

KEY TAKEAWAYS:

TK MAXX CUSTOMERS
SHIFTING ONLINE (MAJORITY
STILL SHOP IT IN-STORES).

ASOS GAINING
RESPONDENTS WHO SHOP IT
AND INCREASING
MINDSHARE.

AMAZON UK APPAREL
SHOPPERS SHIFTING FROM
“REGULARLY” TO
“OCCASIONALLY”.

NIKE SHOWED MARKED
IMPROVEMENT OVER THE
PAST YEAR, ESPECIALLY IN
SENTIMENT WARS VS.
ADIDAS.

USAGE OF BOTH DELIVEROO
AND JUST EATS ARE
TRENDING HIGHER (JUST
EATS STILL USED BY MORE
RESPONDENTS).

MORE CONSUMERS WOULD
LIKE TO CUT BACK ON
GROCERY SPEND, BUT THE %
WHO SAID THEY COULD
SPEND MORE HAS
INCREASED.

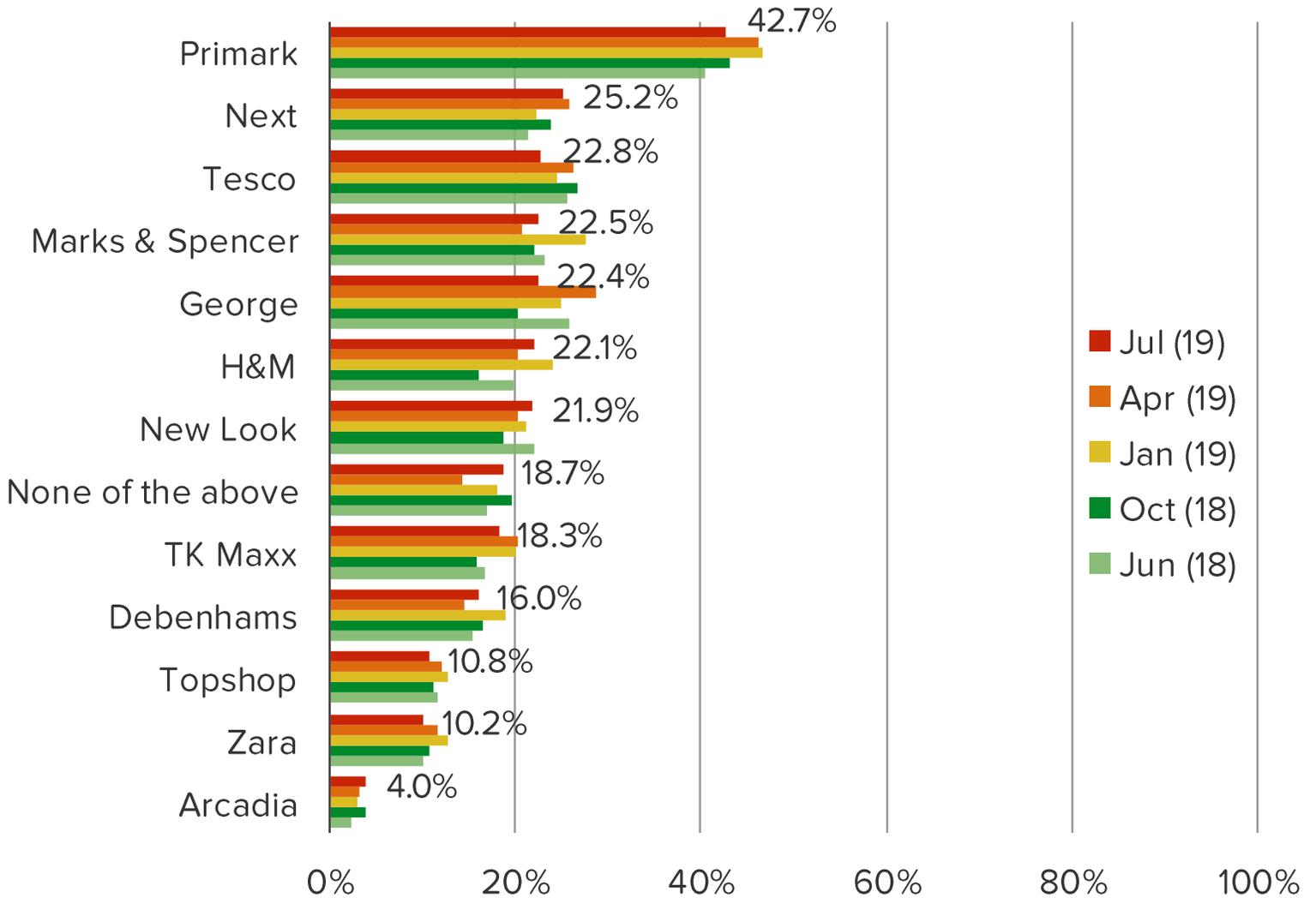
RETAILERS

RETAILERS

UK Retailers

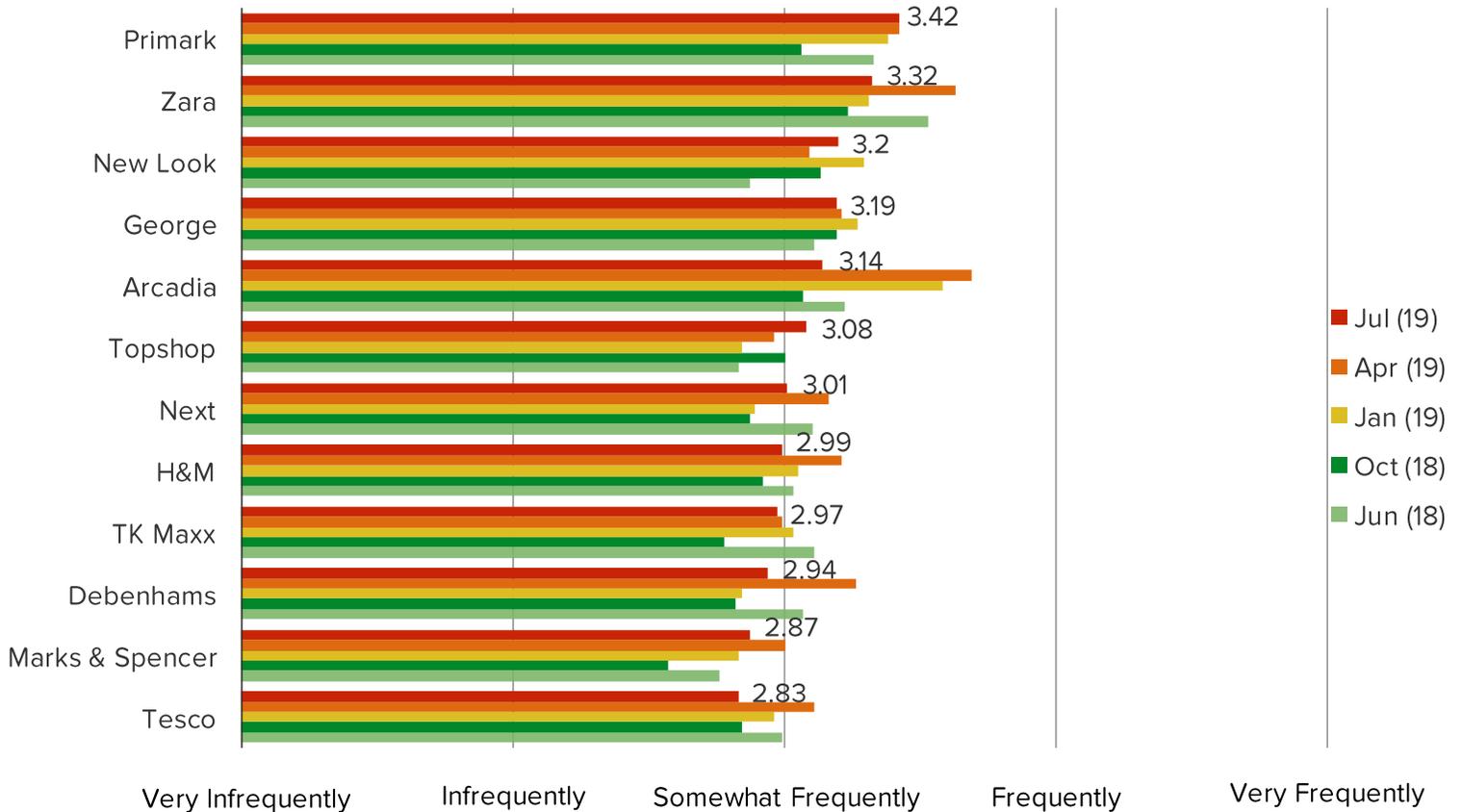
HAVE YOU PURCHASED CLOTHING OR APPAREL ITEMS FROM THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents



