	10	6000	1.00	32080	0.79
Basel	1B	Gerbergasse	Jacadi	fashion	chain	international	upmarket	10	6000	1.00	32080	0.79
Basel	1B	Gerbergasse	Schuh Muller	shoes	chain	national	mass market	10	6000	1.00	33474	0.82
Basel	1B	Gerbergasse	Mammut Store	sport & leissure	chain	national	mass market	10	6000	1.00	32707	0.80
Basel	1B	Gerbergasse	Walliser-Kanne	F&B	single	national	others	8	6000	1.00	32707	0.80
Basel	1B	Gerbergasse	Edelstein-Mine	jewellery & watch	single	national	upmarket	10	6000	1.00	32707	0.80
Basel	1B	Gerbergasse	Perosa	fashion	chain	international	mass market	10	6000	1.00	33970	0.83
Basel	1B	Gerbergasse	Venus Beauty	health & beauty	chain	national	mass market	10	6000	1.00	33970	0.83
Basel	1B	Gerbergasse	Buonguto Caffè & Gelato	F&B	single	national	others	8	6000	1.00	33970	0.83
Basel	1B	Gerbergasse	La Sofra – Fine Food	F&B	single	national	others	8	6000	1.00	34707	0.85
Basel	1B	Gerbergasse	Outlet Store	fashion	single	national	mass market	10	6000	1.00	37036	0.91
Basel	1B	Gerbergasse	Leder Locher	fashion	chain	national	upmarket	10	6000	1.00	35623	0.87
Basel	1B	Gerbergasse	vacant	na	na	na	na		6000	1.00	34210	0.84
Basel	1B	Gerbergasse	Vögele Shoes	shoes	chain	national	mass market	10	6000	1.00	34210	0.84
Basel	1B	Gerbergasse	Mister Wong	F&B	single	national	others	8	5000	0.83	31478	0.77
Basel	1B	Gerbergasse	Piadina Bar	F&B	single	national	others	8	5000	0.83	31478	0.77
Basel	1B	Gerbergasse	Negishi Sushi	F&B	chain	national	others	8	5000	0.83	31313	0.77
Basel	1B	Gerbergasse	iReparatur.ch	electronics	chain	national	mass market	6	5000	0.83	30385	0.74
Basel	1B	Gerbergasse	Stadthof Hotel	others	single	national	others		5000	0.83	30478	0.75
Basel	1B	Gerbergasse	Bröti Bar	F&B	single	national	others	8	5000	0.83	30487	0.75
Basel	1B	Gerbergasse	3 Graf le Confiseur	F&B/Confiserie	single	national	others	13.5	5000	0.83	40436	0.99
Basel	1B	Gerbergasse	5 Import Parfümerie	health & beauty	chain	national	mass market	10	5000	0.83	39990	0.98
Basel	1B	Gerbergasse	11 Zunft zur Safran	office	single	national	others		5000	0.83	39128	0.96
Basel	1B	Gerbergasse	11 Du pareil au même	fashion	chain	international	mass market	10	5000	0.83	39128	0.96
Basel	1B	Gerbergasse	11 Wilhelm Lingerie	fashion	single	national	mass market	10	5000	0.83	39128	0.96
Basel	1B	Falknerstrasse	25 Hugo Boss (Falknerstr. 2)	fashion	chain	international	upmarket	10	6000	1.00	31722	0.78
Basel	1B	Falknerstrasse	29 Peggy Sage (Falknerstr. 4)	health & beauty	chain	international	mass market	10	6000	1.00	31722	0.78
Basel	1B	Falknerstrasse	8 Claire's Accessoires (Falknerstr. 8)	jewellery & watch	chain	international	mass market	10	6000	1.00	31722	0.78
Basel	1B	Gerbergasse	35 Müller Reformhaus	convenience	chain	national	mass market	5	6000	1.00	31722	0.78
Basel	1B	Gerbergasse	39 Calida (Falknerstr. 16)	fashion	chain	international	mass market	10	6000	1.00	31722	0.78
Basel	1B	Gerbergasse	41 Christ	jewellery & watch	chain	national	mass market	10	6000	1.00	31722	0.78
Basel	1B	Gerbergasse	43 Niederberger Damenmode	fashion	single	national	mass market	10	6000	1.00	30530	0.75
Basel	1B	Gerbergasse	45 Goldschmied Zinsstag	jewellery & watch	single	national	upmarket	10	6000	1.00	30530	0.75
Basel	1B	Gerbergasse	51 Confiserie Bachmann	F&B/Confiserie	chain	national	others	13.5	6000	1.00	32833	0.80
Basel	1B	Gerbergasse	CSP Praxis	health & beauty	single	national	mass market	10	6000	1.00	35137	0.86
Basel	1B	Gerbergasse	55 Visilab (Falknerstr. 32)	optician	chain	international	mass market	8	6000	1.00	35137	0.86
Basel	1B	Gerbergasse	57 Läckerli Huus (Falknerstr. 34)	F&B/Confiserie	chain	national	others	13.5	6000	1.00	35137	0.86
Basel	1B	Gerbergasse	Brändli	F&B/Confiserie	single	national	others	13.5	6000	1.00	35137	0.86
Basel	1B	Gerbergasse	63 Individual	health & beauty	chain	national	mass market	10	6000	1.00	35417	0.87
Basel	1B	Gerbergasse	65 MSD Meyer Schmuck	jewellery & watch	single	national	mass market	10	6000	1.00	35417	0.87
Basel	1B	Gerbergasse	67 Amplifon (Falknerstr. 44)	health & beauty	chain	national	mass market	10	6000	1.00	35628	0.87
Basel	1B	Gerbergasse	69 Chrüterhüsli (Falknerstr. 46)	F&B	single	national	others	8	6000	1.00	35740	0.88
Basel	1B	Gerbergasse	71 Game Stop	toys	chain	international	mass market	8	6000	1.00	35740	0.88
Basel	1B	Gerbergasse	73 Nooch Noodles and more	F&B	chain	national	others	8	5000	0.83	33978	0.83
Basel	1B	Gerbergasse	75 Crea Diva	souvenir	single	national	mass market	8	5000	0.83	33741	0.83
Basel	1B	Gerbergasse	77 Caraco (Broderie)	home & accessoires	single	national	mass market	8	5000	0.83	33013	0.81
Basel	1B	Gerbergasse	79 Fyrnkoscht Basler Lädeli	convenience	single	national	mass market	5	5000	0.83	33013	0.81
Basel	1B	Gerbergasse	81 Manger & Boire	F&B	single	national	others	8	5000	0.83	31728	0.78
Basel	1B	Gerbergasse	89 Seiler Goldschmied	jewellery & watch	single	national	upmarket	10	5000	0.83	33106	0.81
Basel	1B	Gerbergasse	91 vacant	na	na	na	na		5000	0.83	30780	0.75
Basel	1B	Gerbergasse	Patek Philippe	jewellery & watch	chain	international	luxury	10	5000	0.83	30780	0.75

