

# Parking influential in decision to shop

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Want to learn to spot the shoppers in downtown Rapid City?

Just look for the cars going 'round and 'round the block.

Downtown merchants are quick to note that shoppers like to park within sight of their destination — the store.

To do that, merchants say, the shopper is willing to park in the next county, as long as the store is visible.

It is that trait of the shopper that makes the shopping mall attractive. From anywhere in the parking lot, the goal is in sight.

At metropolitan shopping centers, shoppers may have to walk much

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## RapidPoll

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farther to the store than they would from any municipal lot in downtown Rapid City, but they don't complain.

In downtown Rapid City, they complain.

RapidPoll has found that 75 per cent of the respondents are influenced by the parking situation when they make a decision whether or not to shop in the downtown area.

Twenty-two per cent do not consider parking a factor, only three per cent are undecided.

Because of the complaints of 75 per

cent of the prospective shoppers, attempts have been made to deal with the downtown parking problem. But not everyone can agree what should be done.

Some individuals claim the municipal lots are not being used to capacity and no more should be purchased until the present ones are filled. Others say it is only a matter of time before the shopping public is educated to use the lots.

Whatever the answer, 75 per cent of the shoppers are waiting — going 'round and 'round the block.

Next week, RapidPoll will deal with attendance at the Rushmore Plaza Civic Center