HOW OFTEN DO YOU BUY CLOTHING OR APPAREL FROM THIS RETAILER?

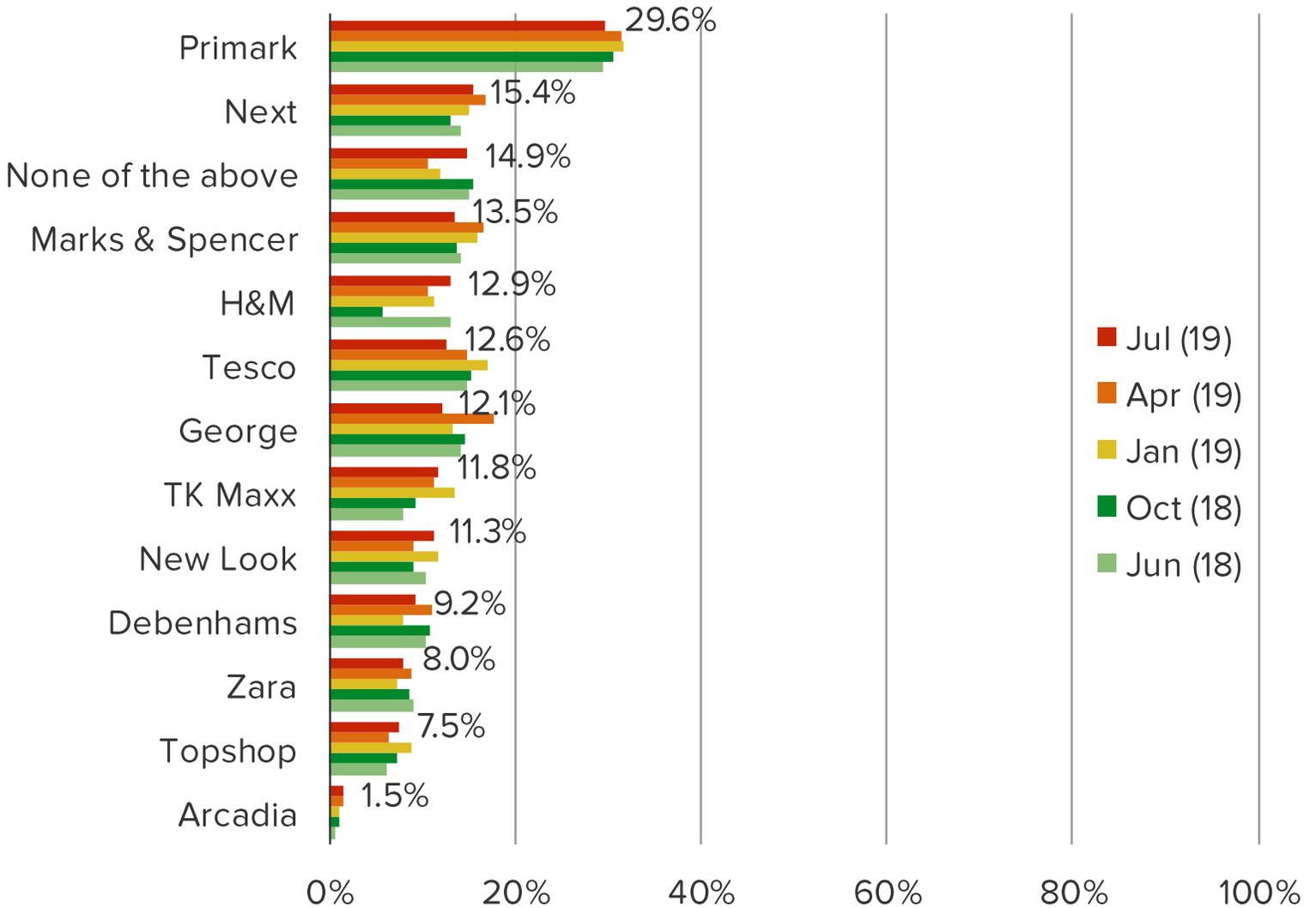
Posed to respondents who purchased anything from the following in the past year.



UK Retailers

OF THE FOLLOWING RETAILER, WHICH TWO WOULD YOU SAY ARE YOUR FAVORITE?

Posed to all respondents



UK Retailers

WHY ARE THEY YOUR FAVORITE? (FILL-IN)

Posed to respondents whose favorite retailer is at least one of the following.

