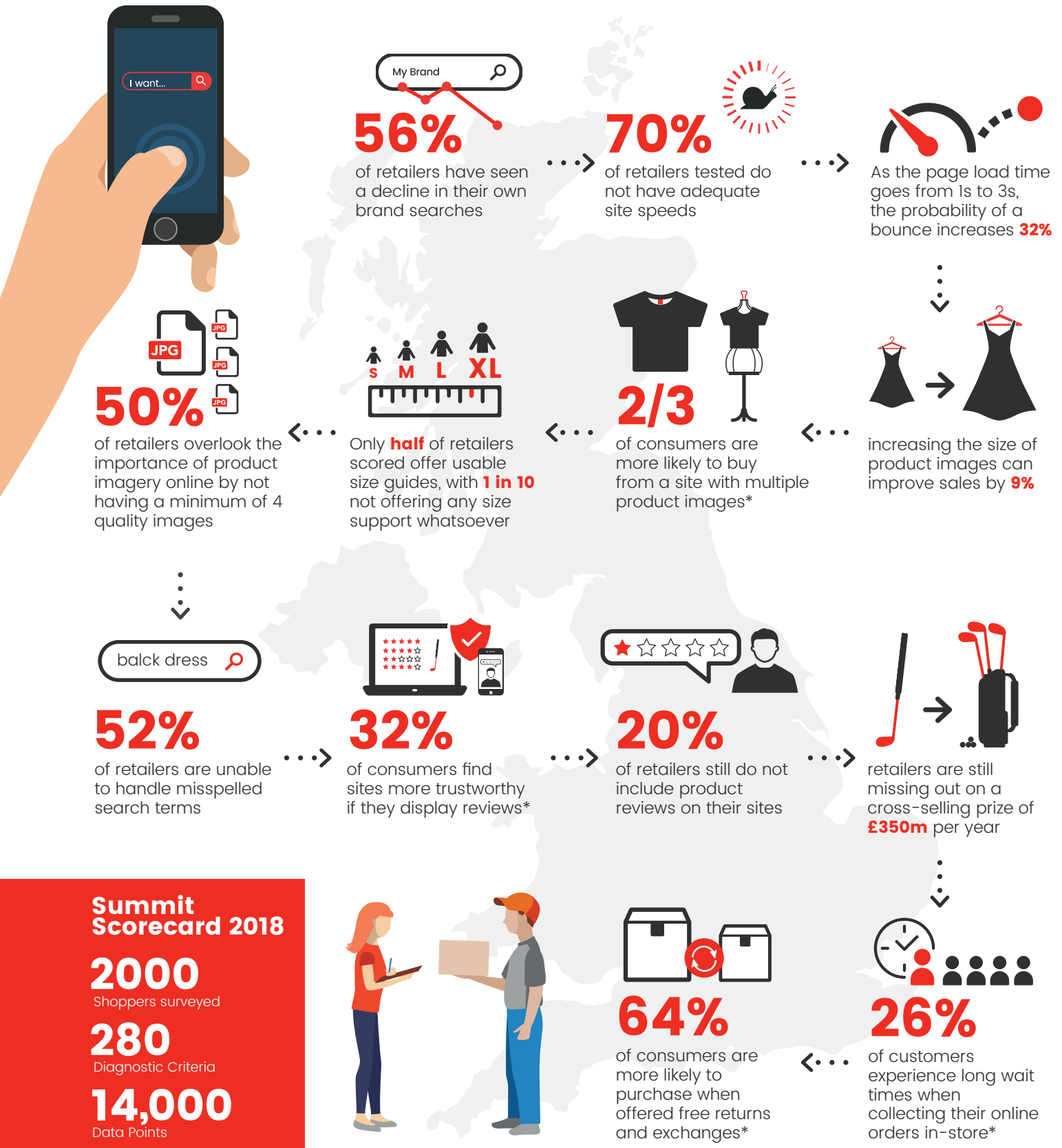


# The State of UK Retail Online 2018

We've developed the Summit Scorecard to provide a customer view of what the top 50 UK retailers (by sales) are really like to shop with online. We mystery shopped all 50 retailers, scoring them against 280 criteria points, and interviewed 2,000 shoppers to gather their opinions. Our findings below highlight opportunities that exist for retailers to grow their business.



## Summit Scorecard 2018

**2000**

Shoppers surveyed

**280**

Diagnostic Criteria

**14,000**

Data Points

To download the full report go to [www.summit.co.uk/scorecard](http://www.summit.co.uk/scorecard)

If you'd like to find out more or receive a bespoke report for your team call us on **+44(0)203 910 7000** or email [scorecard@summitmedia.com](mailto:scorecard@summitmedia.com)

\*Figures sourced from original consumer research of 2,000 UK consumers who shop online, conducted by OnePoll on behalf of Summit, between 27 December 2017 and 2 January 2018

**Summit**  
Changemakers in retail

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