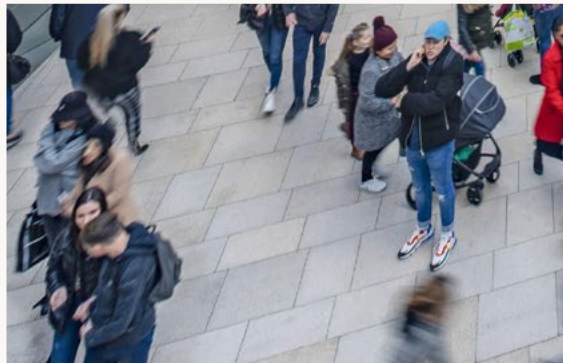


How satisfied are Australian shoppers with their retail centres?

2024 Shopper Sentiment Report



'24

About Prescient

Since 2019, Prescient Research have been tracking the performance of Australian retail centres through customer sentiment. During this time, we have collected over 64,000 individual responses directly from shoppers in-centre.

About this report

This report presents and analyses paid responses from a national sample comparing 132 retail centres with 18 different landlords across Australia in 2021 and 2024. The insights uncover how shoppers see retail centres performing today, and what could be actioned to increase their spend, visitation and advocacy in the future.

Wondering how your assets compare?

Prescient Research can offer individual landlord performance insights. Simply reach out to us and we will arrange a private presentation with your team.

www.prescient.properties

4953

2024 benchmark responses

5 minutes

Duration of survey

3.6–6.4%

Margin of error

How do we measure sentiment?

Net Promoter Score+ (NPS+) is a methodology developed by Prescient Research – tailored to suit retail landlords and physical places.

NPS+ measures more than a likelihood to recommend. It includes shopper satisfaction, their likelihood to return and whether customers view a retail centre as better than its competitors.

Combined, these scores form a NPS+ score, offering a holistic measure of satisfaction designed specifically for physical places.

NPS+ Customer Sentiment Metrics

CSAT (CUSTOMER SATISFACTION)

Satisfaction

My most recent visit to your centre was satisfying.

TRADITIONAL NET PROMOTER SCORE (NPS)

Recommend

I am likely to recommend your centre to family, friends and colleagues.

NPS (Net Promoter Score) measures the percentage of customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague. This measure was designed for fast-moving consumer goods by management consultancy Bain and Company.

+ SENTIMENT METRICS FOR PLACES

Expectation

My most recent visit to your centre exceeded my expectations.

Encourage

I am likely to return to your centre in the future.

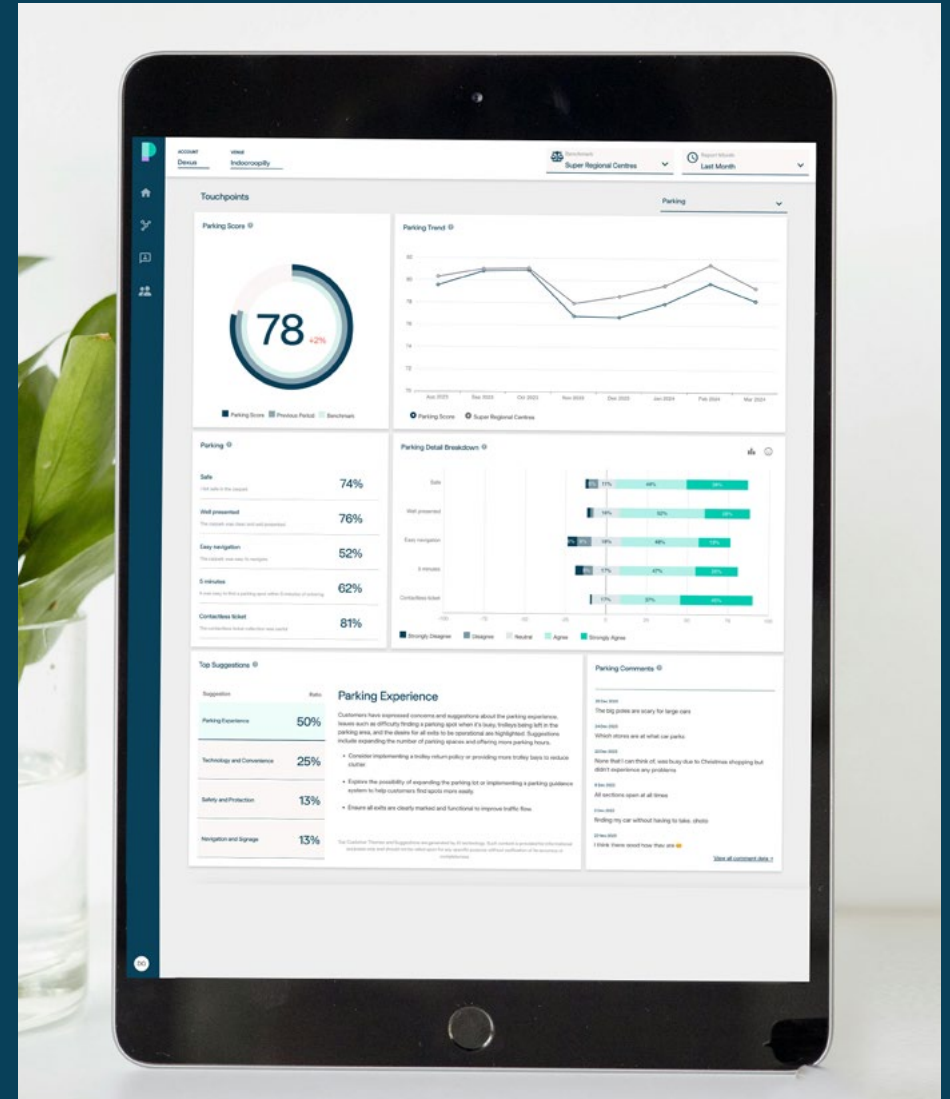
Compete

I think your centre is better than similar-sized shopping centres.

Our Solution

Introducing Prescient Voice

A customer sentiment platform designed by property experts, for property experts.



Prescient Voice

1. **Property-specific customer research** delivered with industry benchmarks, so you make the best decision every time.
2. **Leveraging the full power of technology** and data analytics including AI to deliver actionable insights for everyone in your team.
3. **Designed by property experts** who bring decades of experience to ensure the platform is tailored to you.



Australian
Benchmarking



Actionable
Insights



Property
Experts

01

Executive summary
Topline insights

02

How happy are
shoppers with their
retail centres?

03

How valuable
is customer
satisfaction?

04

What factors are
most important for
satisfaction?

05

Which customer
touchpoints
perform the best?

06

What makes
High-Value
Shoppers happy?

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Where are the
biggest customer
opportunities?

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Want to know more
about your centre?

A

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Where are the
customer opportunities?
(by centre typology)

01

Executive summary Topline insights



Executive summary

Australian retail centre performance

01

Across the board, whilst customers are increasingly satisfied, retail centres often fail to exceed their expectations.

Overall, our holistic measure NPS+ was fairly stable between 2021 and 2024, increasing by just 3 points to +23. However, when reviewed by individual statement the data reveals that few customers felt their most recent visit 'exceeded expectations' in 2024 (+9 in 2021, down to -1 in 2024).

02

Smaller centres = happier customers.

Overall, there appears to be a relationship between the scale of the centre and perceptions, with smaller centres attracting more positive sentiment.

Neighbourhood and CBD* retail shoppers scored their centres more highly, suggesting customers value a localised or curated retail offering tailored to their community or workplace.

03

Whilst Super Regionals have made significant ground in 'satisfaction' amongst customers, they continue to be challenged by high customer expectations.

Few customers felt their expectations were exceeded by Super Regional centres in 2021, and this declined even further by 2024 with a score of -16.

This result suggests customers expect more from larger centres, and have not found the experience matches their aspirations.

*Note: CBD centres are a less comparable typology to other sized centres and should be viewed separately.

Executive summary

The value of customer satisfaction

04

The evidence is clear: more satisfied customers spend more.

The most satisfied customers are the biggest spenders – and spend increases \$12.50 per visit for every 1% increase in satisfaction.

The most satisfied customers are also the most regular visitors – visiting their centre nearly 5 times more for every 1% increase in satisfaction.

Centres that ascertain exactly what satisfies their customers and invest accordingly, are able to unlock increased loyalty and spend.

05

High-Value Customers have the highest levels of spend, visitation and satisfaction.

A cohort of High-Value Customers drive spend (\$51-200+ at their last visit), visitation (fortnightly or more frequently) and satisfaction (NPS+35).

This group is typically aged 30-45 years and are more likely to recommend their centre, and visit a diverse range of retailers – pairing essentials (supermarkets) with experience (restaurants/dining and fashion shopping).

06

'Exceeding expectations' and out-performing the competition remains a challenge with High-Value Customers.

Whilst High-Value Customers exhibit 10% less Detractors than the Average, centres are still hard pressed to 'exceed expectations' of even their most loyal and satisfied group.

Additionally, competing centres are held in high regard with 19% Detractors amongst the Average and 14% High-Value.

In short, centres will need to do more to go above and beyond.

Executive summary

Areas of opportunity

07

The forgotten segment – customers without children – are less satisfied.

Overall, Families (couples with children living at home) have the highest satisfaction level of all demographics across both 2021 and 2024.

This reflects a longstanding priority that centres have placed on this group, much to their success, but also seemingly at the expense of other customers. Couples without children have low levels of satisfaction (7.8), as do Singles (7.5) – though this is on the improve.

08

Older and younger audiences have shown the biggest boost in satisfaction.

Satisfaction for under-24 year olds, and 55-64 year olds has significantly increased since 2021. These are segments that likely have higher discretionary incomes, thus it is positive to see this group engaging more with retail centres, being extra satisfied, and spending more.

Centres have an opportunity to keep supporting the needs of these groups to maintain their satisfaction, and therefore their spend.

09

Invest in the arrival experience, restrooms and parking for improved satisfaction amongst Detractors.

Compared to the Average customer, Detractors are most dissatisfied with ‘Parking’, ‘Restrooms’ and ‘Walking into the Precinct (e.g. Entrances)’.

Overall, in order to make a significant shift of the dial towards greater satisfaction by converting Detractors, these are the areas to invest in.

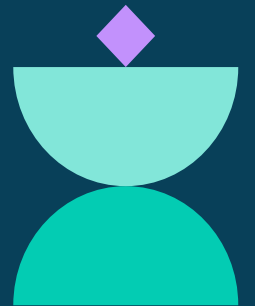
02

How happy are shoppers with their retail centres?



Customers are increasingly satisfied, but retail centres often fail to exceed their expectations.

Over the past 4 years, overall NPS+ customer sentiment has been fairly stable, up 3 points to +23 since 2021. Whilst this indicates there have been modest improvements in satisfaction, customer expectations are rarely exceeded.



How happy are Australian shoppers with their retail centres?