Primark



Tesco



George



Marks & Spencer



Next



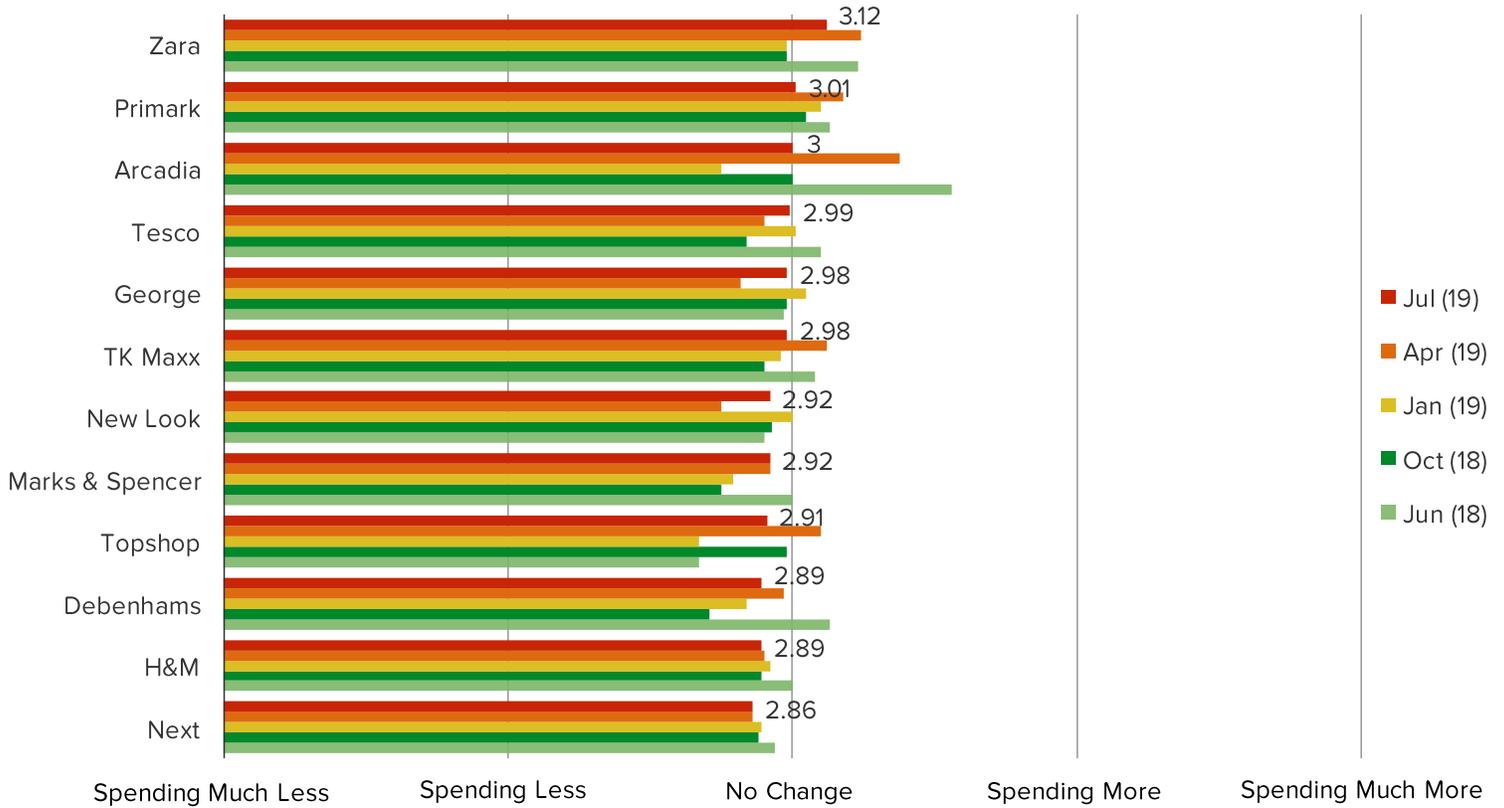
Debenhams



UK Retailers

HAVE YOU CHANGED HOW MUCH YOU ARE SPENDING AT THIS RETAILER OVER THE PAST YEAR?

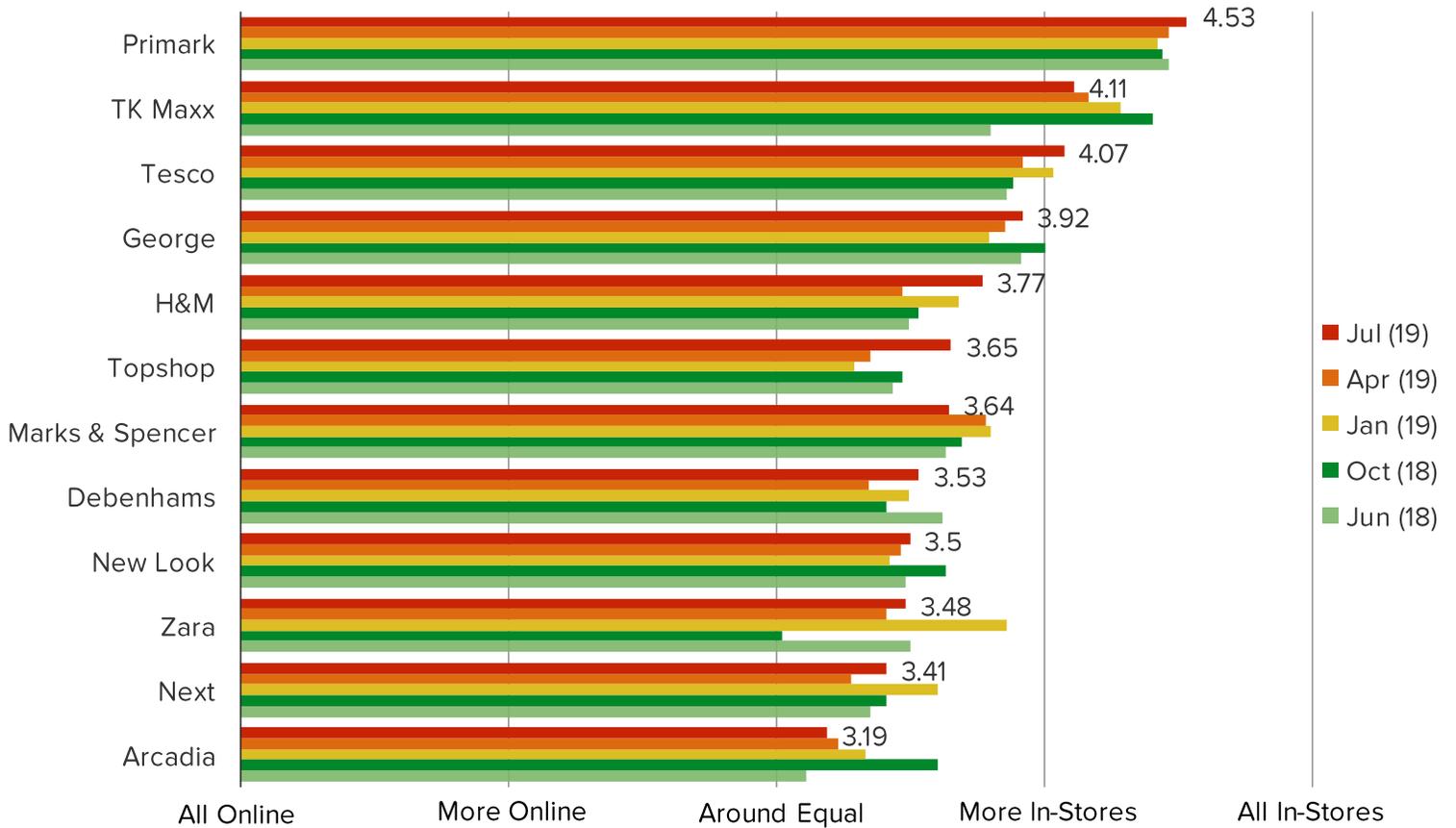
Posed to respondents who purchased anything from the following in the past year.