Bern, Spitalgasse / Marktgasse

City	Klas	street	brand	segment	status	origin	positioning	OCR Segment %	qualitative	Std_qualitative	quantitative	Std_quantitative
Bern	1A	Spitalgasse	Loeb	department str.	single	national	others	8	17000	1.00	66464	0.85
Bern	1A	Spitalgasse	L'Idea Schuhe	shoes	single	national	mass market	12.5	15000	0.88	72928	0.93
Bern	1A	Spitalgasse	Bäckerei Reinhard	F&B	chain	national	others	10	15000	0.88	72928	0.93
Bern	1A	Spitalgasse	Apotheke Amavita	pharmacy	chain	national	mass market	8	15000	0.88	72928	0.93
Bern	1A	Spitalgasse	Import-Parfumerie	health & beauty	chain	national	mass market	12	15000	0.88	73402	0.94
Bern	1A	Spitalgasse	Yves Rocher	health & beauty	chain	international	mass market	12	15000	0.88	73402	0.94
Bern	1A	Spitalgasse	Sunrise	electronics	chain	international	mass market	8.5	15000	0.88	72472	0.92
Bern	1A	Spitalgasse	Søstrene Grene	home & accessoires	chain	international	mass market	10	15000	0.88	72472	0.92
Bern	1A	Spitalgasse	Tezenis	fashion	chain	international	mass market	14.5	15000	0.88	74008	0.94
Bern	1A	Spitalgasse	Douglas	health & beauty	chain	international	mass market	12	15000	0.88	52141	0.67
Bern	1A	Spitalgasse	Drogerie Muller	health & beauty	chain	international	mass market	12	11000	0.65	38418	0.49
Bern	1A	Spitalgasse	Globus	department str.	chain	national	others	8	11000	0.65	43004	0.55
Bern	1A	Spitalgasse	Esprit	fashion	chain	international	mass market	14.5	11000	0.65	44600	0.57
Bern	1A	Spitalgasse	Herren Globus	fashion	chain	national	upmarket	14.5	11000	0.65	40673	0.52
Bern	1A	Spitalgasse	Gerry Weber	fashion	chain	international	mass market	14.5	11000	0.65	40673	0.52
Bern	1A	Spitalgasse	Salt	electronics	chain	national	mass market	8.5	11000	0.65	39396	0.50
Bern	1A	Marktgasse	Massimo Dutti	fashion	chain	international	upmarket	14.5	11000	0.65	41192	0.53
Bern	1A	Marktgasse	Carol	fashion	chain	international	upmarket	14.5	11000	0.65	40880	0.52
Bern	1A	Marktgasse	Lush	health & beauty	chain	international	mass market	12	11000	0.65	40880	0.52
Bern	1A	Marktgasse	Metro Boutique	fashion	chain	national	mass market	14.5	11000	0.65	34725	0.44
Bern	1A	Marktgasse	Christ Uhren	jewellery & watch	chain	national	mass market	12	11000	0.65	34355	0.44
Bern	1A	Marktgasse	Blue Tomato	sport & leisure	chain	international	mass market	12	11000	0.65	34355	0.44
Bern	1A	Marktgasse	Sunrise Center	electronics	chain	international	mass market	8.5	11000	0.65	37261	0.48
Bern	1A	Marktgasse	Ciolina	fashion	single	national	luxury	14.5	11000	0.65	36767	0.47
Bern	1A	Marktgasse	Credit Suisse	bank	chain	international	others		11000	0.65	29306	0.37
Bern	1A	Marktgasse	Mode Bayard Women	fashion	chain	national	mass market	14.5	11000	0.65	30322	0.39
Bern	1A	Marktgasse	vacant	na	na	na	na		11000	0.65	28156	0.36
Bern	1A	Marktgasse	Pressecenter Kiosk	kiosk	chain	national	others	10	11000	0.65	50860	0.65
Bern	1A	Marktgasse	Vero Moda / Jack Jones	fashion	chain	international	mass market	14.5	11000	0.65	31535	0.40
Bern	1A	Marktgasse	Bijoux Stadelmann	jewellery & watch	single	national	upmarket	12	11000	0.65	49845	0.64
Bern	1A	Marktgasse	Mode Bayard Men	fashion	chain	national	mass market	14.5	11000	0.65	49076	0.63
Bern	1A	Marktgasse	Perosa	fashion	chain	international	mass market	14.5	11000	0.65	50688	0.65
Bern	1A	Marktgasse-Passage	WE (Marktgass-Passage)	fashion	chain	international	mass market	14.5	11000	0.65	45448	0.58
Bern	1A	Marktgasse-Passage	Calida	fashion	chain	international	mass market	14.5	11000	0.65	45448	0.58
Bern	1A	Marktgasse-Passage	Marrionaud	health & beauty	chain	international	mass market	12	11000	0.65	45448	0.58
Bern	1A	Marktgasse	Calzedonia	fashion	chain	international	mass market	14.5	11000	0.65	49817	0.64
Bern	1A	Marktgasse	Navyboot	shoes	chain	national	upmarket	12.5	11000	0.65	49817	0.64
Bern	1A	Marktgasse	The Body Shop	health & beauty	chain	international	mass market	12	9000	0.53	48015	0.61
Bern	1A	Marktgasse	Game Stop	toys	chain	international	mass market	10	9000	0.53	50330	0.64
Bern	1A	Marktgasse	Clockhouse	fashion	chain	international	mass market	14.5	9000	0.53	47932	0.61
Bern	1A	Marktgasse	C & A	fashion	chain	international	mass market	14.5	9000	0.53	52092	0.66
Bern	1A	Marktgasse	Visilab	optician	chain	international	mass market	10	9000	0.53	48275	0.62
Bern	1A	Marktgasse	Sokolov	jewellery & watch	chain	international	upmarket	12	9000	0.53	48275	0.62
Bern	1A	Marktgasse	Anouk	fashion	chain	national	mass market	14.5	9000	0.53	50620	0.65
Bern	1A	Marktgasse	Läderach	F&B/Confiserie	chain	national	others	17	9000	0.53	50620	0.65
Bern	1A	Marktgasse	Swarovski	jewellery & watch	chain	international	mass market	12	9000	0.53	50823	0.65
Bern	1A	Marktgasse	Adriano's Bar + Café	F&B	chain	national	others	10	9000	0.53	50003	0.64
Bern	1A	Bahnhofplatz	PKZ (Bahnhofplatz)	fashion	chain	national	upmarket	14.5	17000	1.00		1.00
Bern	1A	Spitalgasse	H&M for women	fashion	chain	international	mass market	14.5	15000	0.88	75624	0.96
Bern	1A	Spitalgasse	Anouk	fashion	chain	national	mass market	14.5	15000	0.88	40025	0.51
