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The Mühlburg District of Karlsruhe as a Shopping Location – The View of Shoppers, Retailers and Local Businesspeople

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Abstract

Mühlburg is a district in the north-west of the residential city of Karlsruhe, Germany, a city in the federal state of Baden-Württemberg with a population of just over 300,000. The district centre offers a wide range of shopping opportunities, restaurants and other services. The aim of the multimethod study, which was primarily conducted in 2009, was to examine the district as a retail location. A passer-by survey (n=761), qualitative interviews with local businesspeople (n=31), and mapping of building usage on the ground floor in the central area around Rheinstraße and Entenfang were conducted. Descriptive statistical analysis was used to analyse the quantitative data, while content analysis (inductive category formation) was used to evaluate the qualitative data. The Mühlburg shopping area, which consists mainly of small shops, is primarily used for purchasing goods for short- and medium-term needs. The majority of shoppers use the shops on Reinstraße and Entenfang (almost) daily or several times a week. Overall, people are satisfied. There is high satisfaction with the staff's friendliness and advisory skills, as well as the cleanliness of the shops. However, the cleanliness of public spaces, parking facilities near shops, and the appearance of the buildings are rated lower. Traffic noise is also disturbing. The lack of green spaces is criticised. The results demonstrate the importance of Mühlburg as a shopping destination beyond the neighbourhood's boundaries, but also highlight the weak points. Mühlburg will become more attractive for shoppers, retailers and businesspeople primarily through the elimination or reduction of urban planning deficiencies.

Keywords: District Centre; Karlsruhe; Mühlburg District; Retail Location; Shopping Behaviour