The Great Singapore Sale 2016
Shopper Insights

160,000 Uniques Analysed

Research period
June 2016

7 Locations covered

Orchard Road
Novena Square
Plaza Singapura
Bugis Junction
Suntec City
Marina Square
Raffles City

Location-wise Trends
Higher number of shoppers were seen at Bugis Junction and Orchard Road.

- **18%** Bugis Junction
- **10%** Marina Square
- **12%** Novena Square
- **18%** Orchard Road
- **16%** Plaza Singapura
- **17%** Raffles City
- **9%** Suntec City

Age-wise Trends
Most shoppers were from the age group 26 – 35 years.

- 26-35 years **55%**
- 36 & above **28%**
- 18-25 years **17%**

	36 & above	26 - 35	18 - 25
Bugis Junction	27%	55%	18%
Marina Square	28%	51%	21%
Novena Square	27%	52%	21%
Orchard Road	26%	55%	19%
Plaza Singapura	27%	52%	21%
Raffles City	27%	52%	21%
Suntec City	27%	50%	23%

Higher number of shoppers from the age group **26-35 years** were seen at **Bugis Junction & Orchard Road** while higher number of shoppers from **36 years & above** were seen at **Marina Square & Novena Square**.

Gender-wise Preferences & Day-wise Trends

Higher number of **female** shoppers were seen on **Fridays.**

Higher number of **male** shoppers were seen on **Sundays.**

Higher number of **female** shoppers were seen at **Raffles City & Marina Square.**

Higher number of **male** shoppers were seen at **Plaza Singapura & Bugis Junction.**

Time Trends
Majority of shoppers were seen during 1700 hours to 1900 hours across locations.

Audience Trends

Order of Preference →

Affluent	Orchard Road • Novena Square • Raffles City • Bugis Junction • Suntec City • Marina Square • Plaza Singapura
Homemakers	Bugis Junction • Suntec City • Orchard Road • Raffles City • Novena Square • Marina Square • Plaza Singapura
Professionals	Plaza Singapura • Marina Square • Raffles City • Bugis Junction • Orchard Road • Novena Square • Suntec City
Students	Marina Square • Novena Square • Orchard Road • Plaza Singapura • Raffles City • Bugis Junction • Suntec City
Travellers	Suntec City • Raffles City • Novena Square • Orchard Road • Plaza Singapura • Marina Square • Bugis Junction

About Near:

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers Allspark, its flagship product enabling customers to visualize, engage and analyze audience data including their location and behaviour for data-driven decisions.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands including P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike & Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JP Morgan Private Equity Group, Telstra Ventures & Global Brain Japan.

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