Bern	1A	Spitalgasse	Juwelier Kurz	jewellery & watch	chain	national	mass market	12	15000	0.88	40025	0.51
Bern	1A	Spitalgasse	Sonderegger Uhren	jewellery & watch	single	national	upmarket	12	15000	0.88	74682	0.95
Bern	1A	Spitalgasse	Beeler Bern	F&B	single	national	others	10	15000	0.88	74312	0.95
Bern	1A	Spitalgasse	Kauffmann Metzgerei	convenience	chain	international	mass market	6	15000	0.88	74312	0.95
Bern	1A	Spitalgasse	Zara Home	home & accessoires	chain	international	mass market	10	15000	0.88	60240	0.77
Bern	1A	Spitalgasse	Walder Schuhe	shoes	chain	national	mass market	12.5	15000	0.88	78392	1.00
Bern	1A	Spitalgasse	Falconeri	fashion	chain	international	upmarket	14.5	15000	0.88	74152	0.95
Bern	1A	Spitalgasse	Drogerie Muller	health & beauty	chain	international	mass market	12	11000	0.65	71105	0.91
Bern	1A	Spitalgasse	my shoes	shoes	chain	international	mass market	12.5	11000	0.65	60788	0.78
Bern	1A	Spitalgasse	Globus	fashion	chain	national	mass market	14.5	11000	0.65	55444	0.71
Bern	1A	Spitalgasse	Zigerli IFF	jewellery & watch	single	national	luxury	12	11000	0.65	42367	0.54
Bern	1A	Spitalgasse	Intimissimi	fashion	chain	international	mass market	14.5	11000	0.65	42367	0.54
Bern	1A	Spitalgasse	Six	jewellery & watch	chain	international	mass market	12	11000	0.65	44271	0.56
Bern	1A	Spitalgasse	Omega	jewellery & watch	chain	international	upmarket	12	11000	0.65	44271	0.56
Bern	1A	Spitalgasse	Depot	home & accessoires	chain	international	mass market	10	11000	0.65	44271	0.56
Bern	1A	Spitalgasse	kiosk	kiosk	chain	national	others	10	11000	0.65	44271	0.56
Bern	1A	Spitalgasse	vacant	na	na	na	na		11000	0.65	44271	0.56
Bern	1A	Spitalgasse	Läderach	F&B/Confiserie	chain	national	others	17	11000	0.65	41342	0.53
Bern	1A	Spitalgasse	Coop	convenience	chain	national	mass market	6	11000	0.65	43168	0.55
Bern	1A	Weisenhausplatz 1	Fielmann	optician	chain	international	mass market	10	11000	0.65	43268	0.55
Bern	1A	Marktgasse	Orsay (Waaghausgasse)	fashion	chain	international	mass market	14.5	11000	0.65	40318	0.51
Bern	1A	Marktgasse	Apotheke Hörning	pharmacy	single	national	mass market	8	11000	0.65	40813	0.52
Bern	1A	Marktgasse	Bekleno	fashion	chain	international	mass market	14.5	11000	0.65	40813	0.52
Bern	1A	Marktgasse	Bäckerei Reinhard	F&B	chain	national	others	10	11000	0.65	41284	0.53
Bern	1A	Marktgasse	Tally Weijl	fashion	chain	national	mass market	14.5	11000	0.65	40853	0.52
Bern	1A	Marktgasse	Franz Carl Weber	toys	chain	international	mass market	10	11000	0.65	40853	0.52
Bern	1A	Marktgasse	My Muesli	convenience	chain	international	mass market	6	11000	0.65	41216	0.53
Bern	1A	Marktgasse	Claire's	jewellery & watch	chain	international	mass market	12	11000	0.65	41216	0.53
Bern	1A	Marktgasse	Migros, Migros Restaurant	convenience	chain	national	mass market	6	11000	0.65	41216	0.53
Bern	1A	Marktgasse	The Beef Burger	F&B	chain	national	others	10	11000	0.65	41216	0.53
Bern	1A	Marktgasse	Migros Restaurant	F&B	chain	national	others	10	11000	0.65	39628	0.51
Bern	1A	Marktgasse	Cha Cha Thai Restaurant	F&B	chain	national	others	10	11000	0.65	39628	0.51
Bern	1A	Marktgasse	Chat Noir	fashion	chain	national	upmarket	14.5	11000	0.65	38040	0.49
Bern	1A	Marktgasse	Benetton	fashion	chain	international	mass market	14.5	11000	0.65	38040	0.49
Bern	1A	Marktgasse	Dosenbach	shoes	chain	international	mass market	12.5	11000	0.65	41925	0.53
Bern	1A	Marktgasse	Bonita	fashion	chain	international	mass market	14.5	11000	0.65	52092	0.66
Bern	1A	Marktgasse	Import Parfümerie	health & beauty	chain	national	mass market	12	11000	0.65	52092	0.66
Bern	1A	Marktgasse	Sport XX	sport & leisure	chain	national	mass market	12	11000	0.65	52092	0.66
Bern	1A	Marktgasse	Migros Do it	DIY	chain	national	others	6	11000	0.65	52092	0.66
Bern	1A	Marktgasse	Ryffel Running (Sport XX)	sport & leisure	chain	national	mass market	12	11000	0.65	49693	0.63
Bern	1A	Marktgasse	Vero Moda	fashion	chain	international	mass market	14.5	11000	0.65	47294	0.60
Bern	1A	Marktgasse	Coop City	convenience	chain	national	mass market	6	11000	0.65	52036	0.66
Bern	1A	Marktgasse	Mango	fashion	chain	international	mass market	14.5	11000	0.65	51361	0.66
Bern	1A	Marktgasse	Naf Naf	fashion	chain	international	mass market	14.5	9000	0.53	48289	0.62
Bern	1A	Marktgasse	Weltbild plus	home & accessoires	chain	international	mass market	10	9000	0.53	49146	0.63
Bern	1A	Marktgasse	Bijoux les boutiques	fashion	single	national	mass market	14.5	9000	0.53	49536	0.63
Bern	1A	Marktgasse	Papeterie Zumstein	home & accessoires	chain	national	mass market	10	9000	0.53	49536	0.63
Bern	1A	Marktgasse	Manor	department str.	chain	national	others	8	9000	0.53	50306	0.64
Bern	1A	Marktgasse	Vögele Shoes	shoes	chain	national	mass market	12.5	9000	0.53	50306	0.64
Bern	1A	Marktgasse	H&M	fashion	chain	international	mass market	14.5	9000	0.53	54124	0.69
Bern	1A	Marktgasse	Only	fashion	chain	international	mass market	14.5	9000	0.53	50167	0.64
Bern	1A	Kornhausplatz	Bucherer	jewellery & watch	chain	international	luxury	12	9000	0.53	50633	0.65