UK Retailers

WHEN YOU BUY FROM THIS RETAILER, DO YOU TYPICALLY DO SO IN-STORES OR ONLINE?

Posed to respondents who purchased anything from the following in the past year.

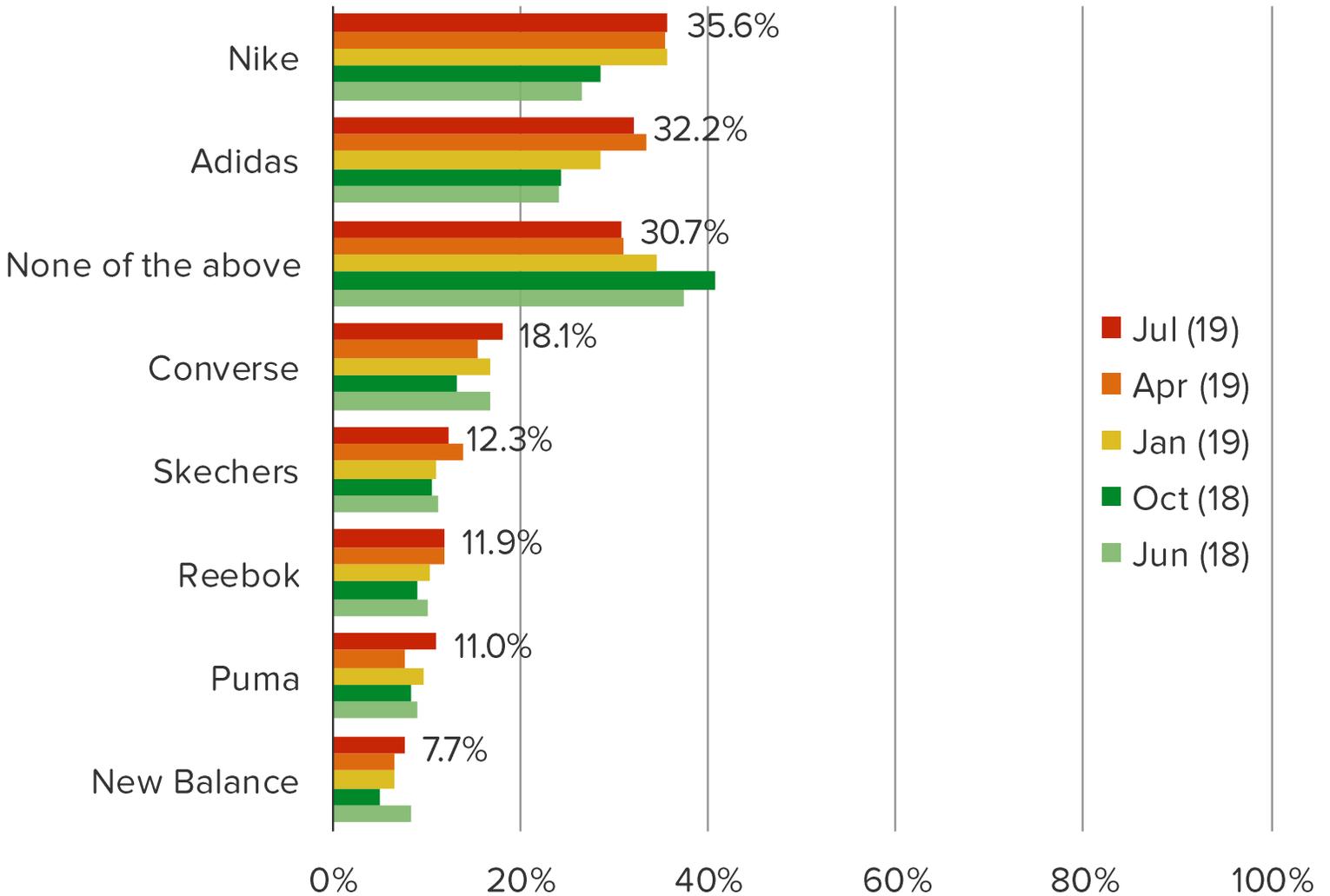


FOOTWEAR BRANDS

Footwear

DO YOU OWN SNEAKERS FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

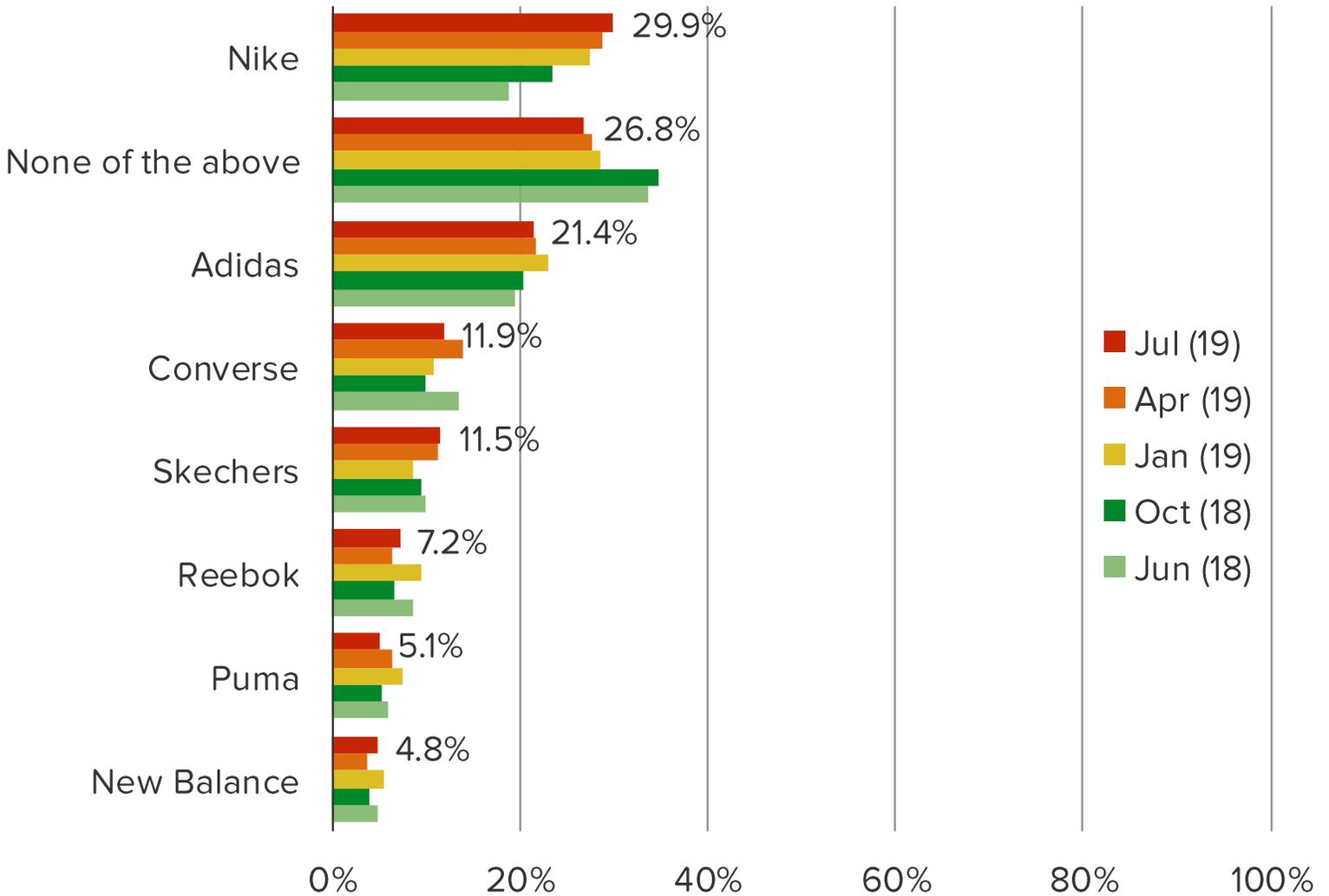
Posed to all respondents.