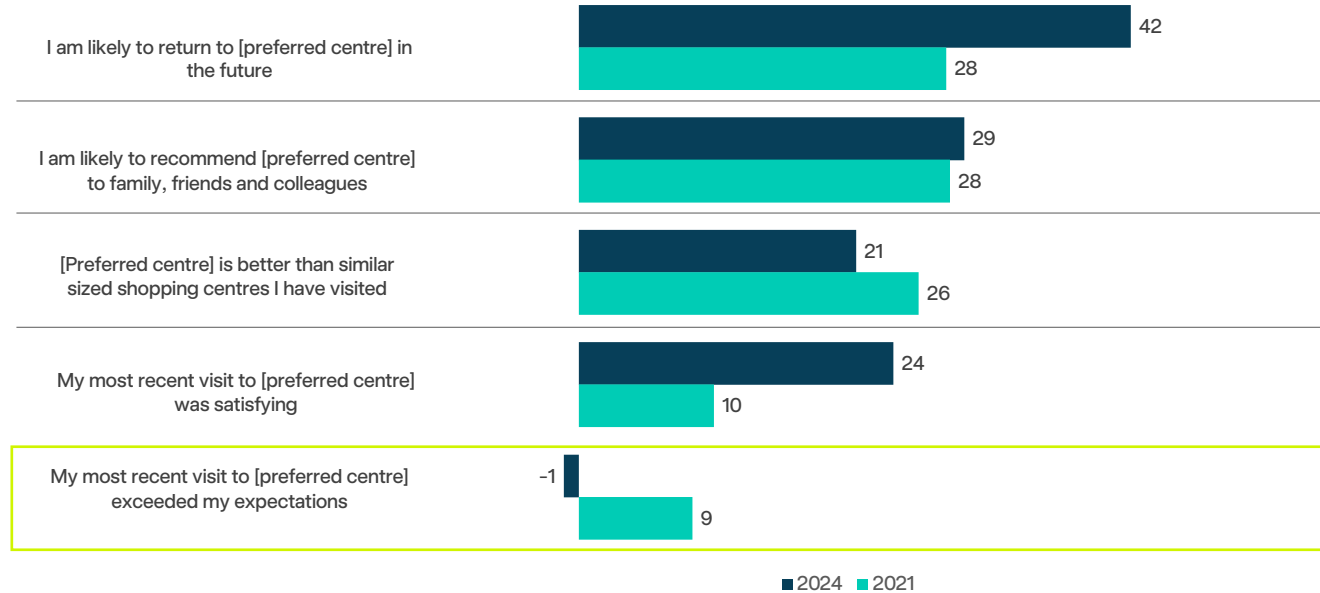
Customers are increasingly satisfied, but retail centres often fail to exceed their expectations.

Overall, our holistic measure NPS+ was fairly stable between 2021 and 2024, increasing by just 3 points to +23. However, when reviewed by individual statement, the data reveals that few customers felt their most recent visit ‘exceeded expectations’ in 2024 (+9 in 2021, down to -1 in 2024).

Further, fewer customers feel their preferred centre is ‘better than other similar sized centres’ (down 5 points between 2021 and 2024).

Encouragingly, more customers are ‘likely to return’ to their centre in the future (up +28 in 2021 to +42 in 2024), and are more likely to report their most recent visit to their centre was ‘satisfying’ (up from +20 in 2021 to +24 in 2024).

NPS+ Statements 2024 vs 2021



Which centre typologies have the happiest customers?

Smaller centres = happier customers

Overall, there appears to be a relationship between the scale of the centre and perceptions, with smaller centres attracting more positive sentiment.

Neighbourhood and CBD shoppers scored their centres more highly, suggesting customers value a localised or curated retail offering tailored to their community or workplace.

Super Regionals on track to win back customers

At the other end of the spectrum, whilst Super Regional shoppers awarded their centres the lowest scores, these marked a positive shift in perceptions between 2021 and 2024 reflecting an improvement of +6 points. This represents a 15% reduction in Detractors (scoring between 0-6) for Super Regional centres during this period.

NPS+ By Centre Size 2024 vs 2021



Note: CBD centres are a less comparable typology to other sized centres and should be viewed separately.

This is due to not having supermarkets and attracting a different type of customer, with different drivers.

Which centre typologies perform best (by metric)?

Mid to larger centres are resurgent with customers' intention to return in the future.

With the exception of CBD retail where return visitation is understandably high given customers attending work, smaller Neighbourhood centres and Sub-Regionals led the way in 2021 at +31.

By 2024, whilst Neighbourhood centres have modestly improved (up to +34), they are outdone by a resurgence in Sub-Regionals (up to +45), Super Regionals (+42, up from +24) and Regionals (+39, up from +25).

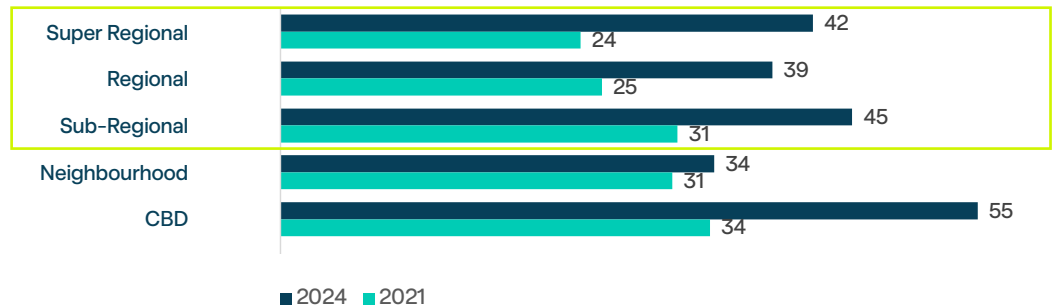
Sub-Regionals and Neighbourhood centres have lost ground when compared to 'other similar sized centres'.

Both typologies outperformed in the low to mid 30s in 2021, but fell in line with other typologies by 2024 ranging from +19-20. In contrast, CBD centres improved their performance from +26 to +48. This could reflect investment in workplace retail experiences to drive employees back to the office post-COVID.

NPS+ Statements by Centre Typology

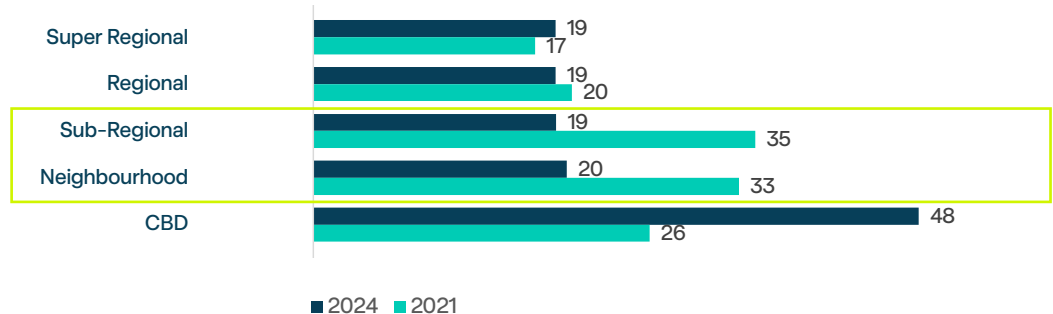
Likelihood to Return (2021 vs 2024)

("I am likely to return to [preferred centre] in the future")



Better than Similar-sized Centres (2021 vs 2024)

("My [preferred centre] is better than other similar-sized centres")



Which centre typologies perform best (by metric)?

Super Regionals and Neighbourhood centres out-perform other typologies for ‘advocacy’ (otherwise known as ‘likelihood to recommend’).

Sub-Regionals in particular lost ground between 2021 and 2024 dropping from +36 to +24. In line with other sentiment metrics, ‘likelihood to recommend’ scores for CBD improved significantly from +38 to +49, likely for reasons noted previously (page 14).

‘Satisfaction’ has improved across the board, but most significantly at Super Regionals.

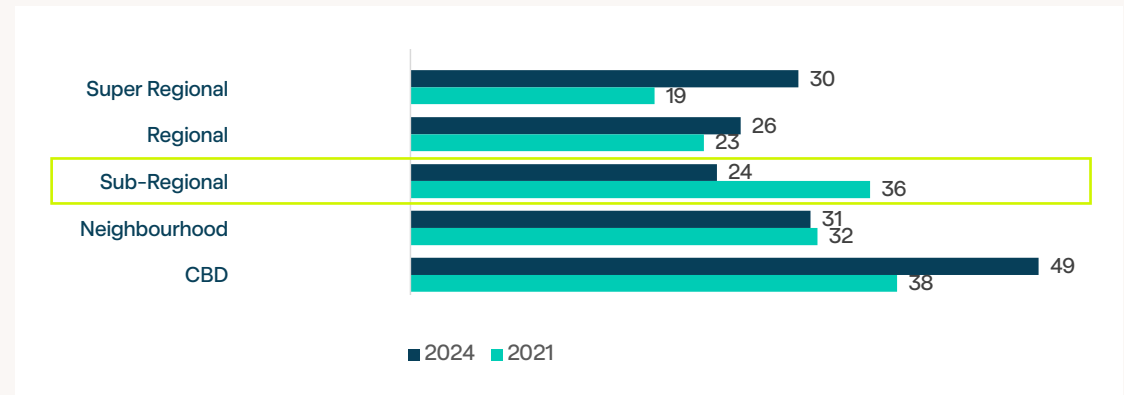
All centre typologies improved their performance in customer satisfaction, with Super Regionals resurgent, increasing from +3 in 2021 to +17 in 2024.

However, Sub-Regional and Neighbourhood centres lead the way in 2024, both scoring +28 only surpassed by CBD at +41.

NPS+ Statements by Centre Typology (cont).

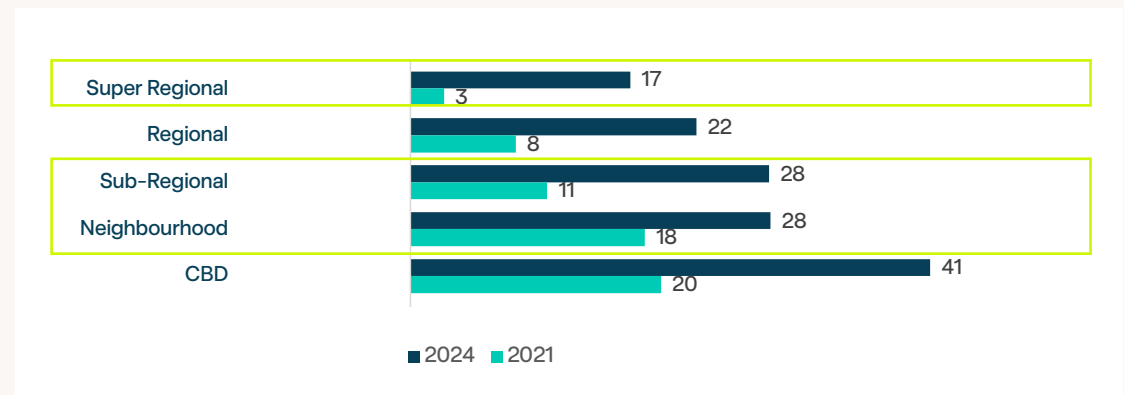
Likelihood to Recommend (2021 vs 2024)

(“I am likely to recommend [preferred centre] to family, friends and colleagues”)



Satisfaction (2021 vs 2024)

(“My most recent visit to [preferred centre] was satisfying”)



Which centre typologies perform best (by metric)?

Whilst Super Regionals have made significant ground in ‘satisfaction’ amongst customers, they continue to be challenged by high customer expectations.

Few customers felt their expectations were exceeded by Super Regional centres in 2021, and this declined even further by 2024 with a score of -16.

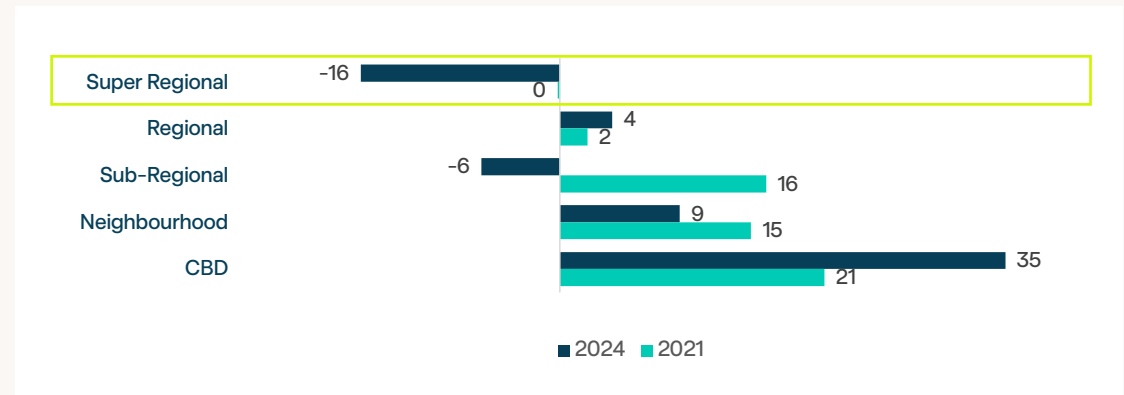
This result suggests customers expect more from larger centres, and have not found the experience matches their aspirations.

Super Regionals continue to be challenged by high customer expectations.

NPS+ Statements by Centre Typology (cont).

