

YouGov / [www.everydaysale.co.uk](http://www.everydaysale.co.uk)

## Survey Results

Sample Size: 2016

Fieldwork: 19th - 22nd February 2010

|                 | Total | Gender |        | Age      |          |          |          |     | Social Grade |      | Region |          |      |        |       |       |          |
|-----------------|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|
|                 | Base  | Male   | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |
| Unweighted Base | 2016  | 884    | 1132   | 155      | 334      | 394      | 332      | 801 | 1211         | 805  | 487    | 303      | 164  | 288    | 501   | 101   | 172      |
| All GB Adults   | 2016  | 968    | 1048   | 242      | 338      | 394      | 336      | 706 | 1109         | 907  | 496    | 331      | 194  | 258    | 462   | 101   | 175      |

If your favourite store was launching a sale, would you choose to visit the sale over sex with your current partner?

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Yes, I would                             | 19% | 11% | 26% | 16% | 21% | 23% | 19% | 18% | 18% | 21% | 21% | 19% | 21% | 19% | 17% | 24% | 18% |
| No, I would not                          | 52% | 66% | 38% | 47% | 55% | 56% | 56% | 47% | 54% | 50% | 49% | 52% | 55% | 49% | 54% | 51% | 56% |
| Not applicable - I do not have a partner | 18% | 14% | 22% | 27% | 18% | 12% | 16% | 20% | 17% | 20% | 19% | 17% | 16% | 20% | 19% | 16% | 15% |
| Prefer not to say                        | 11% | 8%  | 13% | 10% | 6%  | 9%  | 9%  | 16% | 12% | 10% | 11% | 12% | 8%  | 12% | 10% | 10% | 12% |

Which, if any, of the following offences would cause you to break up with a partner? (Please tick all that apply, if you do not have a partner, please think about if you did)

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Cancelling a date to go shopping                                     | 4%  | 4%  | 4%  | 8%  | 4%  | 2%  | 3%  | 4%  | 3%  | 5%  | 4%  | 4%  | 3%  | 3%  | 3%  | 8%  | 7%  |
| Poor personal hygiene  | 38% | 33% | 43% | 45% | 38% | 36% | 36% | 39% | 38% | 38% | 36% | 37% | 35% | 41% | 42% | 36% | 36% |
| Finding a secret porn collection                                     | 13% | 3%  | 22% | 14% | 7%  | 10% | 11% | 19% | 14% | 12% | 12% | 13% | 11% | 14% | 14% | 15% | 13% |
| Making me miss a crucial sports match                                | 2%  | 2%  | 1%  | 3%  | 2%  | 1%  | 1%  | 2%  | 1%  | 2%  | 1%  | 0%  | -   | 3%  | 1%  | 6%  | 3%  |
| Maxing out my credit card(s)   | 27% | 22% | 32% | 43% | 29% | 24% | 20% | 27% | 28% | 27% | 27% | 29% | 26% | 26% | 30% | 24% | 24% |
| Finding saucy pictures or texts sent to somebody else                | 55% | 44% | 65% | 70% | 71% | 60% | 52% | 40% | 52% | 57% | 56% | 52% | 50% | 52% | 57% | 59% | 57% |
| Finding their hidden credit card bill(s) concealing a shopping habit | 15% | 13% | 17% | 14% | 16% | 15% | 15% | 15% | 15% | 15% | 15% | 16% | 17% | 9%  | 16% | 16% | 16% |
| Cross dressing in my clothes   | 21% | 8%  | 32% | 18% | 18% | 19% | 21% | 24% | 20% | 22% | 21% | 20% | 19% | 20% | 21% | 21% | 24% |
| None of these  | 22% | 30% | 15% | 11% | 11% | 19% | 27% | 31% | 24% | 20% | 21% | 23% | 27% | 24% | 20% | 18% | 22% |
| Don't know   | 10% | 10% | 9%  | 7%  | 7%  | 8%  | 8%  | 13% | 9%  | 10% | 9%  | 11% | 12% | 7%  | 10% | 16% | 6%  |

All figures, unless otherwise stated, are from YouGov Plc.