Footwear

WHICH IS YOUR FAVORITE FOOTWEAR BRAND?

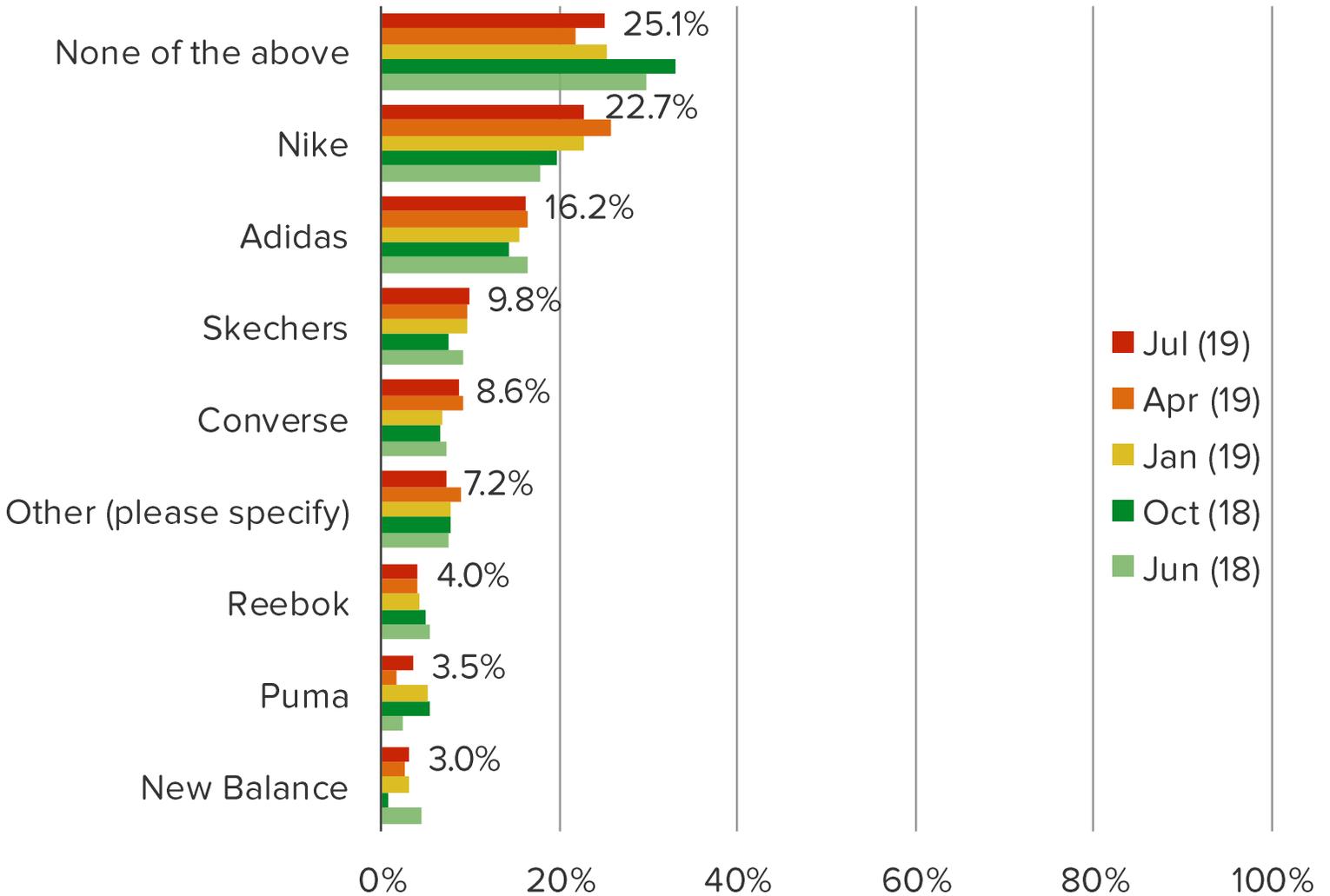
Posed to all respondents.



Footwear

THINKING ABOUT YOUR MOST RECENT SNEAKER PURCHASE, WHICH BRAND DID YOU CHOOSE?

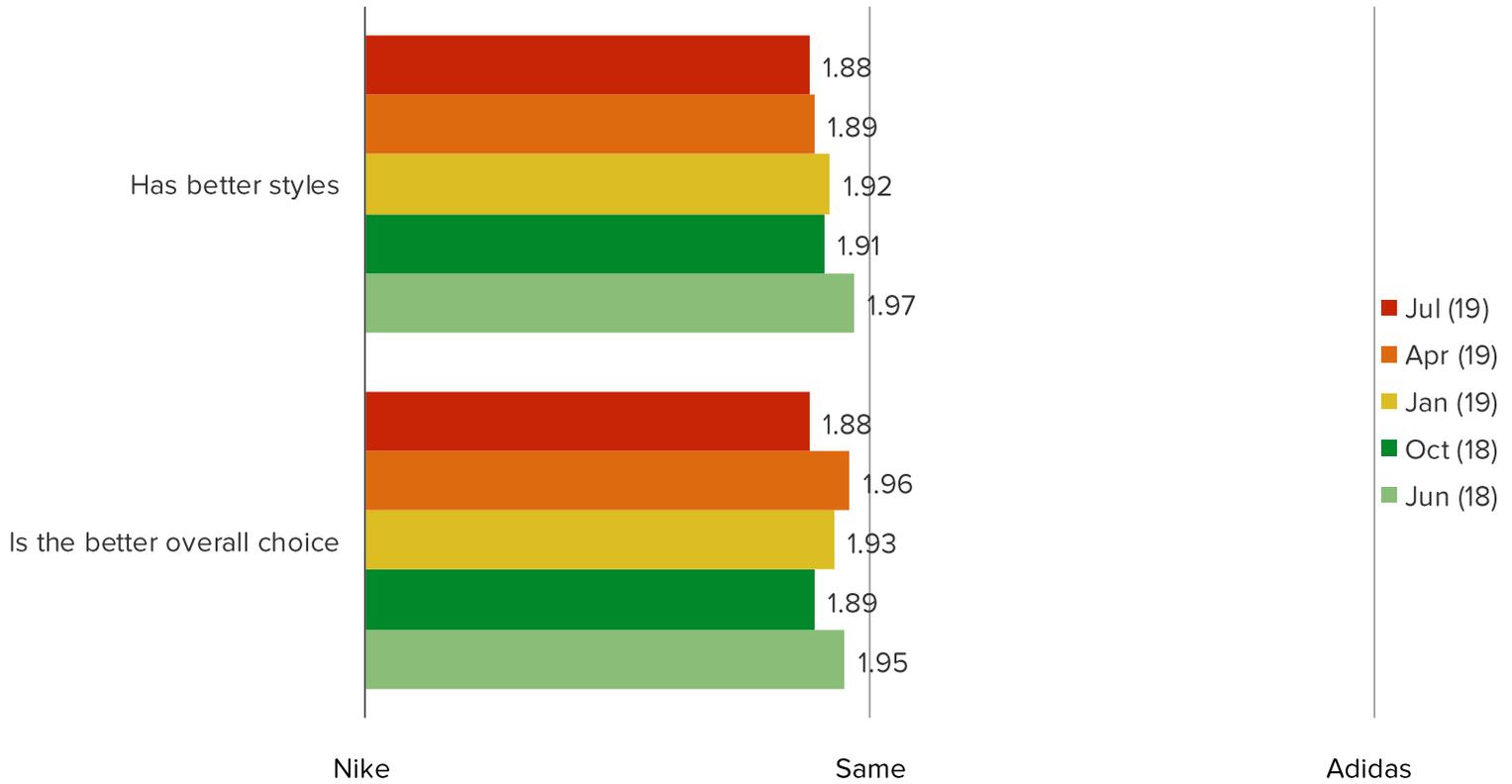
Posed to all respondents.