Bern, Neuengasse

city		street	brand	segment	status	origin	possitioning	OCR segment %	qualitative	Std.qualitative	quantitative	Std.quantitative
Bern	1B	Neuengasse	Tchibo	F&B	chain	international	others	8	19000	1.00		1.00
Bern	1B	Neuengasse	Altgold	jewellery & watch	single	national	mass market	10	19000	1.00	82748	0.94
Bern	1B	Neuengasse	Cigar Lounge	kiosk	single	national	others	7.5	19000	1.00	82748	0.94
Bern	1B	Neuengasse	SwissCaution	office	chain	national	others	8	19000	1.00	82748	0.94
Bern	1B	Neuengasse	Egli Reformhaus	convenience	chain	national	others	5	19000	1.00	85528	0.97
Bern	1B	Neuengasse	Nespresso	F&B	chain	international	others	8	19000	1.00	85528	0.97
Bern	1B	Neuengasse	Dune London	shoes	chain	international	mass market	10	19000	1.00	85528	0.97
Bern	1B	Neuengasse	Dropa Apotheke	pharmacy	chain	national	mass market	7	19000	1.00	77826	0.89
Bern	1B	Neuengasse	Tchibo	F&B	chain	international	others	8	19000	1.00	87819	1.00
Bern	1B	Neuengasse	Stauffacher Buchhandlungen	books	single	national	mass market	8	19000	1.00	58117	0.66
Bern	1B	Neuengasse	Stauffacher Books	optician	chain	international	mass market	8	19000	1.00	45112	0.51
Bern	1B	Neuengasse	Salt	electronics	chain	national	mass market	6	19000	1.00	45112	0.51
Bern	1B	Neuengasse	Zwald Herrenmode	fashion	single	national	upmarket	10	11000	0.58	44615	0.51
Bern	1B	Neuengasse	Zebra	fashion	chain	national	mass market	10	11000	0.58	44733	0.51
Bern	1B	Neuengasse	Ochsner Shoes	shoes	chain	national	mass market	10	11000	0.58	45002	0.51
Bern	1B	Neuengasse	Kebap Meet Point	F&B	chain	national	others	8	11000	0.58	45002	0.51
Bern	1B	Neuengasse	Dr. Noyer Apotheke	pharmacy	chain	national	others	7	11000	0.58	45079	0.51
Bern	1B	Neuengasse	Asia Küche	F&B	single	national	others	8	11000	0.58	43518	0.50
Bern	1B	Neuengasse	Swiss-Knife Shop / Schlüssel Bern	souvenir	single	national	mass market	8	11000	0.58	44947	0.51
Bern	1B	Neuengasse	Elizza	jewellery & watch	chain	national	mass market	10	11000	0.58	41825	0.48
Bern	1B	Neuengasse	Snipes	shoes	chain	international	mass market	10	11000	0.58	41825	0.48
Bern	1B	Neuengasse	46 Bar Brésil	F&B	single	national	others	8	19000	1.00		1.00
Bern	1B	Neuengasse	46 Modeva	fashion	single	national	mass market	10	19000	1.00		1.00
Bern	1B	Neuengasse	44 Burger King	F&B	chain	international	others	8	19000	1.00	84208	0.96
Bern	1B	Neuengasse	40 The Body Shop	health & beauty	chain	international	mass market	10	19000	1.00	84288	0.96
Bern	1B	Neuengasse	38 Johann Müller Altgold	jewellery & watch	single	national	mass market	10	19000	1.00	84369	0.96
Bern	1B	Neuengasse	36 Burkhalter + Gerwig Optiker	optician	single	national	mass market	8	19000	1.00	79257	0.90
Bern	1B	Neuengasse	30 Coop City, Christ (Ryfflihof)	department str.	chain	national	others	6	19000	1.00	76310	0.87
Bern	1B	Neuengasse	Christ	jewellery & watch	chain	national	mass market	10	19000	1.00	76310	0.87
Bern	1B	Neuengasse	Import Parfümerie	health & beauty	chain	national	mass market	10	19000	1.00	76310	0.87
Bern	1B	Neuengasse	Kuoni	office	chain	international	others	8	19000	1.00	76310	0.87
Bern	1B	Neuengasse	26 Hotel Savoy	Hotel	chain	international	others		19000	1.00	44058	0.50
Bern	1B	Neuengasse	26 Gidor Coiffure	health & beauty	chain	national	mass market	10	19000	1.00	44102	0.50
Bern	1B	Neuengasse	24 Dosenbach	shoes	chain	international	mass market	10	19000	1.00	42672	0.49
Bern	1B	Neuengasse	24 McDonalds	F&B	chain	international	others	8	19000	1.00	43161	0.49
Bern	1B	Neuengasse	20 PKZ	fashion	chain	national	upmarket	10	11000	0.58	43650	0.50
Bern	1B	Neuengass-Passage:	Phase Eight	fashion	chain	international	upmarket	10	11000	0.58	43650	0.50
Bern	1B	Neuengass-Passage:	Vögele Shoes	shoes	chain	national	mass market	10	11000	0.58	39742	0.45
Bern	1B	Neuengasse	Viu	optician	chain	international	upmarket	8	11000	0.58	43650	0.50
Bern	1B	Waisenhausplatz	Sunrise	electronics	chain	international	mass market	6	11000	0.58	43111	0.49