Exceeding Expectations (2021 vs 2024)

(“My most recent visit to [preferred centre] exceeded my expectations”)



03

How valuable is customer satisfaction?



The evidence is clear: more satisfied customers spend more.

The most satisfied customers are the biggest spenders – and spend data indicates an increase \$12.50 per visit for every 1% increase in satisfaction.

The most satisfied customers are also the most regular visitors – the data indicates that they visit their centre nearly 5 times more for every 1% increase in satisfaction.

Centres that ascertain exactly what satisfies their customers and invest accordingly, are able to unlock increased loyalty and spend.

A 1% increase in satisfaction relates to \$59 additional spend per customer per year.

The more satisfied customers are, the more the data indicates that they will spend.

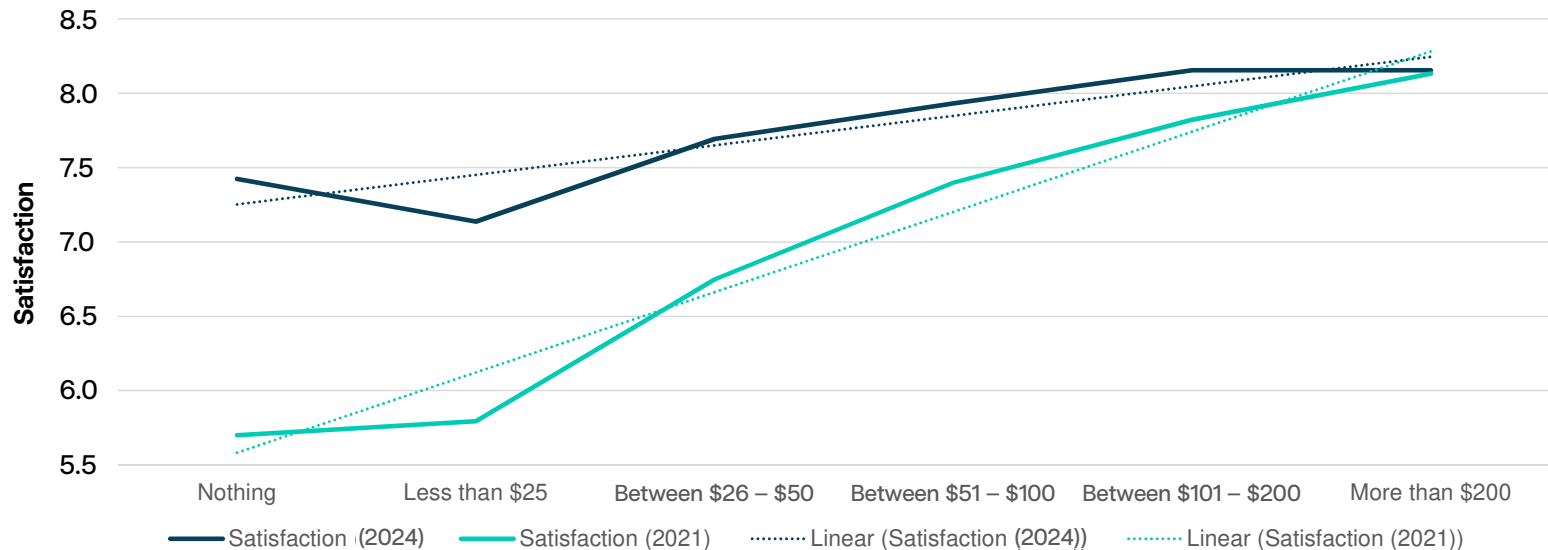
The data reveals that the most satisfied customers spend over \$200 each visit, a finding that is consistent between 2021 and 2024.

Whilst there was some improvement in satisfaction levels amongst lower spenders between 2021 and 2024, the relationship between satisfaction and spend remains strong. So much so, that every 1% increase in satisfaction is worth \$12.50 per visit, suggesting centres that understand satisfaction and invest accordingly will reap the rewards.

For every 1% increase in satisfaction, spend increases by \$12.50 per visit.

Mean Satisfaction

For each spending group – out of 10.



The data indicates, the more satisfied a customer, the more frequently they will visit.

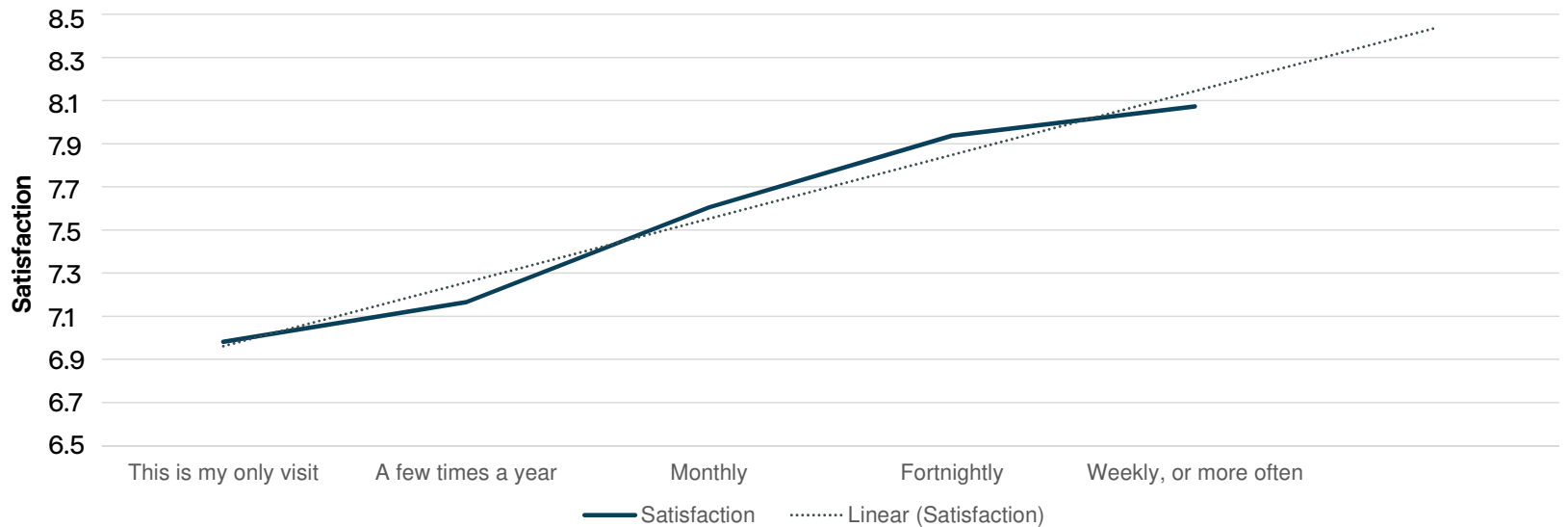
The most satisfied customers will visit their preferred centre 'weekly, or more often'.

This is excellent news for centres, showing that visitation has a stronger chance of increasing – if centres offer an on-point experience.

For every 1% increase in satisfaction, customers are likely to visit 4.72 times more during the year.

Mean Satisfaction

For each visitation frequency – out of 10.



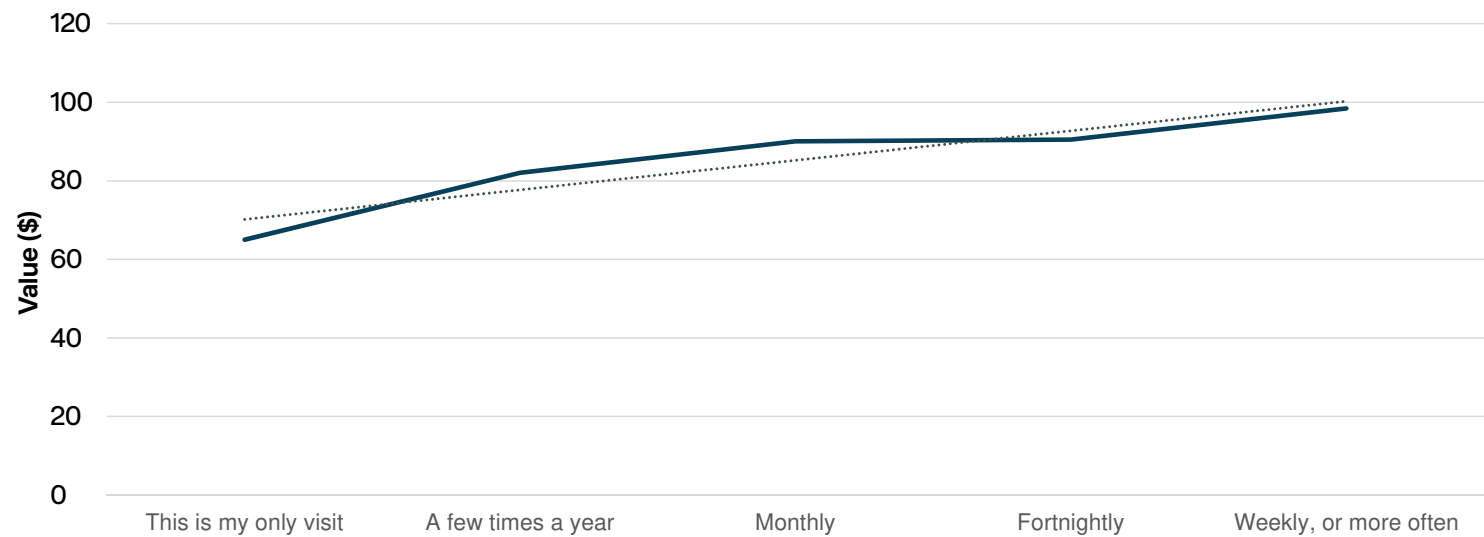
Loyal customers spend more on each trip, and visit more frequently.

The most regular customers, visiting ‘weekly or more often’, spend around \$100 each trip.

Keeping this cohort of loyal customers satisfied is critical to keeping centre visitation high and to counterbalancing sales lost to online shopping.

The most frequent visitors spend more: approximately \$100 each trip.

Fixed Spend (\$) vs Visitation Frequency



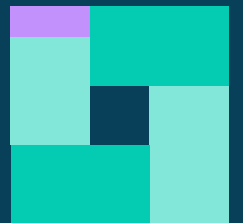
04

What factors are most important for satisfaction?



‘Walking into the Centre’, ‘Seating Areas’ and ‘Centre Events and Entertainment’ were the biggest drivers of customer satisfaction in 2024.

Overall, customer satisfaction is now less driven by the fundamentals (‘Restrooms’, ‘Parking’ and ‘Customer Service’) and increasingly linked to touchpoints related to ambience, dwell and entertainment (‘Walking into the Centre’, ‘Seating Areas’ and ‘Entertainment’).



Customer touchpoints related to ambience, dwell and entertainment drive satisfaction in 2024.