Footwear

IN YOUR OPINION, WHICH OF THE FOLLOWING:

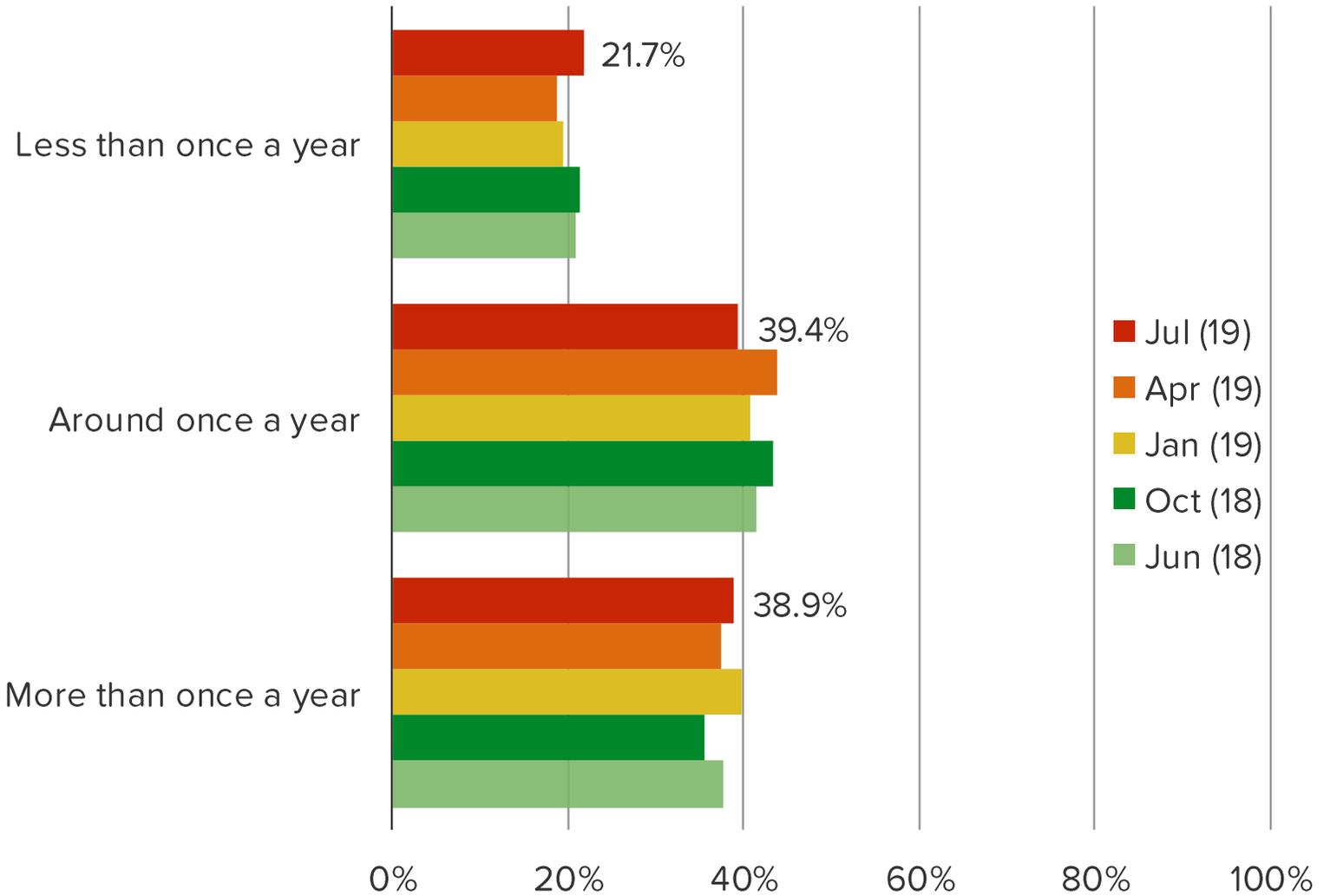
Posed to all respondents.



Footwear

IN GENERAL, HOW OFTEN DO YOU BUY FOOTWEAR?

Posed to all respondents.