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### Survey Results

Sample Size: 2016

Fieldwork: 19th - 22nd February 2010

|                 | Total | Working Status    |                   |                   |         |             |                    | Marital Status             |                   |                  |         |               | Children in household |     |     |    |
|-----------------|-------|-------------------|-------------------|-------------------|---------|-------------|--------------------|----------------------------|-------------------|------------------|---------|---------------|-----------------------|-----|-----|----|
|                 | Base  | Working full time | Working part time | Full time student | Retired | Un-employed | Not working/ Other | Married/ Civil Partnership | Living as married | Separated/D ived | Widowed | Never Married | 0                     | 1   | 2   | 3+ |
| Unweighted Base | 2016  | 1057              | 310               | 73                | 337     | 47          | 192                | 1095                       | 254               | 199              | 45      | 397           | 1351                  | 310 | 222 | 84 |
| All GB Adults   | 2016  | 1098              | 285               | 87                | 300     | 54          | 192                | 1052                       | 254               | 188              | 43      | 454           | 1310                  | 332 | 237 | 84 |

If your favourite store was launching a sale, would you choose to visit the sale over sex with your current partner?

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Yes, I would                             | 19% | 17% | 28% | 16% | 16% | 19% | 28% | 24% | 23% | 6%  | 3%  | 13% | 16% | 22% | 30% | 29% |
| No, I would not                          | 52% | 59% | 42% | 40% | 47% | 42% | 39% | 60% | 65% | 31% | 9%  | 37% | 52% | 53% | 51% | 45% |
| Not applicable - I do not have a partner | 18% | 16% | 14% | 36% | 21% | 39% | 19% | 2%  | 3%  | 57% | 88% | 42% | 20% | 15% | 10% | 18% |
| Prefer not to say                        | 11% | 8%  | 16% | 8%  | 17% | 1%  | 14% | 14% | 9%  | 5%  | -   | 8%  | 12% | 10% | 8%  | 7%  |

Which, if any, of the following offences would cause you to break up with a partner? (Please tick all that apply, if you do not have a partner, please think about if you did)

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Cancelling a date to go shopping                                     | 4%  | 3%  | 4%  | 9%  | 5%  | 7%  | 2%  | 2%  | 2%  | 4%  | 18% | 8%  | 4%  | 3%  | 3%  | 3%  |
| Poor personal hygiene  | 38% | 37% | 39% | 46% | 36% | 55% | 37% | 27% | 34% | 62% | 53% | 54% | 40% | 39% | 31% | 37% |
| Finding a secret porn collection                                     | 13% | 9%  | 20% | 9%  | 20% | 8%  | 17% | 12% | 9%  | 24% | 35% | 11% | 13% | 13% | 13% | 11% |
| Making me miss a crucial sports match                                | 2%  | 1%  | 2%  | 1%  | 1%  | 3%  | 3%  | 1%  | 2%  | 2%  | 2%  | 2%  | 2%  | 1%  | 1%  | -   |
| Maxing out my credit card(s)   | 27% | 27% | 26% | 46% | 26% | 35% | 26% | 15% | 26% | 47% | 49% | 46% | 30% | 27% | 16% | 19% |
| Finding saucy pictures or texts sent to somebody else                | 55% | 56% | 55% | 75% | 37% | 62% | 65% | 45% | 63% | 63% | 58% | 69% | 52% | 57% | 62% | 59% |
| Finding their hidden credit card bill(s) concealing a shopping habit | 15% | 15% | 14% | 21% | 13% | 18% | 15% | 12% | 9%  | 28% | 15% | 20% | 15% | 16% | 14% | 14% |
| Cross dressing in my clothes   | 21% | 18% | 24% | 21% | 26% | 7%  | 25% | 18% | 19% | 34% | 34% | 21% | 21% | 17% | 25% | 26% |
| None of these  | 22% | 21% | 22% | 11% | 33% | 11% | 18% | 31% | 20% | 12% | 15% | 8%  | 24% | 18% | 18% | 19% |
| Don't know   | 10% | 9%  | 10% | 7%  | 13% | 8%  | 9%  | 12% | 5%  | 8%  | 12% | 7%  | 10% | 10% | 7%  | 11% |

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