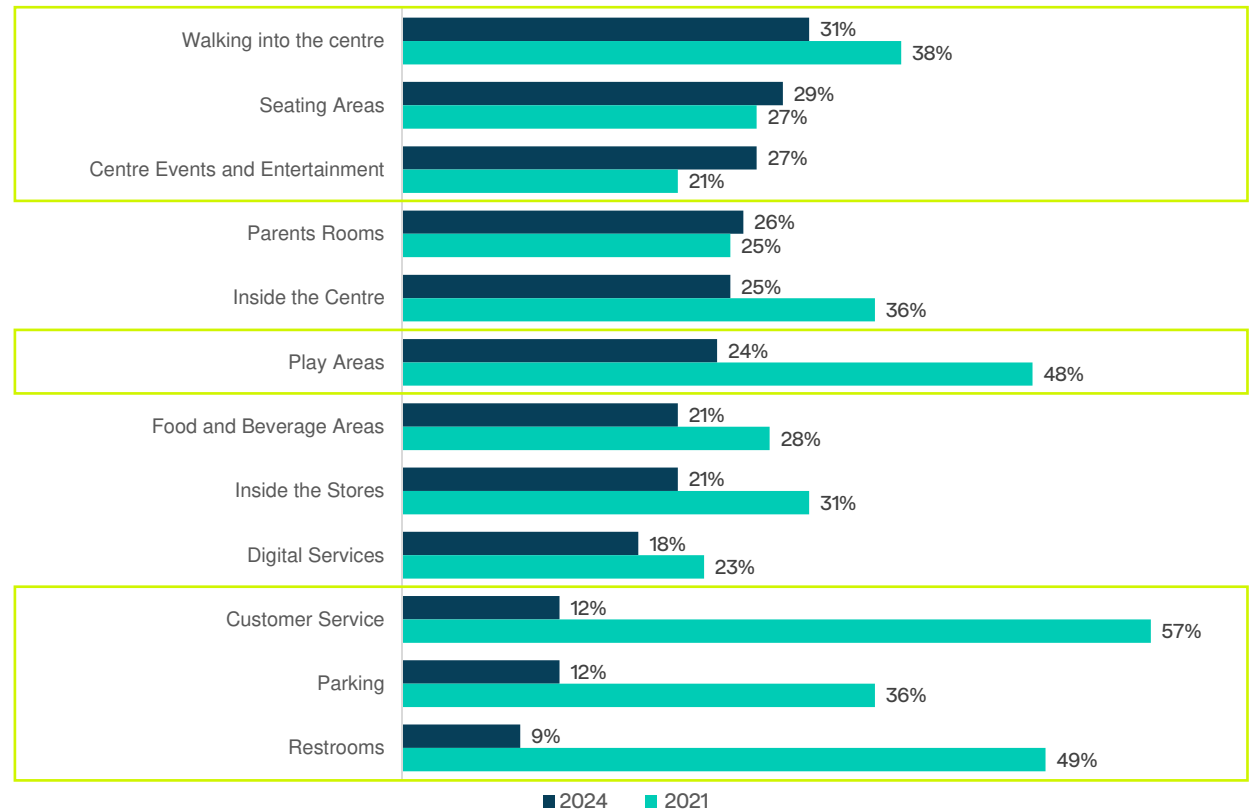
‘Walking into the Centre’, ‘Seating Areas’ and ‘Centre Events and Entertainment’ were the biggest drivers of customer satisfaction in 2024.

Meanwhile, ‘Customer Service’, ‘Parking’ and ‘Restrooms’ became less important, all dropping by between 24% and 45%. This is further evidence that customer satisfaction is now less connected with the fundamentals and increasingly driven by more experiential preferences.

The only exception to the rule is by ‘Play Areas’ which also become less important for customer satisfaction, dropping by 24% between 2021 and 2024.

Satisfaction Drivers 2024 vs 2021

(%age of shopper satisfaction derived from each touchpoint)



The Top 3: By Centre Typology

When explored by typology, ‘Seating Areas’ and ‘Centre Events and Entertainment’ are much more important satisfaction drivers at Super-Regionals.

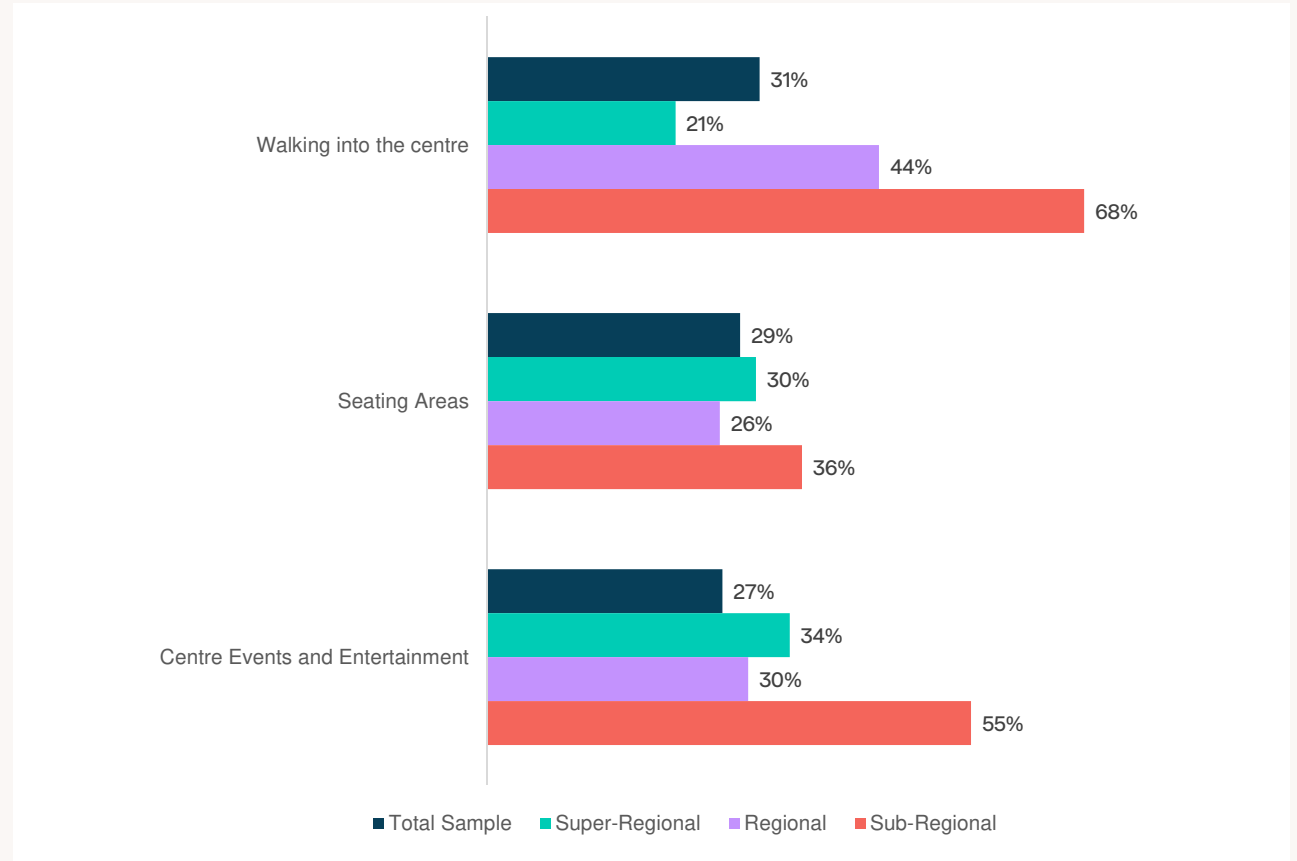
The data also revealed ‘Walking into the Centre’ drives the most satisfaction in a Sub-Regional and Regional context, and for Sub-Regionals, ‘Centre Events and Entertainment’ play a significant role.

The Top 3: A Deep Dive

What factors most positively influence customer satisfaction with these touchpoints?

- **Walking into the Centre** is positively influenced by ‘clearly signposted’ entrances.
- **Seating Areas** are positively influenced by seating that is ‘well designed for my needs’.
- **Centre Events and Entertainment** are positively influenced when the event/activity is ‘a better experience than at other centres’ and when it ‘encouraged me to stay longer’.

Satisfaction Drivers Overall by Centre Type - 2024



05

Which customer touchpoints perform the best?



Overall, customers are most satisfied by their experience ‘Inside the Stores’, followed by ‘Centre Events and Entertainment’ and ‘Customer Service’.

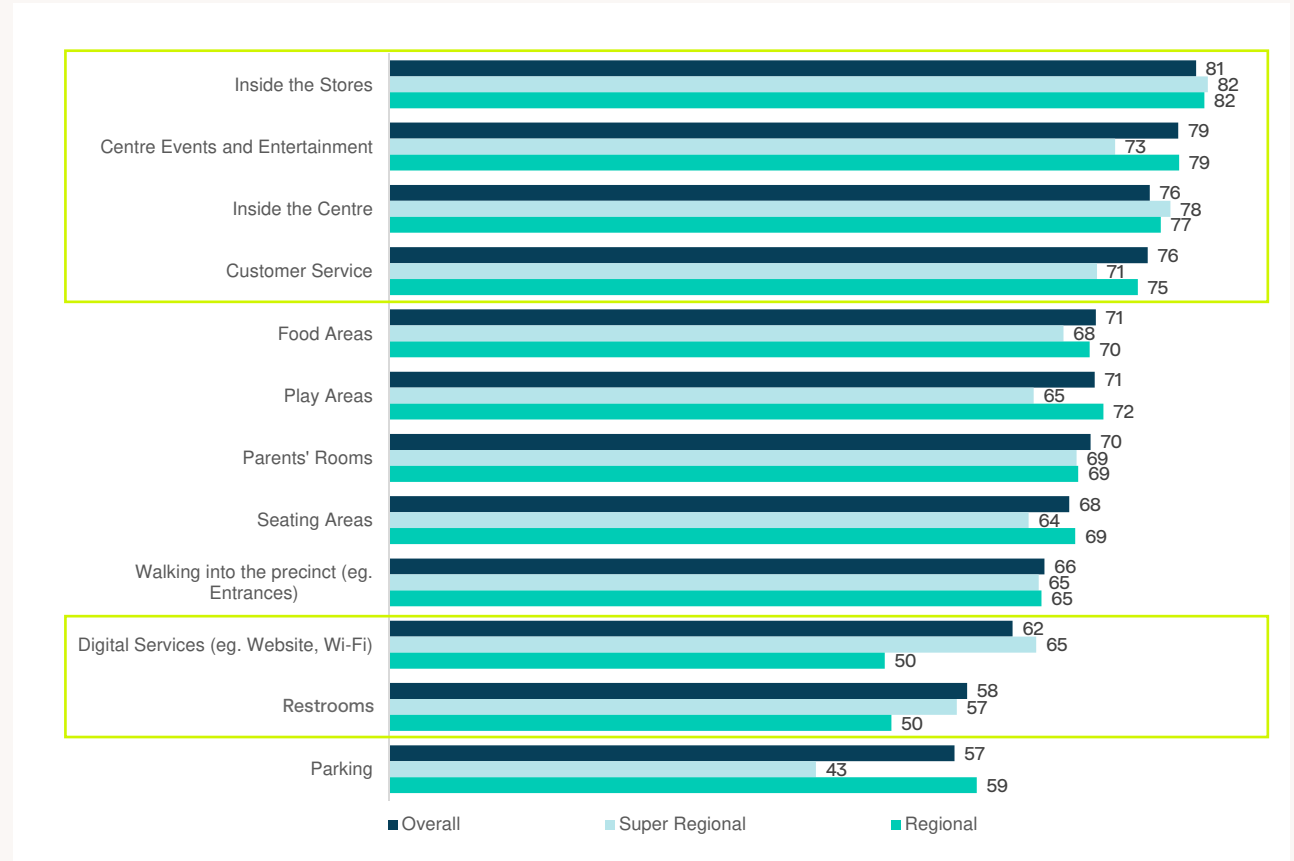
High levels of satisfaction with these touchpoints indicates quality property management can drive satisfaction through leasing mix, retailer engagement, activation programming and service delivery.

Customers are most satisfied by their experience ‘Inside the Stores’ (81 out of 100).

This is closely followed by ‘Centre Events and Entertainment’ (79/100) and ‘Inside the Centre’ and ‘Customer Service’ (both 76/100). This suggests quality property management is essential to drive satisfaction from leasing mix, retailer engagement, activation programming and service delivery.

Unsurprisingly, the most tangible and often maligned touchpoints, ‘Parking’ (57/100) and ‘Restrooms’ (58/100), performed the lowest. However, there were some Regional centre nuances when compared with Super Regionals. In Regional centres, ‘Parking’ outperformed ‘Digital Services’ (59 vs 50) which joined ‘Restrooms’ as the least satisfying.