Zurich, Bahnhofstrasse

City	Klass	street	brand	segment	status	origin	positioning	OCR Segment %	qualitative	Std_qualitative	quantitative	Std_quantitative
Zurich	1A	Bahnhofplatz	Swarovski	jewellery & watch	chain	international	mass market	12	11000	1.00		1.00
Zurich	1A	Bahnhofplatz	ViCafe	F&B	chain	national	others	10	11000	1.00		1.00
Zurich	1A	Bahnhofstrasse	Bonita	fashion	chain	international	mass market	14.5	11000	1.00	54556	0.89
Zurich	1A	Bahnhofstrasse	The Body Shop	health & beauty	chain	international	mass market	12	11000	1.00	55228	0.90
Zurich	1A	Bahnhofstrasse	Claire's	jewellery & watch	chain	international	mass market	12	11000	1.00	55228	0.90
Zurich	1A	Bahnhofstrasse	Conf. Bachmann	F&B/Confiserie	chain	national	others	17	11000	1.00	58302	0.95
Zurich	1A	Bahnhofstrasse	Hotel St.Gotthard	others	single	national	others		11000	1.00	53285	0.87
Zurich	1A	Bahnhofstrasse	Sunrise	electronics	chain	international	mass market	8.5	11000	1.00	53285	0.87
Zurich	1A	Bahnhofstrasse	SIX	jewellery & watch	chain	international	mass market	12	11000	1.00	53285	0.87
Zurich	1A	Bahnhofstrasse	Yves Rocher	health & beauty	chain	international	mass market	12	11000	1.00	53285	0.87
Zurich	1A	Bahnhofstrasse	Beldona	fashion	chain	international	mass market	14.5	11000	1.00	54788	0.90
Zurich	1A	Bahnhofstrasse	Fielmann	optician	chain	international	mass market	10	11000	1.00	48350	0.79
Zurich	1A	Bahnhofstrasse	Ochsner Sport	sport & leisure	chain	national	mass market	12	11000	1.00	48044	0.79
Zurich	1A	Bahnhofstrasse	Coop Vitality	pharmacy	chain	national	mass market	8	11000	1.00	48044	0.79
Zurich	1A	Bahnhofstrasse	Brandy Melville	fashion	chain	international	mass market	14.5	9000	0.82	23518	0.38
Zurich	1A	Bahnhofstrasse	Apple	electronics	chain	international	upmarket	8.5	9000	0.82	26630	0.44
Zurich	1A	Bahnhofstrasse	Marionnaud	health & beauty	chain	international	mass market	12	7000	0.64	25652	0.42
Zurich	1A	Bahnhofstrasse	Manor	department str.	chain	national	others	8	7000	0.64	25652	0.42
Zurich	1A	Bahnhofstrasse	BIG	fashion	chain	national	mass market	14.5	7000	0.64	20253	0.33
Zurich	1A	Bahnhofstrasse	Essentiel	fashion	chain	international	mass market	14.5	7000	0.64	20253	0.33
Zurich	1A	Bahnhofstrasse	H&M	fashion	chain	international	mass market	14.5	7000	0.64	29536	0.48
Zurich	1A	Bahnhofstrasse	Beldona	fashion	chain	international	mass market	14.5	7000	0.64	29536	0.48
Zurich	1A	Bahnhofstrasse	Victoria Apotheke	pharmacy	single	national	mass market	8	7000	0.64	29536	0.48
Zurich	1A	Bahnhofstrasse	Esprit	fashion	chain	international	mass market	14.5	7000	0.64	32377	0.53
Zurich	1A	Bahnhofstrasse	Navyboot	shoes	chain	national	upmarket	12.5	7000	0.64	32377	0.53
Zurich	1A	Bahnhofstrasse	WE	fashion	chain	international	mass market	14.5	7000	0.64	32792	0.54
Zurich	1A	Bahnhofstrasse	Sprüngli	F&B/Confiserie	chain	international	others	17	7000	0.64	32252	0.53
Zurich	1A	Bahnhofstrasse	Thomas Sabo	jewellery & watch	chain	international	upmarket	12	7000	0.64	31304	0.51
Zurich	1A	Bahnhofstrasse	Ecco	shoes	chain	international	upmarket	12.5	7000	0.64	31304	0.51
Zurich	1A	Bahnhofstrasse	Benetton	fashion	chain	international	mass market	14.5	7000	0.64	32056	0.52
Zurich	1A	Bahnhofstrasse	Sunrise	electronics	chain	international	mass market	8.5	7000	0.64	32417	0.53
Zurich	1A	Bahnhofstrasse	IWC Schaffhausen	jewellery & watch	chain	international	luxury	12	7000	0.64	33237	0.54
Zurich	1A	Bahnhofstrasse	Coop City St.Annahof	department str.	chain	national	others	8	7000	0.64	30368	0.50
Zurich	1A	Bahnhofstrasse	Visilab	optician	chain	international	mass market	10	7000	0.64	28059	0.46
Zurich	1A	Bahnhofstrasse	COS	fashion	chain	international	upmarket	14.5	7000	0.64	28059	0.46
Zurich	1A	Bahnhofstrasse	Massimo Dutti	fashion	chain	international	upmarket	14.5	7000	0.64	28059	0.46
Zurich	1A	Bahnhofstrasse	Cartier	jewellery & watch	chain	international	luxury	12	7000	0.64	27133	0.44
Zurich	1A	Bahnhofstrasse	UBS	bank	chain	international	others		7000	0.64	16360	0.27
Zurich	1A	Bahnhofstrasse	Hugo Boss	fashion	chain	international	upmarket	14.5	7000	0.64	22708	0.37
Zurich	1A	Bahnhofstrasse	Chanel	fashion	chain	international	luxury	14.5	7000	0.64	16732	0.27
