



# *The First Ten Rules of Retail*

- The majority of customers are women.
- Customers shop closest to where they live.
- Customers mainly use cars to travel to shopping centres.
- The more a household earns the more they shop.
- The longer a customer stays in a shopping centre the more they spend.
- Customers shopping for leisure, spend more on average than those on a mission.
- Younger customers shop in bigger groups.
- 40-49 year olds are the biggest spenders in shopping centres.
- But their children are very big influencers on what gets purchased.
- The more the customer likes a shopping centre and its look and feel, the more they spend.

## ● **Who is Directional Insights?**

*Directional Insights* is Australia's leading consumer research consultancy with a reputation for innovation, knowledge and excellence. We specialise in the design and delivery of cutting-edge research for shopping centres, retailers and other property facilities, including residential, leisure and recreational complexes across Australia and New Zealand.

With over 15 years experience in the consumer research and property industries, we are in the enviable position of having worked on some highly significant projects. Our client base is both varied and impressive.

By exploring and analysing the latest shifts in consumer behaviours, attitudes and values *Directional Insights* is relentlessly inventive in identifying emerging market opportunities and tailoring solutions to optimise clients' competitive advantage.

## ● Disclaimer

This report is a generic report only whose sole purpose is to provide a generic industry summary of a general nature. As such this report may not be appropriate to your industry or set of circumstances and should not be relied upon for any purpose other than as providing general industry information.

This report is prepared and issued for the sole use of the addressee and may not be distributed to or relied upon by any other party. Although due care has been taken in the provision of the information given in this report, this report is not intended as investment advice or other advice and must not be relied upon as such. You should make your own inquiries and take independent advice tailored to your specific circumstances prior to making any investment decision.

*Directional Insights Pty Ltd* owns the intellectual property, including copyright, in all content of this report and all rights are reserved in relation to same. No part of this report may be on-sold or given to a third party without the express permission of Directional Insights. No part of this report may be reproduced by any means whatsoever without the express permission of *Directional Insights*. If such permission is granted, appropriate attribution must be given to *Directional Insights*. For further information please contact Helen Bakewell, Managing Director, *Directional Insights*, 02 9418 6644 or [info@directional.com.au](mailto:info@directional.com.au).

To the fullest extent permitted by law, any conditions, warranties or liabilities implied by law into these conditions are hereby excluded.

### CONTACT US

For a discussion about your research needs  
or more information about our services, please contact

**Peter Kelly, Managing Director**

**Helen Bakewell, Founder and Principal Consultant**

**Tel:** (02) 9418 6644 **Fax:** (02) 9418 7763

**Email:** [info@directional.com.au](mailto:info@directional.com.au)

Directional Insights  
PO Box 528  
Artarmon NSW 1570