Touchpoint Satisfaction - 2024 (out of 100)

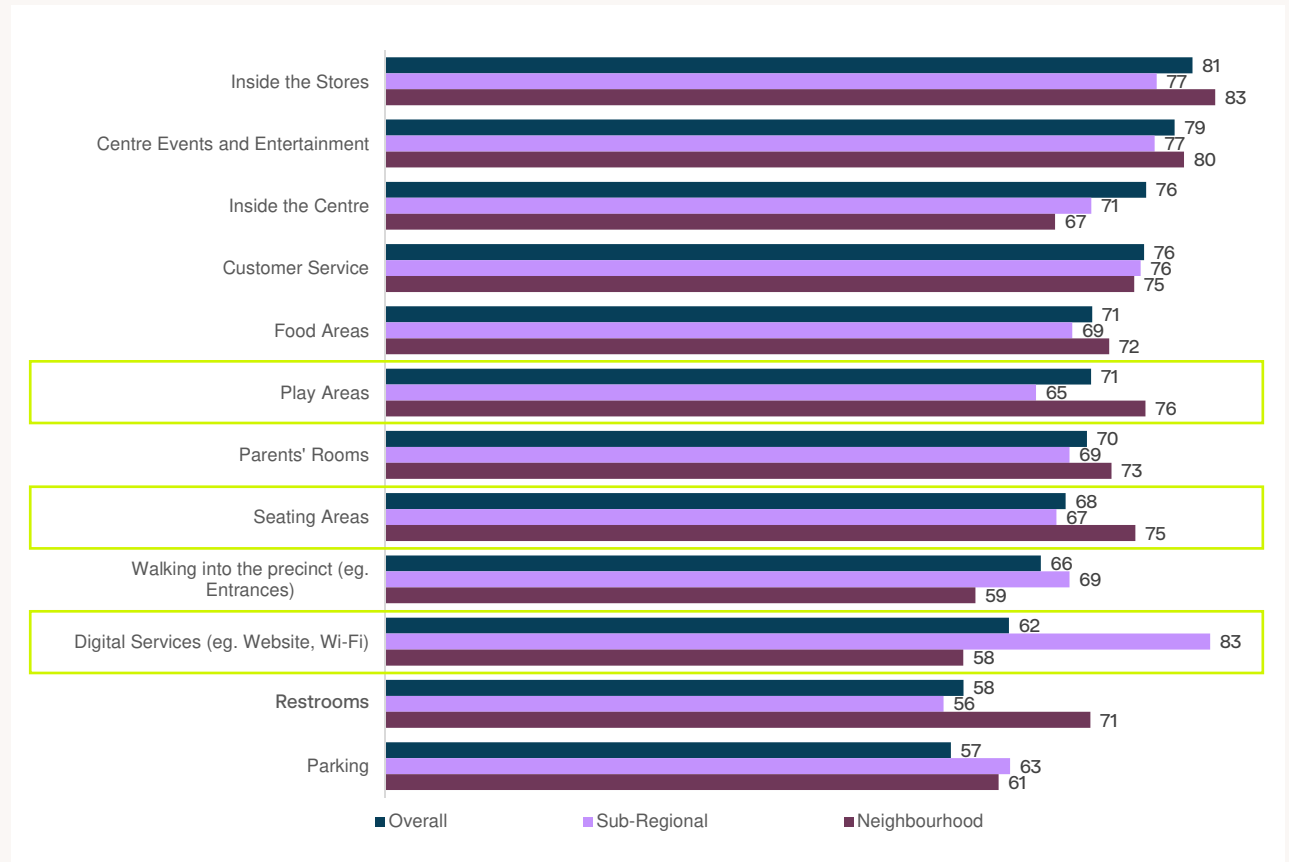


Sub-Regional centres outperform on ‘Digital Services’ (83 out of 100).

Across all centre typologies, ‘Digital Services’ received low satisfaction scores (from 50/100 to 65/100), with the exception of Sub-Regional centres (83/100).

Amongst smaller centres, Neighbourhood typologies outperform others in ‘Play Areas’ (76/100) and ‘Seating Areas’ (75/100). This is further evidence that smaller centres may be tailoring their experience to suit local audiences more effectively.

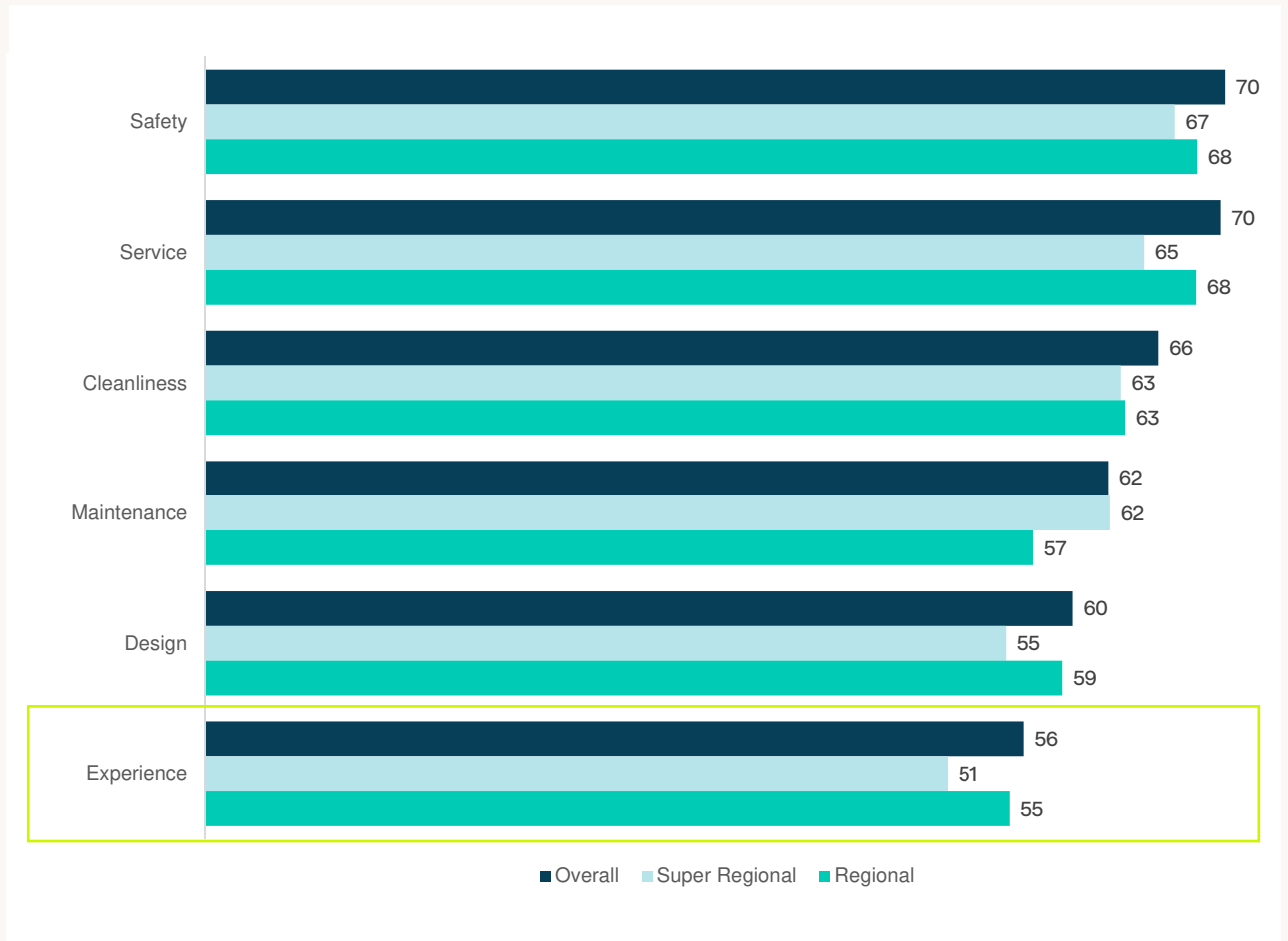
Touchpoint Satisfaction - 2024 (out of 100)



Overall, ‘Safety’ and ‘Service’ themes are top performers, with ‘Experience’ falling behind.

The lagging ‘Experience’ theme is consistent with NPS+ metrics which found that customers are more likely to be ‘satisfied’ but are less likely to find their visit ‘exceeded expectations’. This suggests strong foundations are in place and hygiene factors are satisfying customers, but ‘Design’ and ‘Experience’ are areas where further attention could be paid to meet and exceed customer expectations.

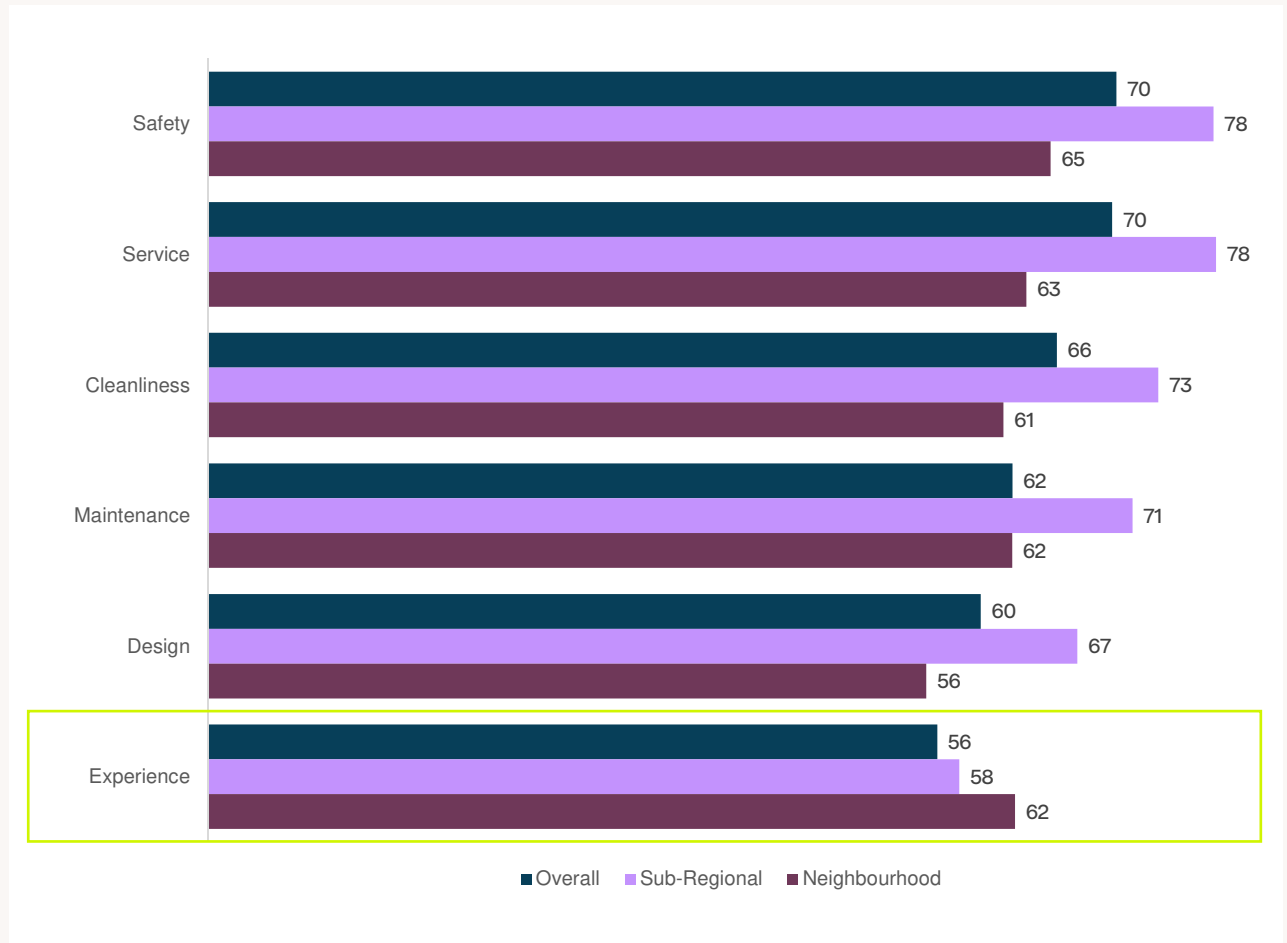
Thematic Satisfaction - 2024 (out of 100)



Sub-Regional centres outperform across all themes with the exception of 'Experience'.

As noted earlier, smaller centres typically have happier customers. This analysis across themes reveals that 'Experience' is where Neighbourhood centres are gaining their edge against larger centres. This could be due to their ability to tailor their offering to suit a more localised audience at a smaller scale.

Thematic Satisfaction - 2024 (out of 100)



06

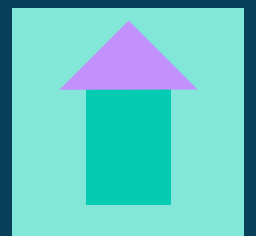
What makes High-Value Shoppers happy?