Zurich	1A	Bahnhofstrasse	Van Cleef & Arpels	jewellery & watch	chain	international	luxury	12	7000	0.64	16512	0.27
Zurich	1A	Bahnhofstrasse	Marionnaud	health & beauty	chain	international	mass market	12	7000	0.64	16280	0.27
Zurich	1A	Bahnhofstrasse	Meister Juwelier	jewellery & watch	single	national	luxury	12	7000	0.64	15624	0.26
Zurich	1A	Bahnhofstrasse	Breguet	jewellery & watch	chain	international	luxury	12	7000	0.64	16850	0.28
Zurich	1A	Bahnhofstrasse	Patek Philippe	jewellery & watch	chain	international	luxury	12	7000	0.64	16850	0.28
Zurich	1A	Bahnhofstrasse	Bijouterie Beyer	jewellery & watch	single	national	luxury	12	7000	0.64	16850	0.28
Zurich	1A	Bahnhofstrasse	Bvlgari	jewellery & watch	chain	international	luxury	12	7000	0.64	36292	0.59
Zurich	1A	Bahnhofstrasse	Panerai	jewellery & watch	chain	international	luxury	12	7000	0.64	36658	0.60
Zurich	1A	Bahnhofstrasse	Bottega Veneta	fashion	chain	international	luxury	14.5	7000	0.64	36658	0.60
Zurich	1A	Bahnhofstrasse	Montblanc	jewellery & watch	chain	international	luxury	12	7000	0.64	36658	0.60
Zurich	1A	Bahnhofstrasse	Ermenegildo Zegna	fashion	chain	international	luxury	14.5	7000	0.64	36658	0.60
Zurich	1A	Bahnhofstrasse	Giorgio Armani	fashion	chain	international	luxury	14.5	7000	0.64	36658	0.60
1A	Bahnhofstrasse	Confiserie Sprüngli	F&B/Confiserie	chain	international	others	17	7000	0.64	38508	0.63
1A	Bahnhofstrasse	Osswald Parfumerie	health & beauty	single	national	luxury	12	7000	0.64	38176	0.62
1A	Bahnhofstrasse	Rolex	jewellery & watch	chain	international	luxury	12	9000	0.82	38176	0.62
1A	Bahnhofstrasse	Christian Dior	fashion	chain	international	luxury	14.5	9000	0.82	37912	0.62
1A	Bahnhofstrasse	Saint Laurent	fashion	chain	international	luxury	14.5	9000	0.82	37912	0.62
1A	Bahnhofstrasse	Kochphoto / Kochoptik	optician	chain	national	mass market	10	5000	0.45	37912	0.62
1A	Bahnhofstrasse	Zürcher Kantonalbank	bank	chain	national	others		5000	0.45	37184	0.61
1A	Bahnhofstrasse	Seven Friday	jewellery & watch	chain	international	upmarket	12	5000	0.45	20843	0.34
1A	Bahnhofstrasse	Galerie Salis & Vertes	others	single	national	others		5000	0.45	20843	0.34
1A	Bahnhofstrasse	Airbijoux	jewellery & watch	single	national	luxury	12	4000	0.36	17278	0.28
1A	Bahnhofstrasse	A.C. Bang Pelze	fashion	single	national	luxury	14.5	4000	0.36	17278	0.28
1A	Bahnhofstrasse	Zigarren Dürr	kiosk	single	national	others	10	11000	1.00		1.00
1A	Bahnhofstrasse	Starbucks	F&B	chain	international	others	10	11000	1.00	54905	0.90
1A	Bahnhofstrasse	Sammet Apotheke	pharmacy	single	national	mass market	8	11000	1.00	61175	1.00
1A	Bahnhofstrasse	Läderach	F&B/Confiserie	chain	national	others	17	11000	1.00	61175	1.00
1A	Bahnhofstrasse	Dosenbach	shoes	chain	international	mass market	12.5	11000	1.00	58935	0.96
1A	Bahnhofstrasse	Yooji's	F&B	chain	national	others	10	11000	1.00	56564	0.92
1A	Bahnhofstrasse	Rituals	health & beauty	chain	international	mass market	12	11000	1.00	53868	0.88
1A	Bahnhofstrasse	Götte Optik	optician	single	national	mass market	10	11000	1.00	53868	0.88
1A	Bahnhofstrasse	Tissot	jewellery & watch	chain	international	mass market	12	11000	1.00	38300	0.63
1A	Bahnhofstrasse	Salt	electronics	chain	national	mass market	8.5	11000	1.00	38300	0.63
1A	Bahnhofstrasse	H&M	fashion	chain	international	mass market	14.5	11000	1.00	38300	0.63
1A	Bahnhofstrasse	PKZ Women	fashion	chain	national	upmarket	14.5	9000	0.82	30879	0.50
1A	Bahnhofstrasse	Diesel	fashion	chain	international	upmarket	14.5	9000	0.82	29999	0.49
1A	Bahnhofstrasse	Mango	fashion	chain	international	mass market	14.5	9000	0.82	18744	0.31
1A	Bahnhofstrasse	Juwelier Kurz	jewellery & watch	chain	national	upmarket	12	9000	0.82	20002	0.33
1A	Bahnhofstrasse	Christ Uhren & Schmuck	jewellery & watch	chain	national	mass market	12	9000	0.82	18024	0.29
1A	Bahnhofstrasse	Tally Weijl	fashion	chain	national	mass market	14.5	7000	0.64	22072	0.36
1A	Bahnhofstrasse	Modissa	fashion	chain	national	upmarket	14.5	7000	0.64	20006	0.33
1A	Bahnhofstrasse	UBS	bank	chain	international	others		7000	0.64	29840	0.49
1A	Bahnhofstrasse	Zino Davidoff	kiosk	chain	international	others	10	7000	0.64	22346	0.37

