

What do Shoppers Say?



March 15th 2011

ROI Team is launching *What do Shoppers Say?* in conjunction with Shopping Centre Magazine to give shoppers a voice about issues of the day.

Each month **ROI Team** will be questioning shoppers in different locations up and down the country. The first topic to be researched was the impact of fuel prices on shopper behaviour. **ROI Team** interviewed more than 400 shoppers in Blackburn, Luton, and Uxbridge.

The results will be announced at the Shopping Centre Conference on 22nd March 2011 and will be published in the March issue of Shopping Centre Magazine.

Shopping centre managers are invited to support the project by letting ROI Team know what they think are the big issues for their shoppers today

All participants in this wave were shoppers in centres managed by The Mall, and **ROI Team** wishes to thank The Mall for their co-operation.

NOTES TO EDITORS:

Please contact **ROI Team** at info@roiteam.co.uk.