Maximising the experience of High-Value Shoppers lies in pairing the essentials with the experiential.

High-Value Customers are most satisfied by the 'Customer Service' provided in centre and are most likely to frequent supermarkets, restaurants/dining and fashion during their visit.

Areas of improvement for High-Value Customers include baseline amenities, such as 'Restrooms', 'Digital Services', 'Seating Areas' and 'Parking'. Many of these touchpoints also disappoint the Average customer, making them clear opportunity areas for improvement.



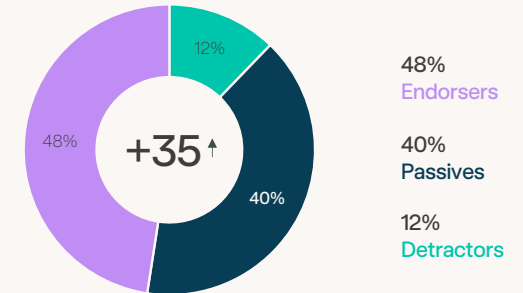
High-Value Customers have the highest levels of spend, visitation and satisfaction.

These High-Value Customers:

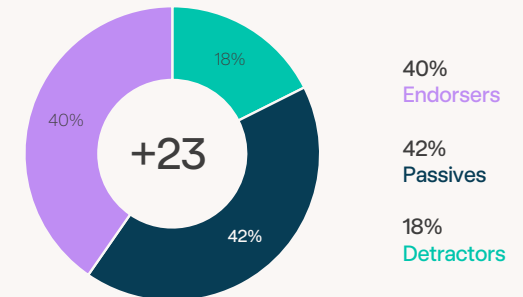
- Visit fortnightly or more frequently
- Spend \$51-200+ each visit
- Are more satisfied than the 'Average' Customer
- Are typically aged 30-45 years

They are also more 'likely to recommend' their centre and visit a diverse range of retailers. Overall, their positive sentiment drives them to have a NPS+ score that is 12 points above the Average Customer (see right). However, despite their high levels of satisfaction, centres are failing to 'exceed expectations' amongst this cohort.

**NPS+
High-Value
Customer**



**NPS+
Average
Customer**



■ 0-6 ■ 7-8 ■ 9-10

High-Value customers have an NPS+ 12 points higher than the Average customer.

A cohort of satisfied, loyal and keen advocates

Over half of High-Value Customers would recommend their centre to others.

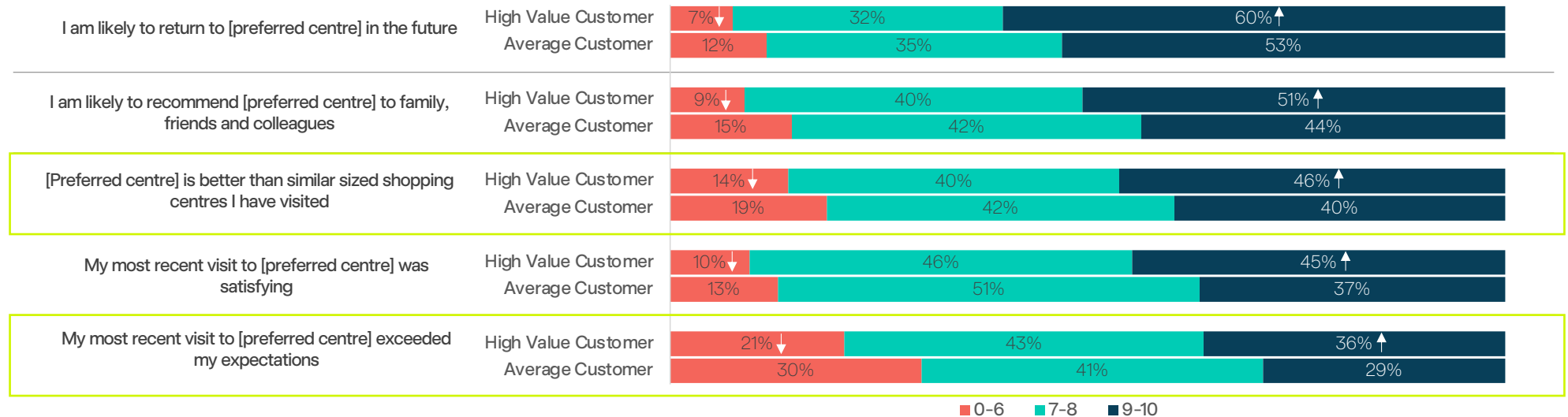
Additionally, nearly two-thirds are ‘likely to return to their preferred centre in the future’, demonstrating high levels of loyalty amongst this group. Retail centres across Australia clearly have a strong proposition that meets the needs of this 30–45 year old cohort – and would be wise to continue to build on this.

‘Exceeding expectations’ and out-performing the competition remains a challenge.

Whilst High-Value Customers exhibit 10% less Detractors than the Average, centres are still hard pressed to ‘exceed expectations’ of even their most loyal and satisfied group. Additionally, competing centres are held in high regard with 19% Detractors amongst the Average and 14% High-Value. In short, centres will need to do more to go above and beyond.

NPS+ Statements – High Value Customer vs Average Customer

↑ Denotes a statistically significant difference in satisfaction between High-Value and Average customers.



Maximise the experience for High-Value Customers by pairing the essentials with the experiential.

Typically, around 10% more High-Value Customers will visit a range of retailers than the Average Customer.

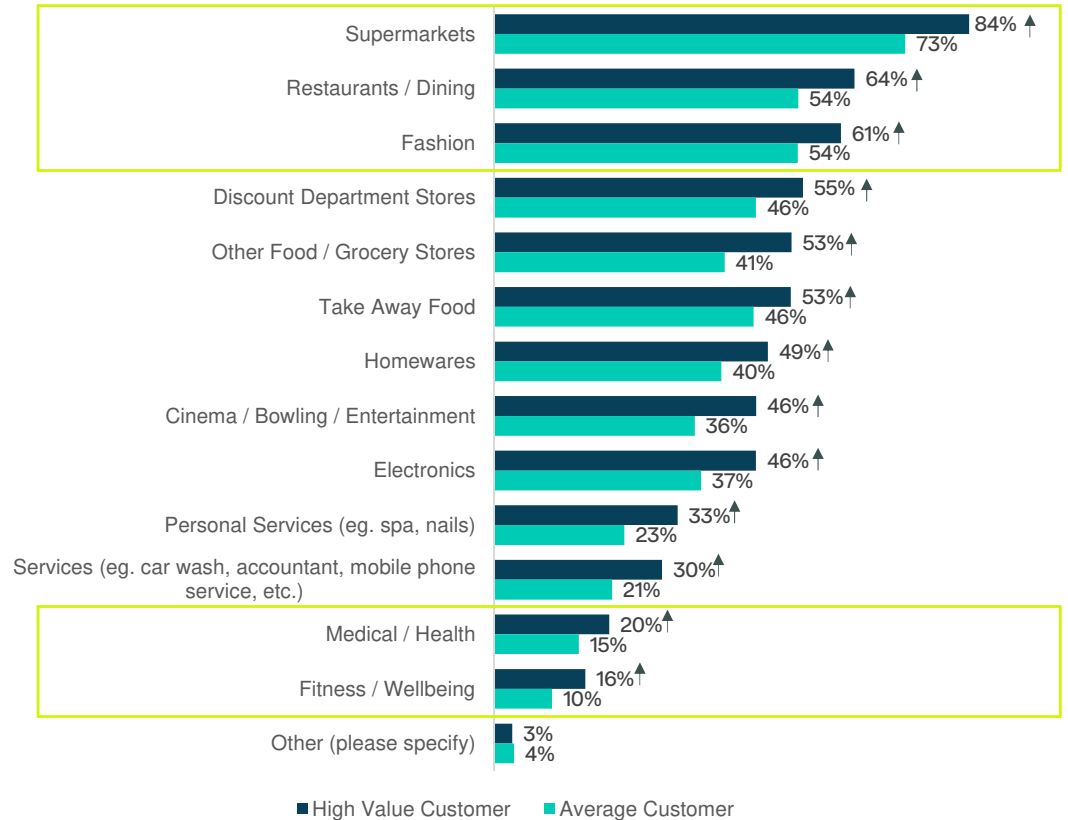
The mix of top retailers visited spans a whole of centre offer, leading with supermarkets (84%), restaurants and dining (64%), fashion stores (61%) and discount department stores (55%).

Given the age profile of this audience (30 - 45 years), and their likelihood to be families with children, it is possible they are servicing their whole household. The breadth of retailers visited also infers longer dwell times than the Average. Thus, delivering value-add experiences that focus on comfort, convenience and/or spontaneity are likely worth investing in.

Medical, health, fitness and wellbeing are the least visited.

High-Value Customers may have well-established routines and favoured practitioners that reside elsewhere. However, given their loyalty and dwell time, there could be an opportunity to improve the proposition to attract patronage in these areas given they are more likely to engage with them than the average customer.

Types of Retailers Visited – High Value Customer vs Average Customer



↑ Denotes a statistically significant difference in satisfaction between High-Value and Average customers.

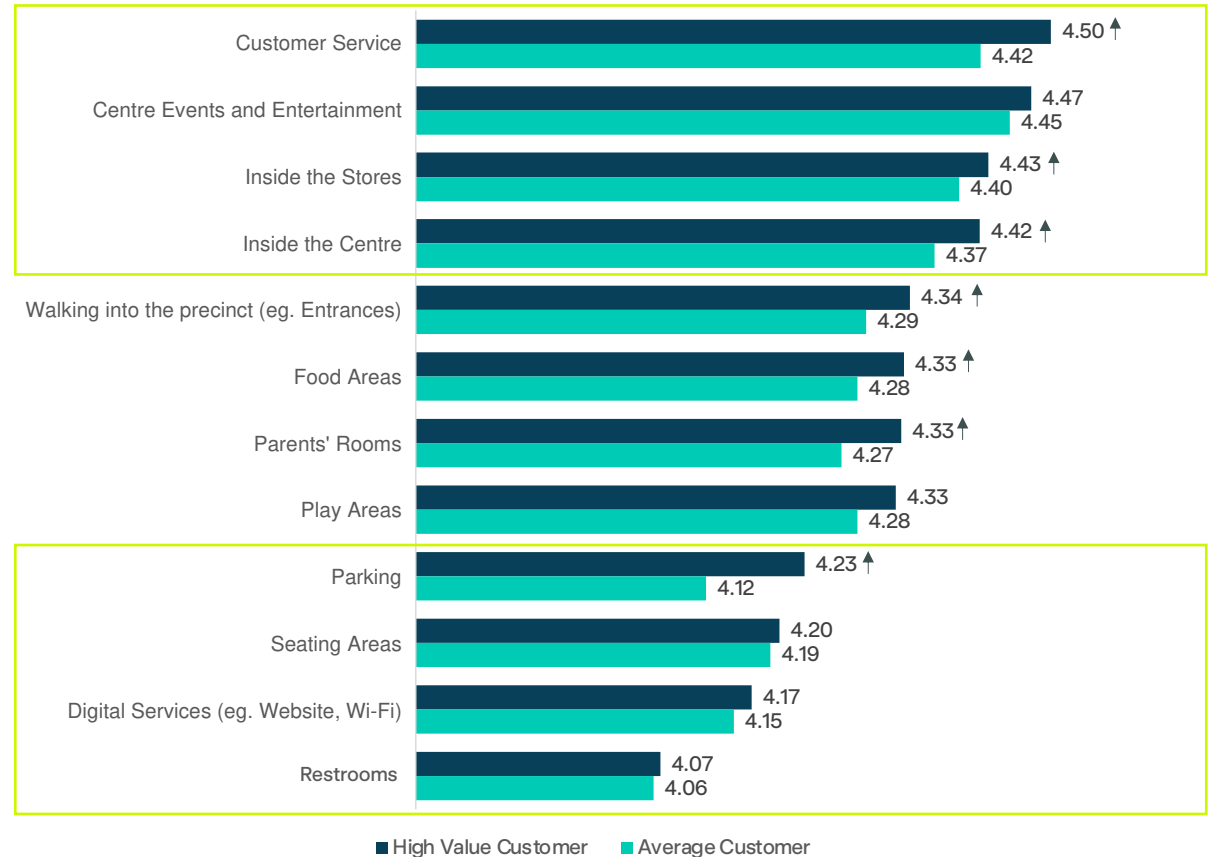
High-Value Customers are most satisfied by customer service and experiential touchpoints – but are disappointed by the fundamentals.