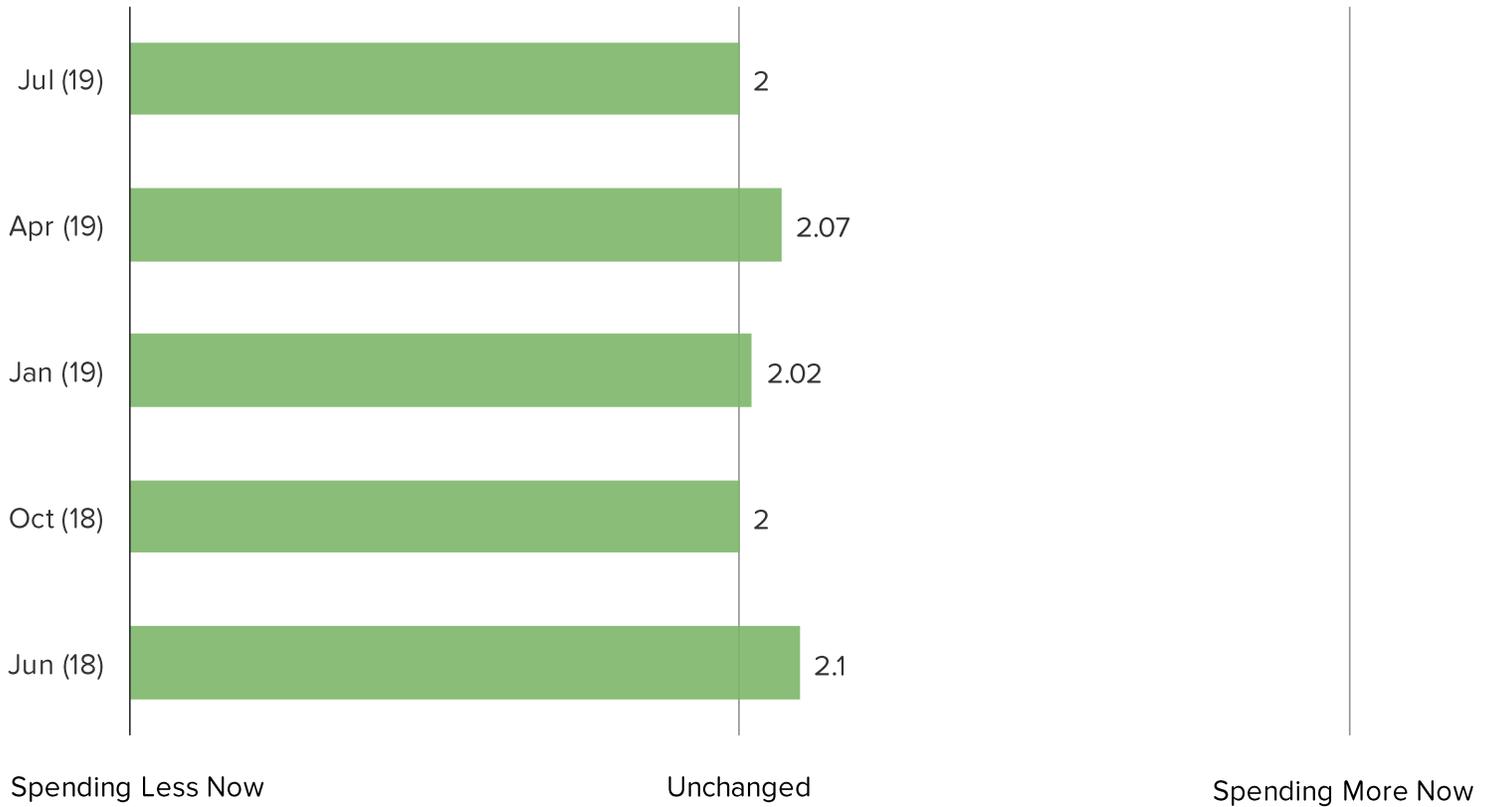


GROCERY STORES AND FOOD DELIVERY

Grocery Stores and Food Delivery

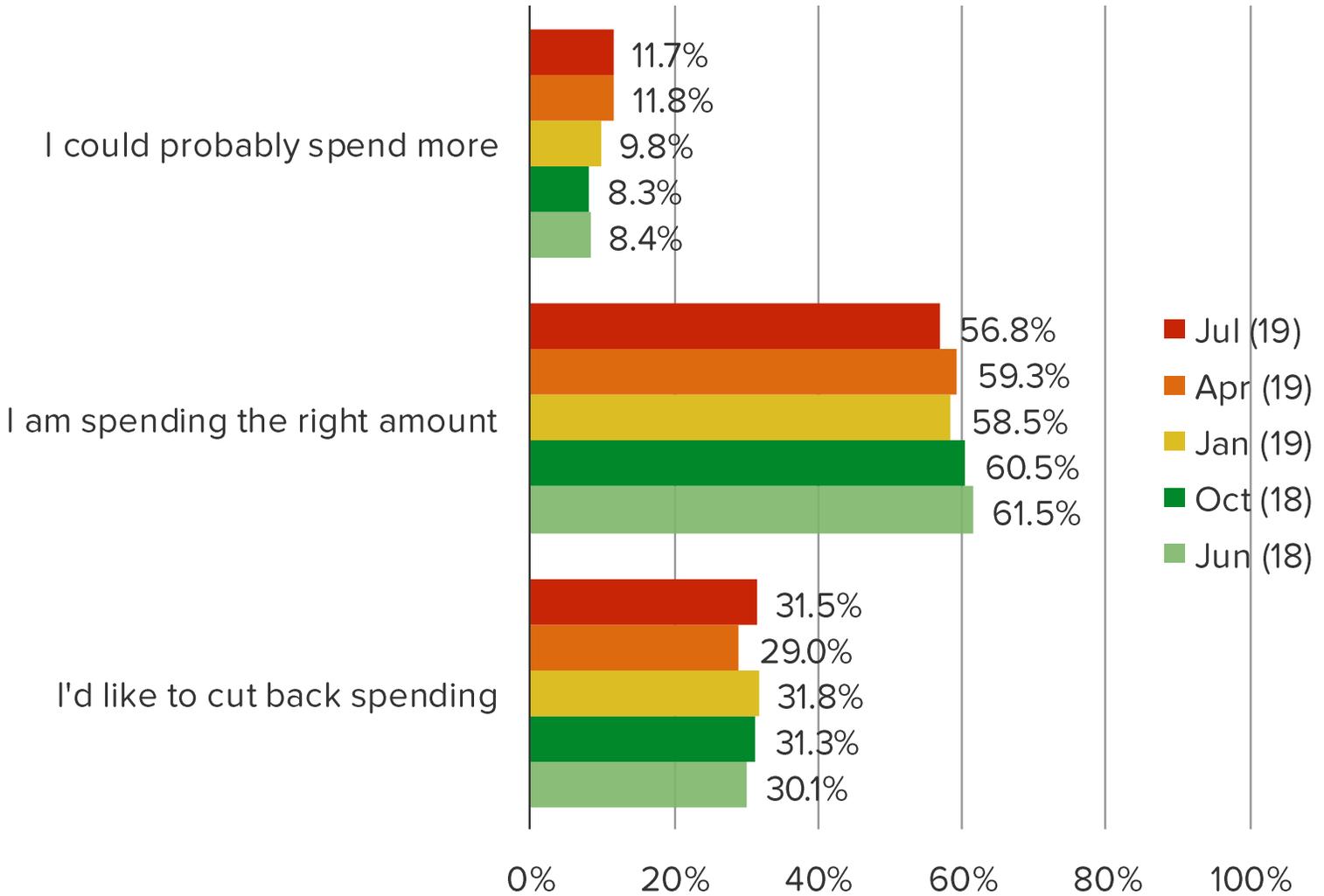
IN GENERAL, WOULD YOU SAY YOUR GROCERY SPENDING HAS CHANGED OVER THE PAST YEAR?

Posed to all respondents.