Zurich, Bahnhofstrasse

Zurich	1A	Bahnhofstrasse	Zara Home	home & accessoires	chain	internationa	mass market	10	7000	0.64	22346	0.37
Zurich	1A	Bahnhofstrasse	Zara	fashion	chain	internationa	mass market	14.5	7000	0.64	33094	0.54
Zurich	1A	Bahnhofstrasse	Les Ambassadeurs	jewellery & watch	chain	national	luxury	12	7000	0.64	32923	0.54
Zurich	1A	Bahnhofstrasse	Genesis (Hyundai)	others	chain	internationa	luxury		7000	0.64	32341	0.53
Zurich	1A	Bahnhofstrasse	Löwen Apotheke	pharmacy	single	national	mass market	8	7000	0.64	33410	0.55
Zurich	1A	Bahnhofstrasse	Longchamp	fashion	chain	internationa	luxury	14.5	7000	0.64	34088	0.56
Zurich	1A	Bahnhofstrasse	Zwillings J.A. Henckels	home & accessoires	single	national	mass market	10	7000	0.64	34088	0.56
Zurich	1A	Bahnhofstrasse	Och Sport	sport & leissure	chain	national	upmarket	12	7000	0.64	29028	0.47
Zurich	1A	Bahnhofstrasse	Jürg Frech, Goldschmied	jewellery & watch	single	national	upmarket	12	7000	0.64	29028	0.47
Zurich	1A	Bahnhofstrasse	Lacoste	fashion	chain	internationa	upmarket	14.5	7000	0.64	27928	0.46
Zurich	1A	Bahnhofstrasse	Swatch	jewellery & watch	chain	internationa	mass market	12	7000	0.64	27956	0.46
Zurich	1A	Bahnhofstrasse	Bucherer	jewellery & watch	chain	internationa	luxury	12	7000	0.64	28267	0.46
Zurich	1A	Bahnhofstrasse	Omega	jewellery & watch	chain	internationa	upmarket	12	7000	0.64	30384	0.50
Zurich	1A	Bahnhofstrasse	PKZ	fashion	chain	national	upmarket	14.5	7000	0.64	28907	0.47
Zurich	1A	Bahnhofstrasse	Confiserie Teuscher	F&B/Confiserie	chain	national	others	17	7000	0.64	28907	0.47
Zurich	1A	Bahnhofstrasse	Burberry	fashion	chain	internationa	luxury	14.5	7000	0.64	28448	0.47
Zurich	1A	Bahnhofstrasse	Brunos	fashion	single	national	upmarket	14.5	7000	0.64	28448	0.47
Zurich	1A	Bahnhofstrasse	Hublot	jewellery & watch	chain	internationa	luxury	12	7000	0.64	28448	0.47
Zurich	1A	Bahnhofstrasse	Prada	fashion	chain	internationa	luxury	14.5	7000	0.64	19901	0.33
Zurich	1A	Bahnhofstrasse	Chopard	jewellery & watch	chain	internationa	luxury	12	7000	0.64	16493	0.27
Zurich	1A	Bahnhofstrasse	Salvatore Ferragamo	fashion	chain	internationa	luxury	14.5	7000	0.64	16493	0.27
Zurich	1A	Bahnhofstrasse	Vacheron Constantin	jewellery & watch	chain	internationa	luxury	12	7000	0.64	16704	0.27
Zurich	1A	Bahnhofstrasse	Piaget	jewellery & watch	chain	internationa	luxury	12	7000	0.64	16704	0.27
Zurich	1A	Bahnhofstrasse	Gübelin	jewellery & watch	chain	national	luxury	12	7000	0.64	16409	0.27
Zurich	1A	Bahnhofstrasse	Bar Al Leone	F&B	single	national	others	10	7000	0.64	31690	0.52
Zurich	1A	Bahnhofstrasse	Bank Leu	bank	chain	internationa	others		7000	0.64	31690	0.52
Zurich	1A	Bahnhofstrasse	Jaeger Le Coultre / Audemars Piguet	jewellery & watch	chain	internationa	luxury	12	7000	0.64	31690	0.52
Zurich	1A	Bahnhofstrasse	Tod's	shoes	chain	internationa	luxury	12.5	7000	0.64	31690	0.52
Zurich	1A	Bahnhofstrasse	Louis Vuitton	fashion	chain	internationa	luxury	14.5	7000	0.64	35864	0.59
Zurich	1A	Bahnhofstrasse	Grieder Les Boutiques	fashion	chain	national	luxury	14.5	7000	0.64	35864	0.59
Zurich	1A	Bahnhofstrasse	Hermes	fashion	chain	internationa	luxury	14.5	7000	0.64	35376	0.58
Zurich	1A	Bahnhofstrasse	Marsano Blumen	florist	chain	national	others	8	7000	0.64	35376	0.58
Zurich	1A	Bahnhofstrasse	Harry Winston	jewellery & watch	chain	internationa	luxury	12	7000	0.64	35376	0.58
Zurich	1A	Bahnhofstrasse	Blancpain	jewellery & watch	chain	internationa	luxury	12	7000	0.64	35376	0.58
Zurich	1A	Bahnhofstrasse	Loro Piana	fashion	chain	internationa	luxury	14.5	9000	0.82	35493	0.58
Zurich	1A	Bahnhofstrasse	Jimmy Choo	shoes	chain	internationa	luxury	12.5	9000	0.82	35493	0.58
Zurich	1A	Bahnhofstrasse	Tommy Hilfiger	fashion	chain	internationa	upmarket	14.5	9000	0.82	39371	0.64
Zurich	1A	Bahnhofstrasse	Walter Gross Couture	fashion	single	national	luxury	14.5	9000	0.82	39758	0.65
Zurich	1A	Bahnhofstrasse	Bally	shoes	chain	internationa	luxury	14.5	9000	0.82	36221	0.59
Zurich	1A	Bahnhofstrasse	Trois Pommes	fashion	chain	national	luxury	14.5	5000	0.45	37329	0.61
Zurich	1A	Bahnhofstrasse	Graff Diamonds	jewellery & watch	chain	internationa	luxury	12	5000	0.45	37914	0.62
Zurich	1A	Bahnhofstrasse	Stefano Ricci	fashion	chain	internationa	luxury	14.5	5000	0.45	34305	0.56
Zurich	1A	Bahnhofstrasse	Tiffany & Co.	jewellery & watch	chain	internationa	luxury	12	5000	0.45	34305	0.56
Zurich	1A	Bahnhofstrasse	Trois Pommes	fashion	chain	national	luxury	14.5	5000	0.45	17947	0.29
Zurich	1A	Bahnhofstrasse	Dolce & Gabbana	fashion	chain	internationa	luxury	14.5	5000	0.45	23315	0.38
Zurich	1A	Bahnhofstrasse	Heimatwerk	souvenir	chain	national	mass market	8	5000	0.45	13698	0.22