Whilst Customer Service only contributes to 12% of overall shopper satisfaction (see p.22), it attracts the highest levels of satisfaction amongst High-Value Customers.

High-Value Customers are most dissatisfied by baseline amenities including ‘Parking’, ‘Seating Areas’, ‘Restrooms’ and ‘Digital Services (Wi-Fi, apps etc.)’. Encouragingly, resolving these touchpoints would enhance satisfaction of both High-Value and Average customers.

Whilst these touchpoints attract low satisfaction amongst High-Value Shoppers, they are still often more satisfied than the Average Customer. In particular, High-Value Customers have significantly higher levels of satisfaction with ‘Parking’ than the Average Customer.

Satisfaction with Experience – High-Value Customer vs Average Customer



↑ Denotes a statistically significant difference in satisfaction between High-Value and Average customers.

07

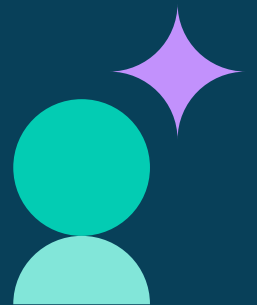
Where are the biggest customer opportunities?



Emerging and overlooked customer segments offer new opportunities for centres to broaden their appeal.

Couples without children and Singles report consistently lower satisfaction levels than Families, suggesting there is an opportunity to expand on the value proposition centres offer to include these segments.

Further, Over-55s and Under-24s reported the biggest uptick in satisfaction, an opportunity to leverage given their likelihood of high discretionary spend.



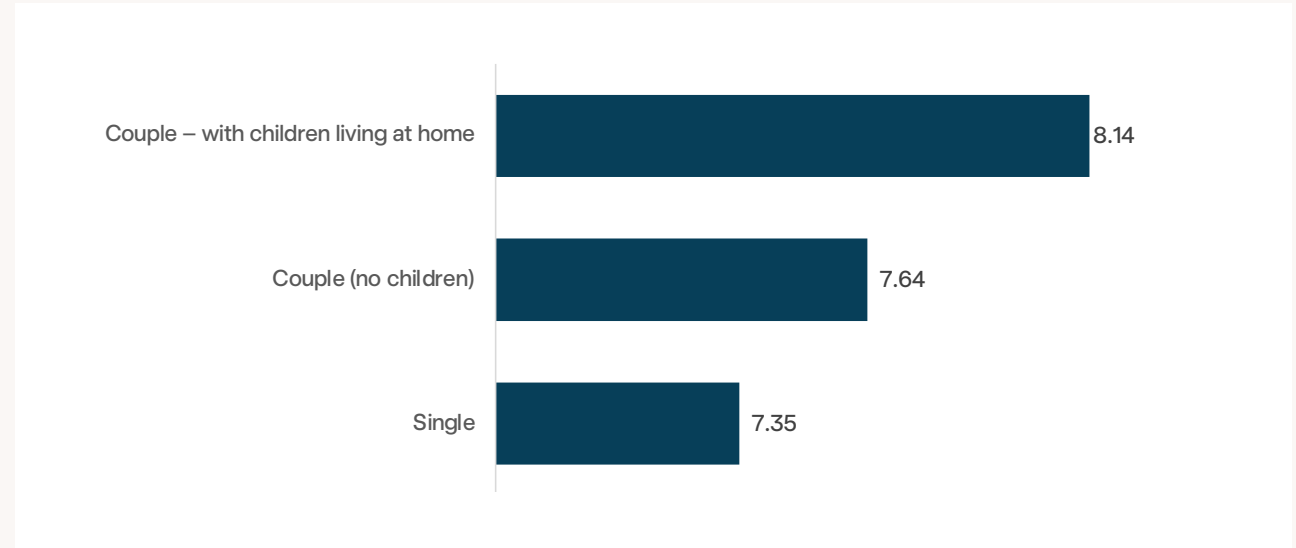
The forgotten segment – customers without children – are less satisfied.

Overall, Families (couples with children living at home) have the highest satisfaction level of all demographics across both 2021 and 2024.

This reflects a longstanding priority that centres have placed on this group, much to their success, but also seemingly at the expense of other customers.

Notably, Couples without children have low levels of satisfaction (7.8), as do Singles (7.5) – though this is on the improve.

Satisfaction vs Living Situation



Singles and Couples without children have low levels of satisfaction compared to those with children.

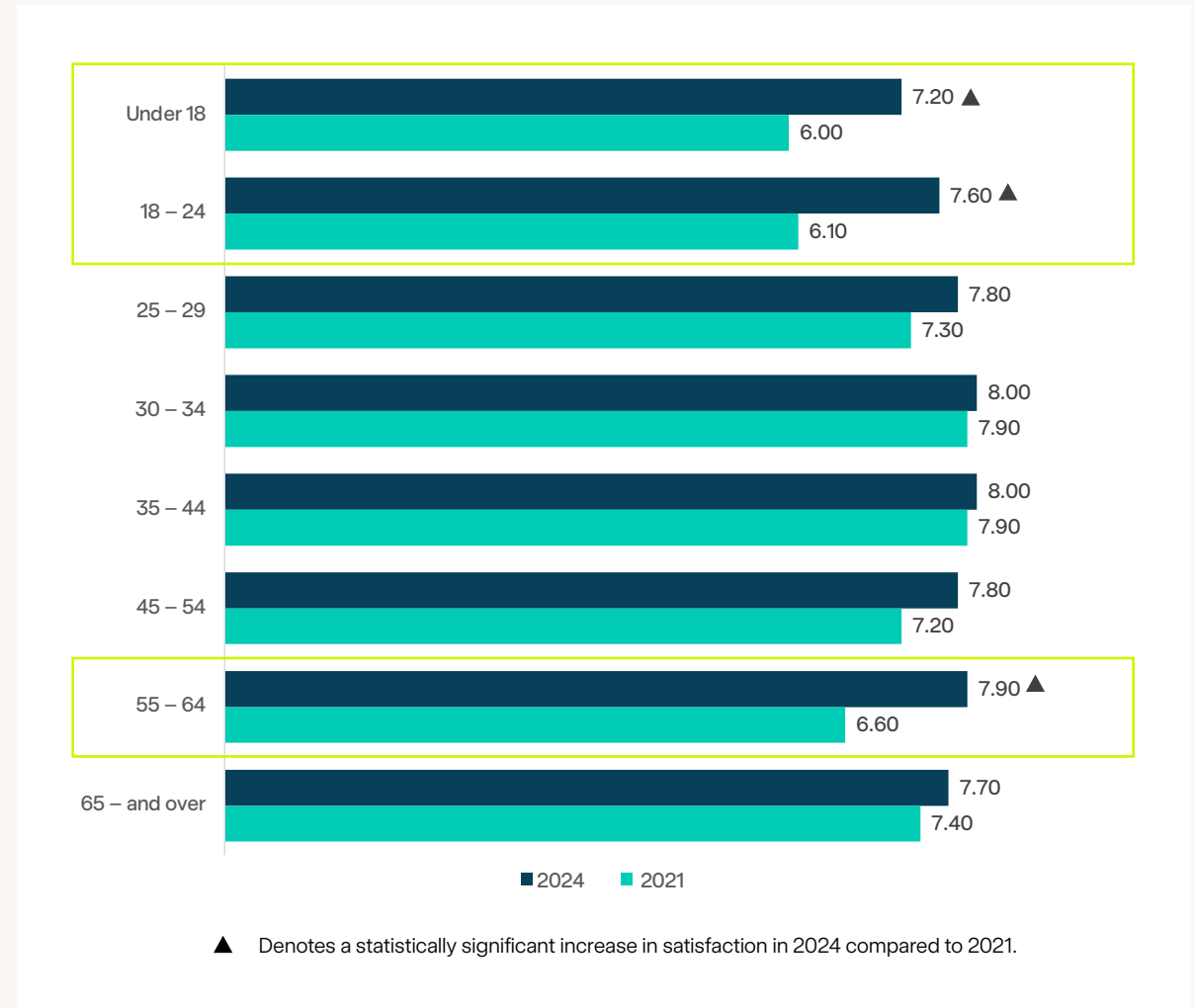
Older and younger audiences have shown the biggest boost in satisfaction.

Satisfaction for under-24 year olds, and 55-64 year olds has significantly increased since 2021.

These are segments that likely have higher discretionary incomes, thus it is positive to see this group engaging more with retail centres, being extra satisfied, and spending more. Centres have an opportunity to keep supporting the needs of these groups to maintain their satisfaction, and therefore their spend.

Between 2021 and 2024, satisfaction improved the most amongst those under 24 years and 55-64 year olds.

Satisfaction and Age – 2024 vs 2021

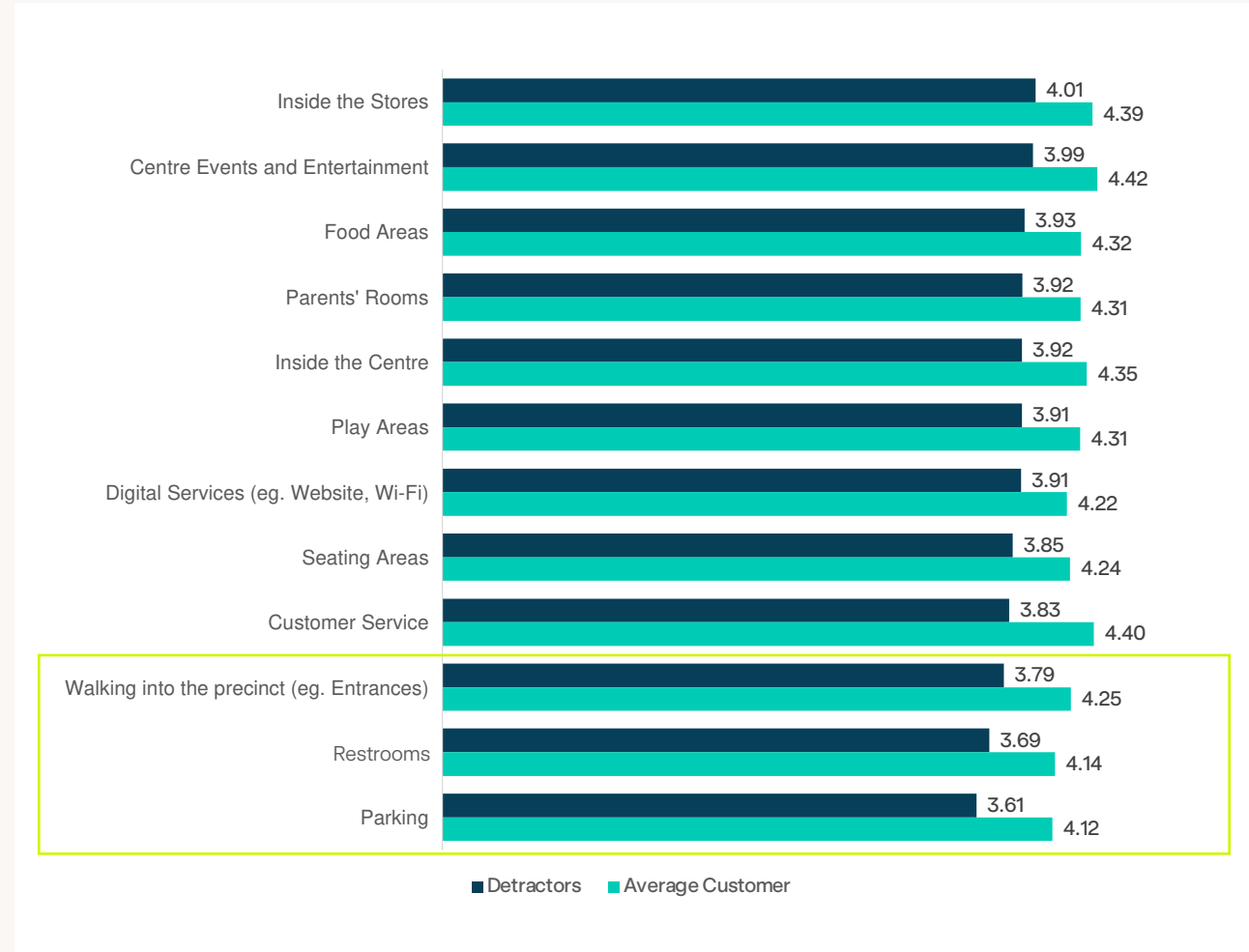


Invest in the arrival experience, restrooms and parking for improved satisfaction amongst Detractors.

