

Which Mall in Dubai provides the Best Shopper Experience?

ACTIVITY MALL IN DUBAI:

Average number of visits to malls per month

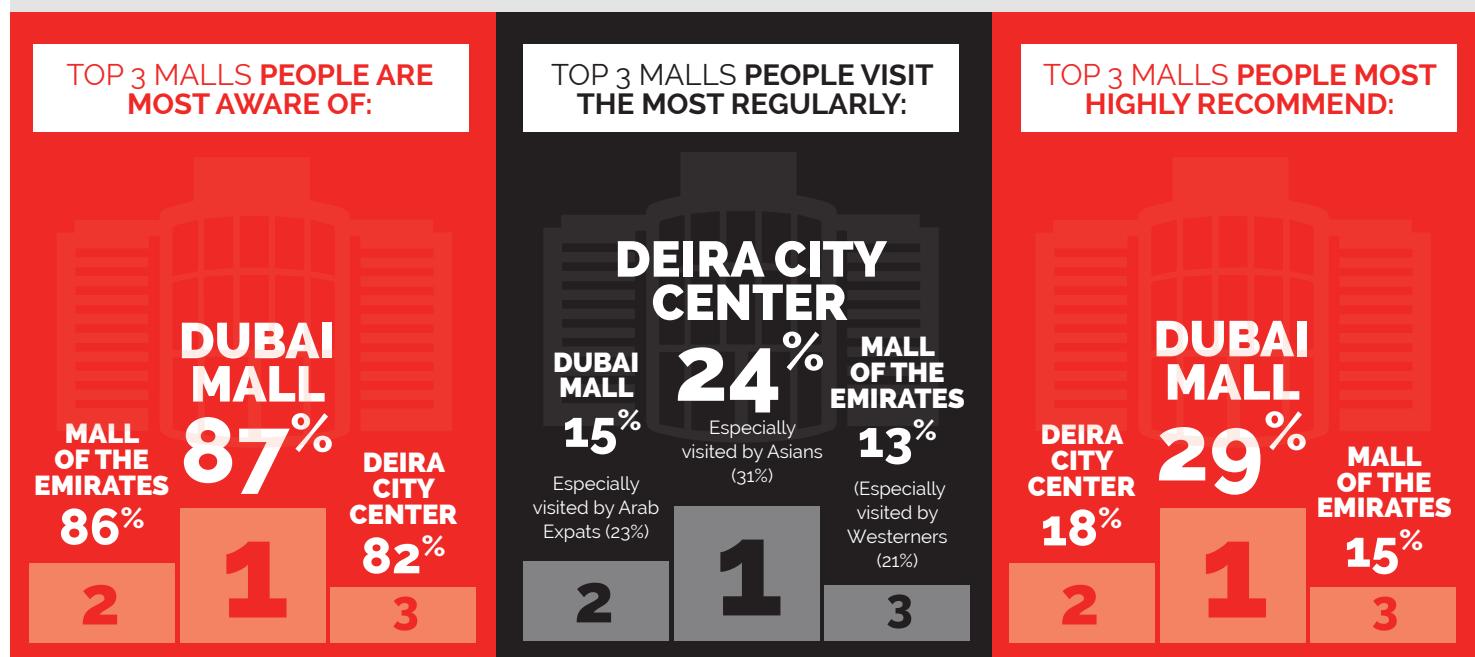
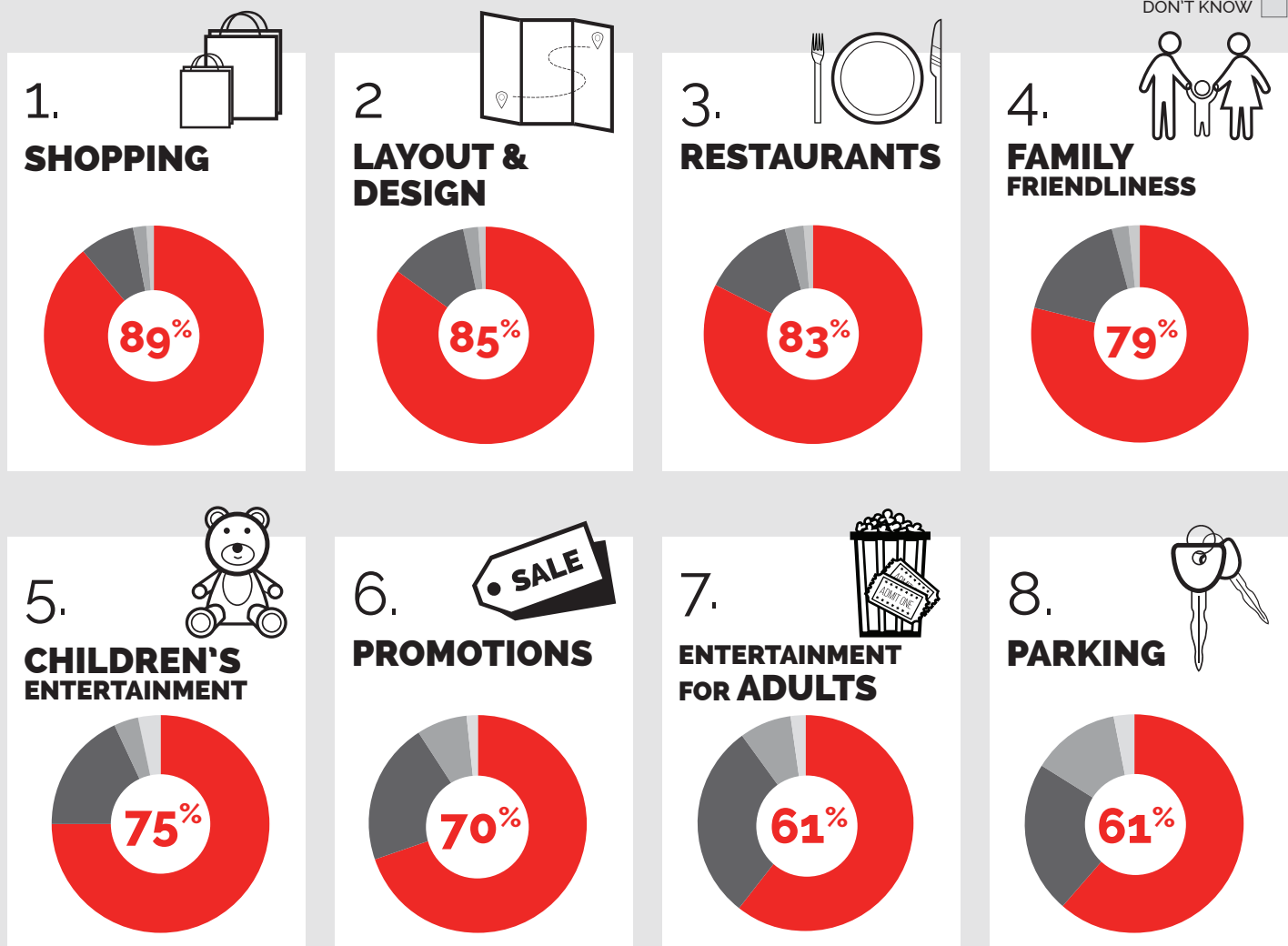
8

