



SHOPPER DIMENSIONS

PROVIDING AN UNPRECEDENTED VIEW OF THE UK CONSUMER

💡 WHAT IS SHOPPER DIMENSIONS?

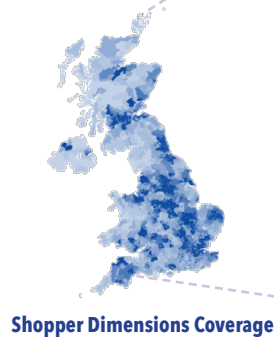
- CACI conduct standardised consumer interviews in all types of retail centre throughout the UK. Shoppers provide information on all aspects of their trip on that day.
- Shopper Dimensions aggregates the data, enabling you to benchmark a centre against the class average and assess how the centre is performing.
- Shopper Dimensions is the most comprehensive in-centre research study and provides an unprecedented view of the UK consumer.

🧩 APPLICATIONS

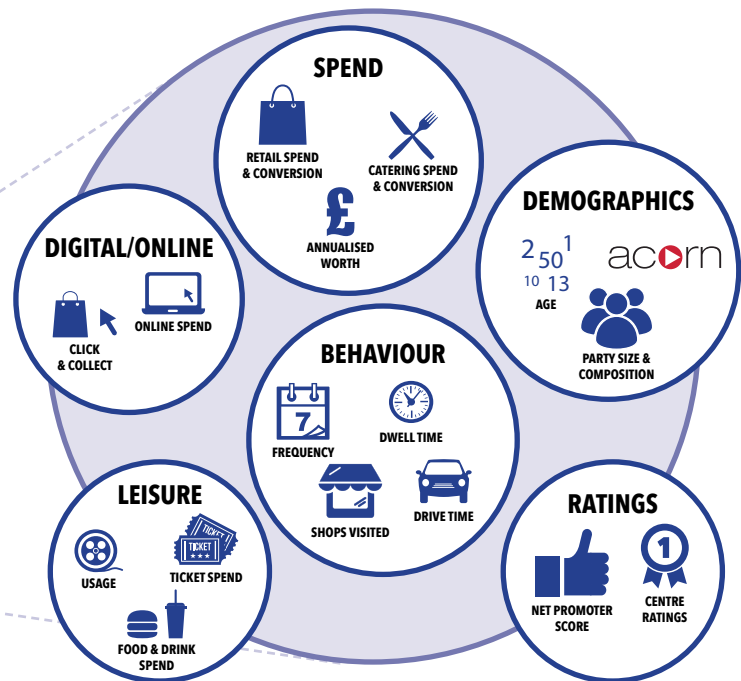
- Identify who your shoppers are, where they are from, and how they behave in centre
- Measure performance and benchmark your centre against a competitor set
- Understand key barriers to visiting a centre
- Identify key influences on visitation
- Determine how shoppers across a catchment rate a centre
- Understanding what your shoppers want, unlocking opportunities for future growth
- Influence marketing, leasing and asset management strategies

600K SURVEYS

200+ Retail locations



Shopper Dimensions Coverage



BETTER DECISIONS
POWERED BY INSIGHT

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