Compared to the Average Customer, Detractors are most dissatisfied with ‘Parking’, ‘Restrooms’ and ‘Walking into the Precinct (e.g. Entrances)’.

Overall, in order to make a significant shift of the dial towards greater satisfaction by converting Detractors, these are the areas to invest in.

Satisfaction with Shopping Experience – Detractors versus the Average Customer

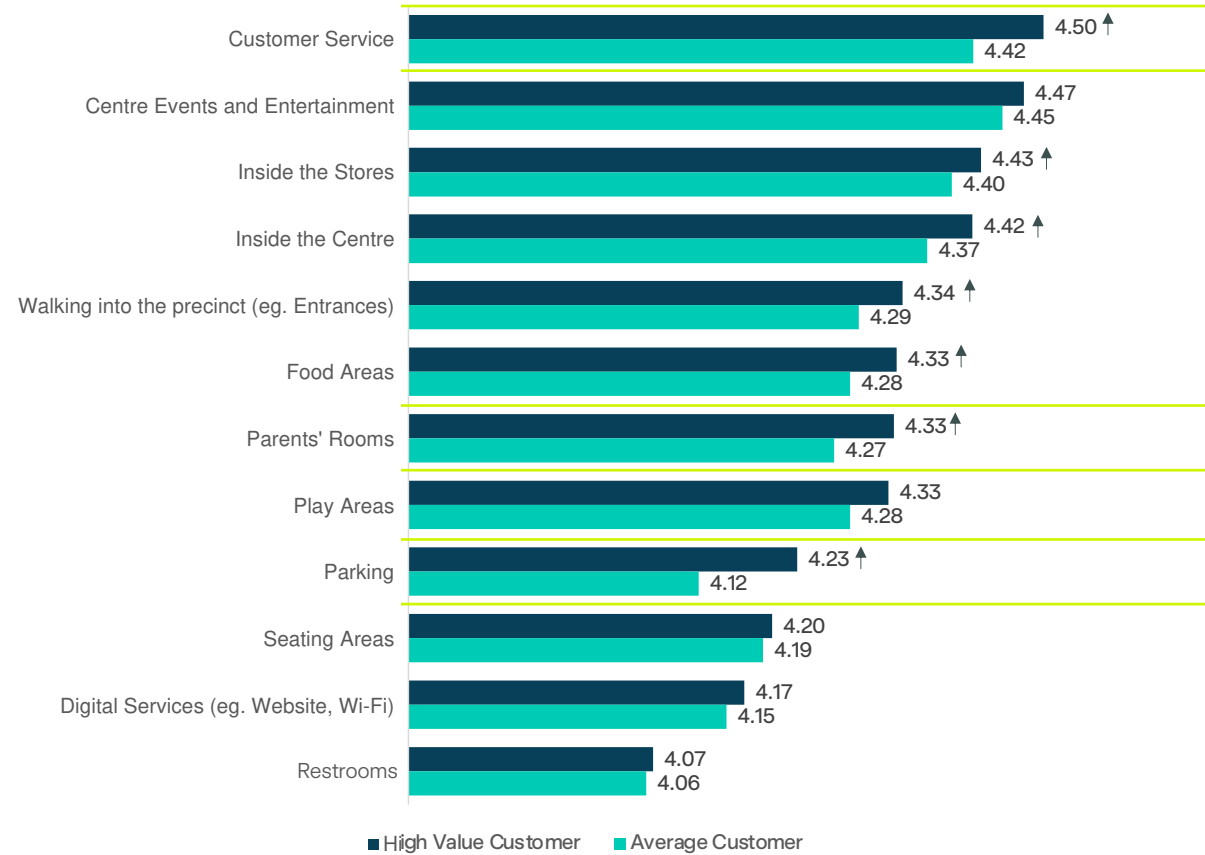


The Average Customer, unlike High-Value Customers, visit less frequently, spend less money and are less satisfied.

‘Customer Service’, ‘Parents’ Rooms’ and ‘Parking’ touchpoints represent the biggest gap in satisfaction between High-Value Customers and the Average.

Centres that invest in elevating these fundamentals in a bid to increase satisfaction amongst the Average Customer will likely see increases in spend and visitation frequency.

Satisfaction with Experience – High-Value Customer vs Average Customer



↑ Denotes a statistically significant difference in satisfaction between High-Value and Average customers.

08

Want to know more about your centre?

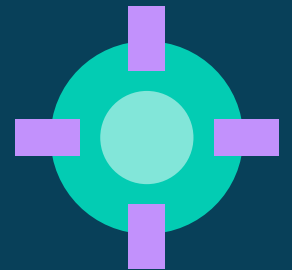


While the insights in this report represent one of the most comprehensive studies on Australian retail centres, your centre will have its own unique contextual challenges.

Please contact us if you would like to know how your centres performed against the Australian benchmark.

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About Us

Prescient Research has been founded on 30+ years of specialist property consultancy experience gained through Brickfields Consulting which specialises in evidence-based strategies empowering our clients to unlock the true value of places.

Since 2011, Brickfields Consulting has delivered commissions across retail, commercial, aviation, residential, build-to-rent, hospitality and infrastructure.

76 Satisfied Clients

294 Delivered Projects

83% Avg. Repeat Business



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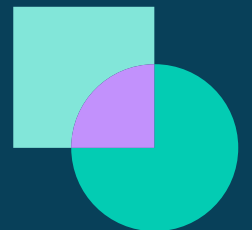
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Where are the customer opportunities (by centre typology)?



Nuanced satisfaction differences exist for each centre type creating differentiated customer opportunities.

The following pages offer topline summaries for each Centre type: Super Regional, Regional, Sub-Regional, Neighbourhood, Outlet and CBD. It is a synthesis of the quantitative data and customer comments. These findings highlight the highest performing factors that are driving satisfaction, as well as opportunities for improvement.



Super Regionals

Overall, Super Regionals have seen the highest increase in satisfaction between 2021 and 2024 (up NPS+ 6). However, overall, they are still behind other sized centres.

Highest Performing Factors Supporting Satisfaction

- Customers have a high ‘likelihood to return’
- Customers generally find the centre ‘satisfying’
- ‘Play Areas’ are the touchpoint that performs the most strongly
- ‘Customer Service’ is seen to be helpful and knowledgeable
- ‘Entry Areas’ are considered welcoming and well designed
- ‘Entry Areas of F&B’ were clean and well presented

Opportunities for Improvement

- Exceeding expectations and outperforming the competition
- **Customer Service:** friendlier staff, and making the shop easier
- **Wayfinding:** improving digital touchscreens, clearly signed entries and F&B
- **Seating Areas:** more seating, diverse typologies and improved cleanliness
- **Parking:** more undercover parking, better accessibility and signage
- **Cleanliness:** maintaining restrooms and cleanliness of dining areas
- **Variety:** more diverse stores and availability of discounted items
- **Accessibility:** improving the width of walkways and ensuring safety

Regionals

Regionals only minimally changed between 2021 and 2024, with a slight decrease in satisfaction to NPS+ 22.

Highest Performing Factors Supporting Satisfaction

- Customers have a high ‘likelihood to return’
- Customers generally find the centre ‘satisfying’
- ‘Seating’, ‘Inside the Stores’ and ‘Parents’ Rooms’ are the strongest performing touchpoints
- ‘Play Areas’ were deemed safe for children
- Regionals were perceived as having a good range of stores
- ‘Customer Service’ teams were available and accessible

Opportunities for Improvement

- Exceeding expectations and outperforming the competition
- **Food and Beverage Areas:** all-round improvements required
- **Play Areas:** more engaging to encourage a longer stay
- **Customer Service:** friendlier staff
- **Events and Entertainment:** more programming (e.g. live performances)
- **Parking:** longer free parking and enhanced signage
- **Variety:** more diverse stores (e.g. specialty) and discounted promotions
- **Seating:** more relaxation areas (e.g. comfortable lounges)

Sub-Regionals

Sub-Regionals are on par with Regionals (NPS+ 22) – but with a bigger decrease between 2021 and 2024 (down 4 points).

Highest Performing Factors Supporting Satisfaction

- Customers have a high ‘likelihood to return’
- Customers generally find the centre ‘satisfying’
- ‘Centre Events and Entertainment’, ‘Customer service’, and ‘Restrooms’ were the strongest touchpoints
- ‘Play Areas’ were deemed safe for children
- ‘Customer Service’ was perceived as superior to other similar centres
- The centre website was seen to make visiting the centre easier

Opportunities for Improvement

- Exceeding expectations and increasing propensity to recommend
- **Atmosphere:** soothing music and greenery
- **Navigation and Signage:** clearer maps at entrances
- **Customer Service:** friendlier staff and implementing audio assistants
- **Events and Entertainment:** cultural events, art exhibitions and performances
- **Parking:** reduced fees and improved cleanliness
- **Seating Areas:** increased provision and accessibility for customers with mobility needs

Neighbourhood

Neighbourhoods are leading in satisfaction in 2024 at NPS+25*. This is despite slightly dropping from 2021 levels – likely due to competition from larger centres.

*Excluding CBD centres.

Highest Performing Factors Supporting Satisfaction

- Customers have a high ‘likelihood to recommend’
- Customers generally find the centre ‘satisfying’

Opportunities for Improvement

- Exceeding expectations, increasing likelihood to return and outperforming the competition
- **Customer Service:** friendlier staff and overall quality service
- **Cleanliness and Hygiene:** better maintenance and regular bathroom cleaning
- **Parking:** clear signage and improved accessibility
- **Promotions:** more discounts and special deals
- **Rest and Comfort:** more seating and comfortable rest areas
- **Variety:** diverse stores and premium options
- **Wayfinding:** better directional signage for convenience and navigation
- **Entertainment and Leisure:** recreational facilities and play areas for children, art displays and more entertainment

Note: Due to a smaller sample, fewer performance factors and areas for improvement were available.

CBD

In 2024, CBD centres exhibited the most significant improvement to NPS+45, and had the highest satisfaction overall.

Highest Performing Factors Supporting Satisfaction

- Unsurprisingly, customers have a high ‘likelihood to return’
- Customers have a high ‘likelihood to recommend’

Opportunities for Improvement

- Exceeding expectations and outperforming the competition
- **Customer Service:** friendlier staff and more security
- **Comfort:** seating and lounge areas, better ambience, green spaces with plants and overall visually appealing environment
- **Store Experience:** longer opening hours and transparent pricing
- **Entertainment:** quality of recreational facilities and play areas
- **Promotions:** offer discounted events and activities
- **Upgrades:** upgrade stores and restrooms
- **Navigation:** implement digital wayfinding
- **Safety and hygiene:** regular cleaning and improved hygiene in amenities

Note: CBD centres are a less comparable typology to the previous categories. This is due to not having supermarkets and attracting a different type of customer, with different drivers. Additionally, due to the low sample, fewer performance factors and areas for improvement were available.

Outlets

Outlet centres had the lowest score of NPS+ 13. However, this should be taken with caution due to small response samples and specific typology.

Opportunities for Improvement

- **Customer Experience:** new services rest and seating areas and interactive entertainment
- **Centre Upgrades:** building upgrades to ‘modernise’ the centre and attract new brands
- **Parking:** more parking spaces; parking discounts, improved navigation and signage
- **Clean and Comfortable Environment:** Cleaner spaces, improved air conditioning and better maintenance

Note: Outlet centres are a less comparable typology to the previous categories. This is due to not having supermarkets and attracting a different type of customer, with different drivers. Additionally, due to the low sample, no performance factors and areas for improvement were available.



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