

## YouGov Survey Results

Sample Size: 1973  
Fieldwork: 6th - 8th April 2010

	Gender		Age			Social Grade		Region					
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>All GB Adults</b> Unweighted Sample	<b>1973</b>	941	1026	524	641	634	1070	892	252	651	415	473	170
	1972	995	971	599	636	563	1285	676	275	730	362	416	177
	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine there is a sale at your favourite clothes shop. How do you approach a shopping trip there?

I will only consider purchasing something I really like, regardless of price	<b>45</b>	43	48	47	42	48	47	44	53	44	45	43	47
I will consider purchasing something I would not usually buy, if the price is attractive enough	<b>39</b>	39	39	43	40	33	37	41	36	40	34	42	41
I will purchase anything in the shop, regardless of whether I like it or not, if the price is attractive enough	<b>3</b>	3	2	3	3	2	2	3	0	2	3	3	4
None of the above	<b>12</b>	15	9	6	14	15	13	10	10	12	14	12	9
Don't know	<b>1</b>	1	1	1	2	1	1	2	1	1	3	1	0

At the same sale clothes are separated into different price points, there is a rack for £10 items and a separate rack for £20 items. At the till, the shopkeeper asks whether your item came from the £10 rack. You know that it came from the £20 rack. How do you respond?

You answer that it came from the £20 rack	<b>65</b>	67	64	53	61	79	68	62	61	67	64	64	69
You plead ignorance, hope she assumes the £10 rack but if she believes otherwise you won't argue	<b>23</b>	21	25	33	24	15	22	25	28	20	23	27	20
You agree, claiming that it did come from the £10 rack	<b>7</b>	7	7	9	9	3	7	8	6	8	8	6	7
Don't know	<b>5</b>	5	4	6	6	3	3	7	5	5	6	4	3

All GB Adults  
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%

On the same trip, you notice the item of clothing you had come to the sale specifically to buy is completely out of stock. You spy the last item hanging on changing room rack because another customer is waiting to try it on. Do you:?

Snatch it while the customer and sales assistant are not looking	3	3	4	3	5	1	4	2	6	2	3	3	4
Wait until they have tried it on and hope they don't want to buy it	61	51	70	60	57	65	61	61	58	61	63	62	58
Explain your position to the other customer and hope they are sympathetic	4	6	2	4	4	3	5	3	4	4	5	4	2
Leave the shop without your prized item	20	26	15	21	23	18	22	18	18	20	17	22	26
Offer the customer more money that the item is on sale for	0	0	0	0	0	0	0	0	0	0	0	0	0
None of the above	9	11	7	6	9	12	6	12	6	11	9	7	9
Don't know	3	4	2	5	3	1	2	5	7	2	3	2	2