

# 11,200 UK Shoppers Share Their Retail Centre Experiences

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Prescient Voice, a leading customer research platform specialising in commercial property, has unveiled the UK Retail Centre Shopper Sentiment Benchmarking Report. This extensive study collected insights from 11,200 shoppers who evaluated their experiences at various retail centres across several counties.

The findings reveal valuable information about the seven major landlords involved, shedding light on how targeted investments in the shopper experience can significantly boost spending and foot traffic. Remarkably, just a 1% increase in customer satisfaction can lead to an impressive £38 increase in spending per visit and a rise in visit frequency of 3.46 times per year. The report suggests enhancing play areas, entrances, and seating arrangements to improve shopper sentiment substantially.

Alarming, 76% of participants reported feeling unsatisfied after their shopping trips, highlighting a critical opportunity for retailers.

In today's competitive landscape, where customer experience is paramount, these findings demonstrate the vital link between shopper satisfaction and the financial success of both brands and retail centres.

"We are thrilled to present these insights to the market. This report allows for a direct comparison of shopping centres and landlords, offering a clearer understanding of how customer sentiment influences performance," said David Grant, Research Director at Prescient Research.

## About Prescient Research

Prescient is a collective of experienced property professionals committed to providing cutting-edge solutions for measuring sentiment in the property sector. Prescient Voice is revolutionising how insights are gathered and applied across real estate by leveraging AI technology to provide tactical solutions.

For more information or to request a copy of the report, please contact:

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