Oberdorf

city		street	brand	segment	status	origin	positioning	OCR segment %	qualitative	Std.qualitative	quantitative	Std.quantitative
Zürich	1B-1C	Grossmünsterplatz	The Regency House	home & accessoires	single	national	upmarket	8	5000	0.71	17526	0.53
Zürich	1B-1C	Oberdorfstrasse	Gräb	shoes	single	national	mass market	10	5000	0.71	16632	0.50
Zürich	1B-1C	Oberdorfstrasse	Messerscharf	souvenir	single	national	mass market	8	5000	0.71	16632	0.50
Zürich	1B-1C	Oberdorfstrasse	Pomp it up	shoes	chain	national	mass market	10	5000	0.71	15824	0.48
Zürich	1B-1C	Oberdorfstrasse	Galerie A.E.R.	gallery	single	national	others	5	5000	0.71	13640	0.41
Zürich	1B-1C	Oberdorfstrasse	Interior Atelier	home & accessoires	single	national	upmarket	8	5000	0.71	14512	0.44
Zürich	1B-1C	Oberdorfstrasse	Antiquariat	home & accessoires	single	national	others	8	5000	0.71	15384	0.47
Zürich	1B-1C	Oberdorfstrasse	Le Creuset	home & accessoires	chain	international	upmarket	8	5000	0.71	14512	0.44
Zürich	1B-1C	Oberdorfstrasse	Vivobarefoot	shoes	chain	international	upmarket	10	5000	0.71	16293	0.49
Zürich	1B-1C	Oberdorfstrasse	Talman Stefi	shoes	single	national	mass market	10	5000	0.71	16244	0.49
Zürich	1B-1C	Oberdorfstrasse	Cut & color	healt & beauty	chain	national	mass market	10	5000	0.71	18970	0.58
Zürich	1B-1C	Oberdorfstrasse	Camp David Soccx	fashion	chain	international	mass market	10	5000	0.71	18970	0.58
Zürich	1B-1C	Oberdorfstrasse	Noon	F&B	single	national	others	8	7000	1.00	18970	0.58
Zürich	1B-1C	Oberdorfstrasse	Die Wüste	F&B	single	national	others	8	7000	1.00	19122	0.58
Zürich	1B-1C	Oberdorfstrasse	Glen Farm	liquor store	single	national	others	5	7000	1.00	19122	0.58
Zürich	1B-1C	Oberdorfstrasse	Pinnochio	books	single	national	mass market	8	7000	1.00	32966	1.00
Zürich	1B-1C	Torgasse	Spitzenhaus	home & accessoires	single	national	mass market	8	7000	1.00	32350	0.98
Zürich	1B-1C	Kirchgasse	Chic Milano	fashion	single	national	upmarket	10	5000	0.71	17904	0.54
Zürich	1B-1C	Oberdorfstrasse	Karl der Grosse	F&B	single	national	others	8	5000	0.71	18119	0.55
Zürich	1B-1C	Oberdorfstrasse	Bookbinders Papeterie	home & accessoires	single	national	mass market	8	5000	0.71	16320	0.50
Zürich	1B-1C	Oberdorfstrasse	Rien Ne Va Plus	toys	single	national	mass market	8	5000	0.71	16320	0.50
Zürich	1B-1C	Oberdorfstrasse	Kinderbuchladen Zürich	books	single	national	mass market	8	5000	0.71	16107	0.49
Zürich	1B-1C	Oberdorfstrasse	Sherpa Outdoor	sport & leisure	chain	national	mass market	10	5000	0.71	15453	0.47
Zürich	1B-1C	Oberdorfstrasse	Pylones	home & accessoires	chain	international	mass market	8	5000	0.71	15453	0.47
Zürich	1B-1C	Oberdorfstrasse	Not Shy Cashmere	fashion	chain	international	upmarket	10	5000	0.71	15968	0.48
Zürich	1B-1C	Oberdorfstrasse	Nook	fashion	chain	international	upmarket	10	5000	0.71	15968	0.48
Zürich	1B-1C	Oberdorfstrasse	Zumstein	home & accessoires	chain	national	mass market	8	5000	0.71	15866	0.48
Zürich	1B-1C	Oberdorfstrasse	Kafi Leo	F&B	single	national	others	8	5000	0.71	16338	0.50
Zürich	1B-1C	Oberdorfstrasse	Messerli	health & beauty	single	national	mass market	10	5000	0.71	15604	0.47
Zürich	1B-1C	Oberdorfstrasse	Weisser Wind	F&B	single	national	others	8	5000	0.71	16459	0.50
Zürich	1B-1C	Oberdorfstrasse	Marguerite Cashmere	fashion	chain	international	upmarket	10	7000	1.00	16576	0.50
Zürich	1B-1C	Oberdorfstrasse	De Oberdorf-Beck	F&B	single	national	others	8	7000	1.00	17822	0.54
Zürich	1B-1C	Oberdorfstrasse	Blumenbinder	florist	single	national	mass market	6	7000	1.00	20313	0.62
Zürich	1B-1C	Oberdorfstrasse	Altstadt Antiquariat	home & accessoires	single	national	others	8	7000	1.00	23484	0.71
Zürich	1B-1C	Oberdorfstrasse	b.good	F&B	chain	international	others	8	7000	1.00	25499	0.77
Zürich	1B-1C	Oberdorfstrasse	Aesop	health & beauty	chain	international	upmarket	10	7000	1.00	28305	0.86
Zürich	1B-1C	Oberdorfstrasse	Tschingg	F&B	single	national	others	8	7000	1.00	28997	0.88
Zürich	1B-1C	Limmatquai	UPC Cablecom	electronics	chain	international	mass market	6	4000	0.57	13328	0.40
Zürich	1B-1C	Limmatquai	vacant	na	na	na	na		5000	0.71	12880	0.39
Zürich	1B-1C	Limmatquai	Molino	F&B	chain	national	others	8	5000	0.71	12880	0.39
Zürich	1B-1C	Schifflände	vacant	na	na	na	na			0.00	13932	0.42
Zürich	1B-1C	Schifflände	Brandy & Melville	fashion	chain	international	mass market	10	7000	1.00	13932	0.42
Zürich	1B-1C	Schifflände	Raben Kiosk	kiosk	single	national	mass market	7.5	7000	1.00	13932	0.42
Zürich	1B-1C	Limmatquai	Cedre	F&B	chain	national	others	8	7000	1.00	26672	0.81
Zürich	1B-1C	Limmatquai	Starbucks	F&B	chain	international	others	8	7000	1.00	28696	0.87
Zürich	1B-1C	Limmatquai	Bellevue Foto-Optik	optician	single	national	mass market	8	7000	1.00	28696	0.87
Zürich	1B-1C	Schifflände	Hugo Peters AG	home & accessoires	chain	national	luxury	8	4000	0.57	13868	0.42
Zürich	1B-1C	Schifflände	Pompes Funebres	fashion	single	national	upmarket	10	4000	0.57	14236	0.43
Zürich	1B-1C	Schifflände	Caroll	fashion	chain	international	upmarket	10	4000	0.57	14736	0.45
Zürich	1B-1C	Schifflände	Joe & The Juice	F&B	chain	international	others	8	7000	1.00	14736	0.45
Zürich	1B-1C	Schifflände	Dune London	shoes	chain	international	upmarket	10	7000	1.00	14624	0.44
Zürich	1B-1C	Schifflände	Subdued	fashion	chain	international	mass market	10	7000	1.00	14624	0.44
Zürich	1B-1C	Schifflände	Papa Joe's	F&B	chain	national	others	8	7000	1.00	13808	0.42
Zürich	1B-1C	Schifflände	vacant	na	na	na	na		7000	1.00	13528	0.41
Zürich	1B-1C	Schifflände	Galerie Inauen	gallery	single	national	others	5	7000	1.00	14000	0.42
Zürich	1B-1C	Schifflände	Coiffeur Michael	health & beauty	single	national	mass market	10	7000	1.00	30014	0.91
Zürich	1B-1C	Schifflände	Uhrenladen	jewellery & watch	single	national	mass market	10	7000	1.00	30014	0.91
Zürich	1B-1C	Schifflände	Entrecote	F&B	single	national	others	5	7000	1.00	30014	0.91
Zürich	1B-1C	Schifflände	Cachet	home & accessoires	chain	national	mass market	8	7000	1.00	31358	0.95
Zürich	1B-1C	Schifflände	vacant	na	na	na	na			0.00	32134	0.97

Declaration of honour

I hereby confirm on my honour that I have personally prepared the present academic work on the topic of *Occupancy Cost Ratio as an indicator for retail location rating* and personally carried out the activities directly involved with it. I also confirm no resources other than those declared have been used. Every part of this thesis has been cited literally or analogously and has been clearly indicated in every single case through the indication of its source (including secondary literature).

This Thesis has not been presented in this or any similar form to any other examination Committee and has not yet been published.

Zurich, 22. 08. 2019

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Lukas Vytisk Souffray