Average visits per month by

NATIONALITY	GENDER
Westerners: 8	Male: 8
Asian Expats: 7	Female: 7
Arab Expats: 9	
Emiratis: 9	

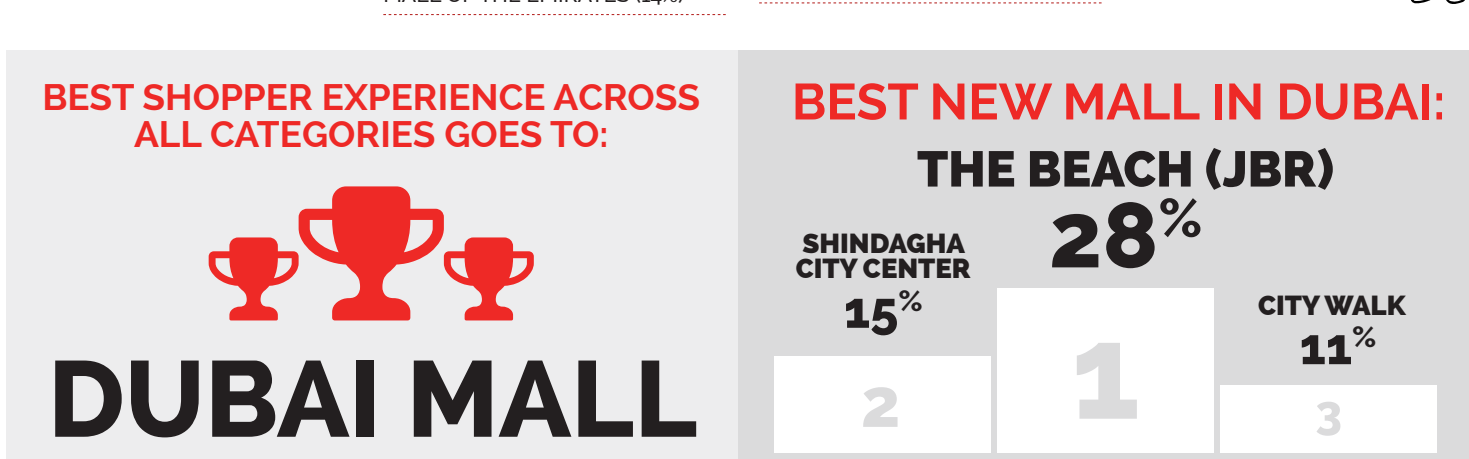
MALLS IN DUBAI ARE RATED MOST HIGHLY FOR:

EXCELLENT OR GOOD ■
 NEUTRAL ■
 POOR OR VERY POOR ■
 DON'T KNOW ■



TOP 3 MALLS BY CATEGORY: (RATED THE BEST)

<p>SHOPPING: DUBAI MALL (25%) DEIRA CITY CENTER (22%) MALL OF THE EMIRATES (14%)</p>	<p>ENTERTAINMENT FOR CHILDREN: DUBAI MALL (36%) MALL OF THE EMIRATES (15%) DEIRA CITY CENTER (13%)</p>	<p>FAMILY-FRIENDLINESS: DUBAI MALL (24%) DEIRA CITY CENTER (17%) MALL OF THE EMIRATES (15%)</p>
<p>RESTAURANTS: DUBAI MALL (31%) MALL OF THE EMIRATES (17%) DEIRA CITY CENTER (14%)</p>	<p>PROMOTIONS: DEIRA CITY CENTER (24%) DUBAI MALL (18%) MALL OF THE EMIRATES (11%)</p>	<p>LAYOUT/DESIGN: DUBAI MALL (32%) MALL OF THE EMIRATES (14%) MIRDIF CITY CENTER AND DEIRA CITY CENTER (11%)</p>
<p>ENTERTAINMENT FOR ADULTS: DUBAI MALL (31%) MALL OF THE EMIRATES (16%) DEIRA CITY CENTER (13%)</p>	<p>PARKING: DUBAI MALL (23%) MIRDIF CITY CENTER (14%) MALL OF THE EMIRATES (14%)</p>	<p>SUPERMARKET: DEIRA CITY CENTER (32%) MALL OF THE EMIRATES (18%) MIRDIF CITY CENTER (15%)</p>



Source: Data collected by YouGov Omnibus amongst 538 online respondents in Dubai from 1 - 8 February 2016. Data is broadly representative of the online adult population in Dubai.