

**For immediate release**

**31 July 2012**

**90% of UK consumers have visited a shopping centre within the last six months**

Recent research by YouGov SixthSense into shopping centres and retail parks, has found that the majority of UK consumers (90%) have visited a shopping centre within the last six months.

Just 13% of UK consumers visit a large shopping centre at least once a week, 48% visit at least once a month and over a third (38%) visit at least once every six months.

Very large regional shopping centres are visited by just 8% of UK consumers at least once a week, 32% are occasional visitors going at least once a month and 59% say they visit at least once every six months.

Very large regional centres score on parking with just under half of consumers (44%) citing 'ease of parking' as a point of attraction, compared to 38% for large shopping centres.

Consumers who have visited a shopping centre within the last six months were also asked which categories of product they had bought on their most recent visit. Clothing and footwear was the most popular category with 58% of large shopping centre shoppers, and 60% of very large regional centre shoppers.

Among the 10% who have not visited a shopping centre in the last six months, the main reasons cited for not shopping at one include: not having a shopping centre near them (37%), a preference for shopping on the high street (25%) and wanting to support the local high street (22%).

Commenting on the findings, YouGov SixthSense Research Director James McCoy, said: "The research highlights the uncomfortable truth that shoppers like destinations that offer affordable parking, are easy to get to and park at, and which offer the choice of retailers they want. Even though many shoppers incur travel costs in visiting these types of destinations, the choice of retailer on offer and convenience of access gives them enduring appeal."

**-ENDS-**

**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Shopping Centres and Retail Parks report. Total sample size was 2,077 UK adults aged 16+. Fieldwork was undertaken between the 2<sup>nd</sup> and 5<sup>th</sup> May 2012.

[Click here to find out more about the Shopping Centres and Retail Parks report](#)

**Enquiries:**

Giovanna Clark, PR Executive

T: +44(0)20 7012 6069

E: [giovanna.clark@yougov.com](mailto:giovanna.clark@yougov.com)

**General YouGov enquiries:**

T: +44(0)20 7012 6000

E: [info@yougov.co.uk](mailto:info@yougov.co.uk)

W: [yougov.co.uk](http://yougov.co.uk)

**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit [yougovsixthsense.com](http://yougovsixthsense.com)

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit [yougov.co.uk](http://yougov.co.uk)