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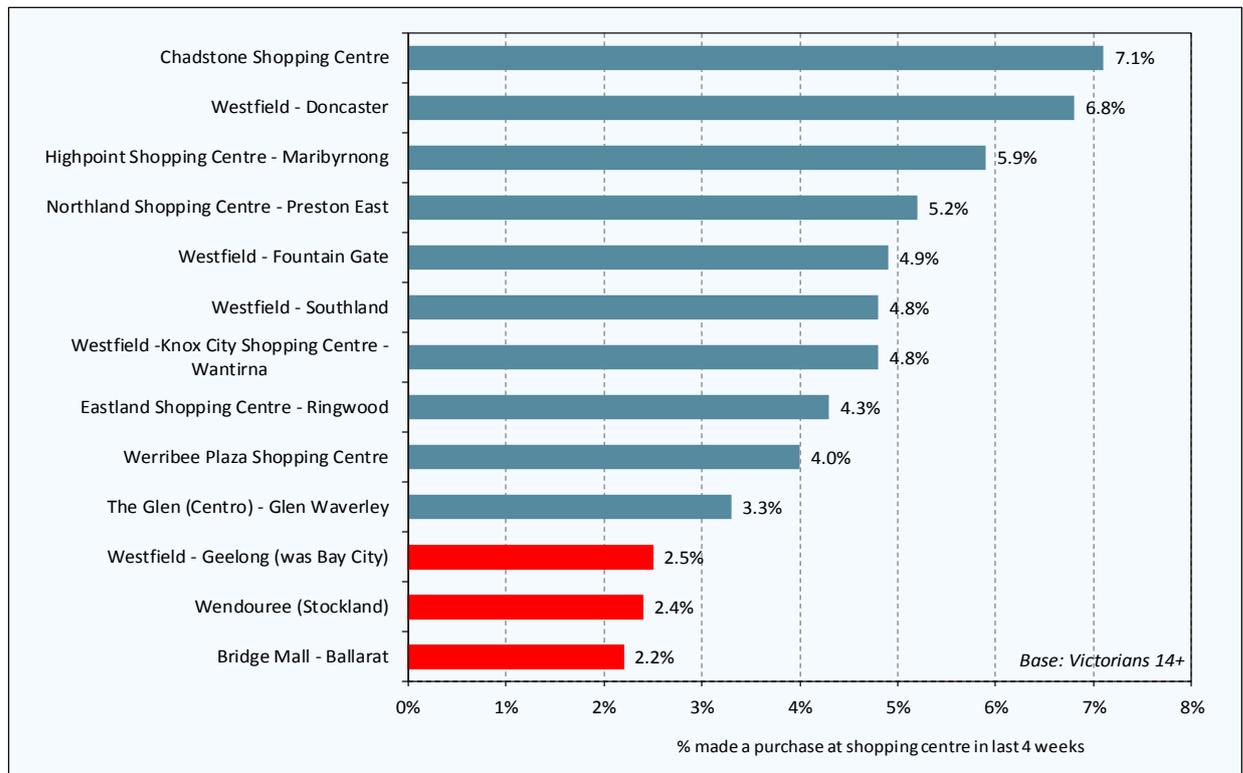
## Victoria's favourite shopping centres

For people keen to do their Christmas shopping with the minimum of fuss, shopping centres are an appealing choice: hundreds of stores under the same roof, plenty of parking and food halls to restore flagging energy levels. In honour of the fast-approaching festive season, Roy Morgan Research investigates Melbourne and Victoria's most popular shopping centres...

Over the last 12 months, 59.2% of Victorians 14+ bought something from a Melbourne shopping centre in an average four-week period and 20.2% bought something from a shopping centre in country Victoria. Leading the way is Australia's largest shopping centre, Chadstone: 7.1% of Victorians (or 346,000 people) bought something there in an average four-week period.

Snapping at its heels is Westfield Doncaster, where 6.8% of Victorians (331,000 people) made a purchase in an average four weeks; ahead of Highpoint Shopping Centre (5.9%, or 287,000 people). Four of the 10 most popular Melburnian shopping centres are Westfields.

### Melbourne and country Victoria's most popular shopping centres



Source: Roy Morgan Single Source (Australia), October 2013 – September 2014 (n=3,659).

Of country Victoria's shopping centres, Westfield Geelong (formerly Bay City) came out on top, with 2.1% of Victorians purchasing something there in an average four weeks.

## *Which type of shopper goes where?*

Given that Chadstone bills itself as ‘the home of fashion’, it is not surprising to learn that its shoppers are more likely than the average Victorian (and other shopping centres’ customers) to agree they ‘buy a product because of the label.’ People who shop at The Glen (Centro) in Glen Waverley aren’t far behind them in this respect.

Westfield Doncaster and Westfield Southland shoppers are most likely to agree that they’ll go out of their ‘way in search of a bargain’, while customers at Werribee Plaza Shopping Centre are twice as likely than the average Victorian to agree with the statement ‘I was born to shop’ – beating out even Chadstone and Northland shoppers.

When it comes to shopping for clothes, Chadstone, Westfield Doncaster and Werribee Plaza shoppers are all considerably more likely than the average Victorian to agree that they ‘enjoy clothes shopping’. Eastland Shopping Centre customers’ enjoyment of clothes shopping, on the other hand, is well below average.

**Geoffrey Smith, General Manager – Consumer Products, Roy Morgan Research, says:**

*“Which shopping centre a person chooses to frequent is undoubtedly influenced by how close they live to it. Almost nine out of 10 Northland customers live in Melbourne’s north, for example, and 93% of Werribee Plaza shoppers live the western suburbs.*

*“However, shopping attitudes can also influence where someone chooses to shop. Customers at Melbourne’s two most popular shopping centres, Chadstone and Westfield Doncaster, tend to be more diverse than just residents of the immediate local area: for example, Chadstone’s fashionista focus (and high-profile ‘celebrity’ events such as Kim Kardashian’s recent appearance) attracts people for whom shopping is all about labels, clothing and fun — regardless of where they live.*

*“Furthermore, last-minute Christmas shoppers from across Melbourne will flock to shopping centres such as Chadstone and Highpoint to take advantage of their 24-hour shopping in the lead-up to Christmas Day.*

*“Retailers planning to open in a particular shopping centre, or wishing to improve the performance of their current shopping centre premises, stand a greater chance of success with a thorough understanding of who exactly is most likely to be shopping there: their attitudes, habits and needs.”*

**For comments or more information about Roy Morgan Research’s retail data, please contact:**

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### **Related research findings**

Explore our extensive range of [Shopping Centre Shopper profiles](#), including the [Chadstone Shopping Centre Shoppers Profile](#), the [Westfield – Doncaster Shoppers Profile](#) and the [Northland Shopping Centre Shoppers Profile](#). These in-depth, ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

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### About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

### Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2