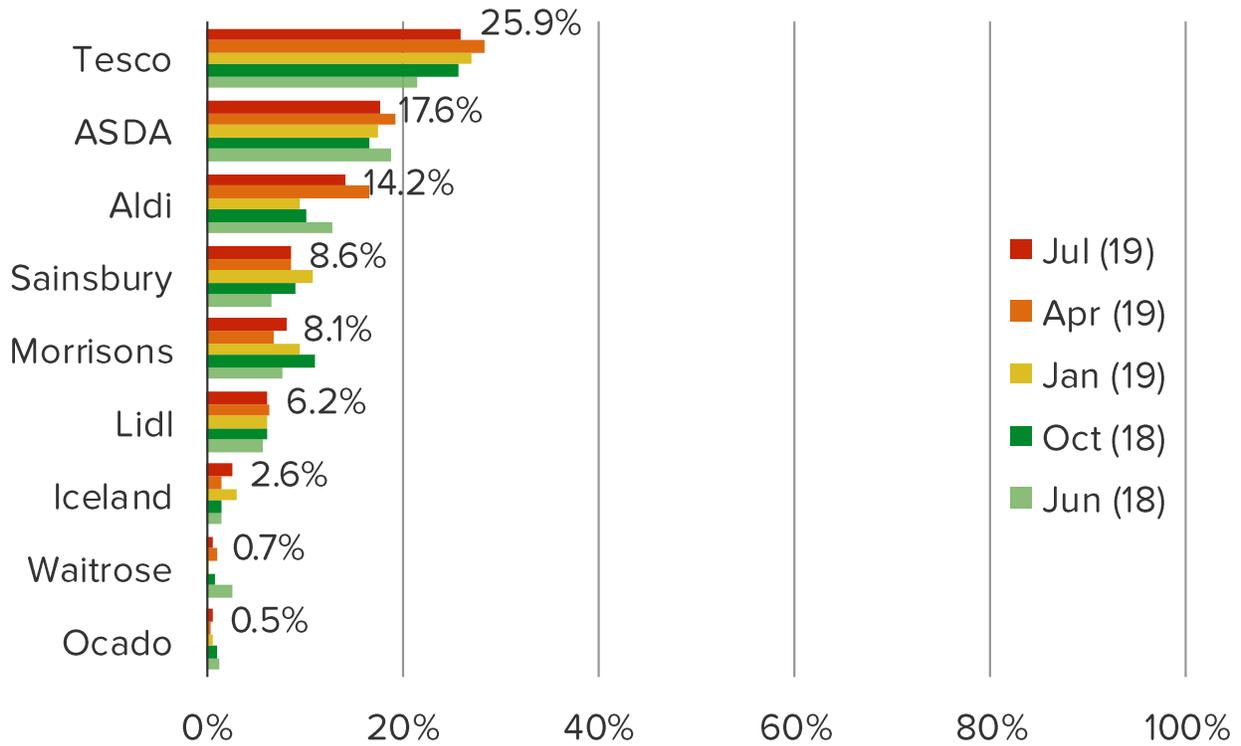
DO YOU THINK YOU CURRENTLY SPEND THE RIGHT AMOUNT ON GROCERIES?

Posed to all respondents.



WHAT IS YOUR MAIN GROCERY STORE AND WHY DO YOU SHOP THERE? (FILL-IN)

Posed to all respondents.

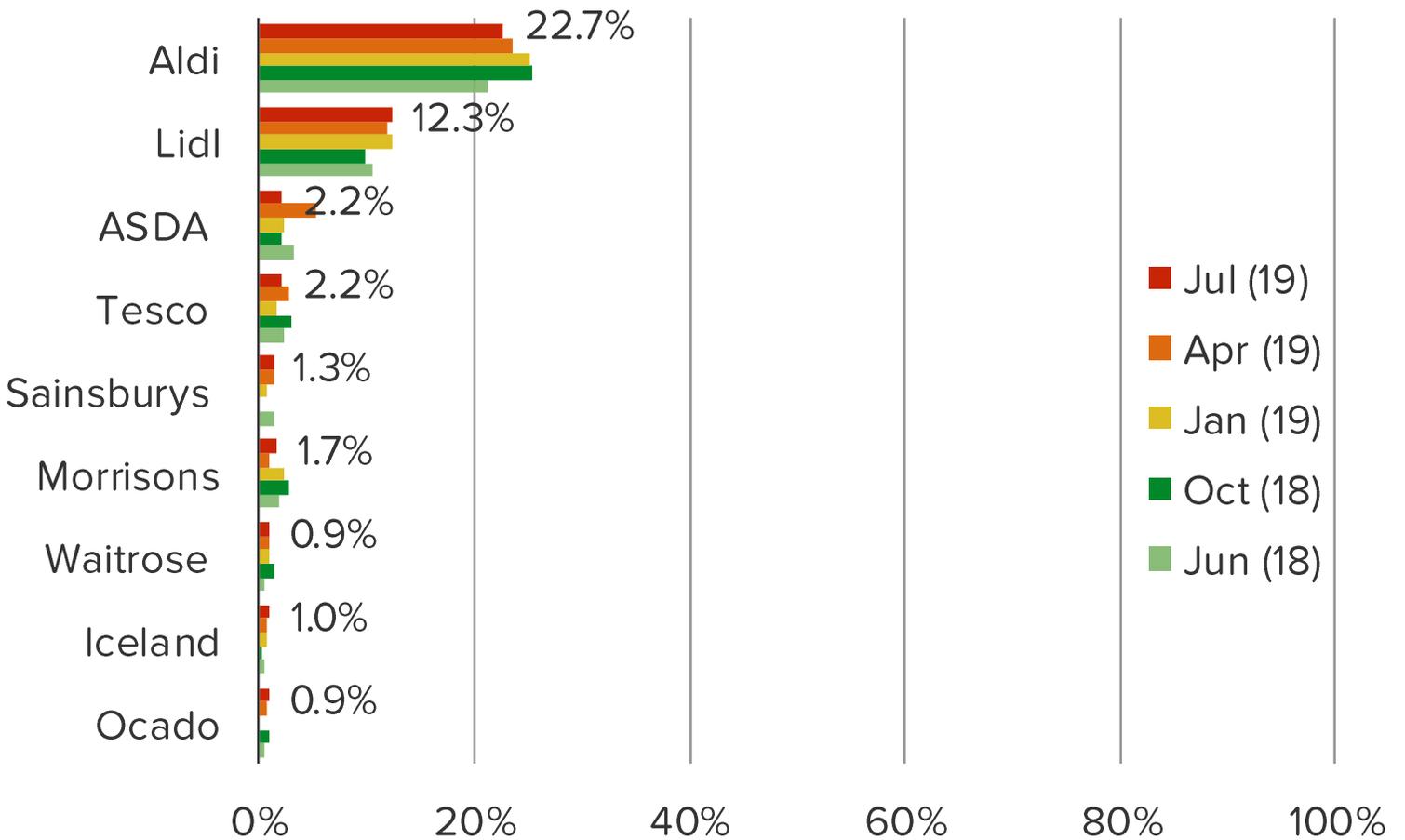


WHY DO YOU SHOP THERE?



ARE THERE ANY GROCERS THAT IN YOUR OPINION ARE GAINING POPULARITY WITH CONSUMERS? (FILL-IN)

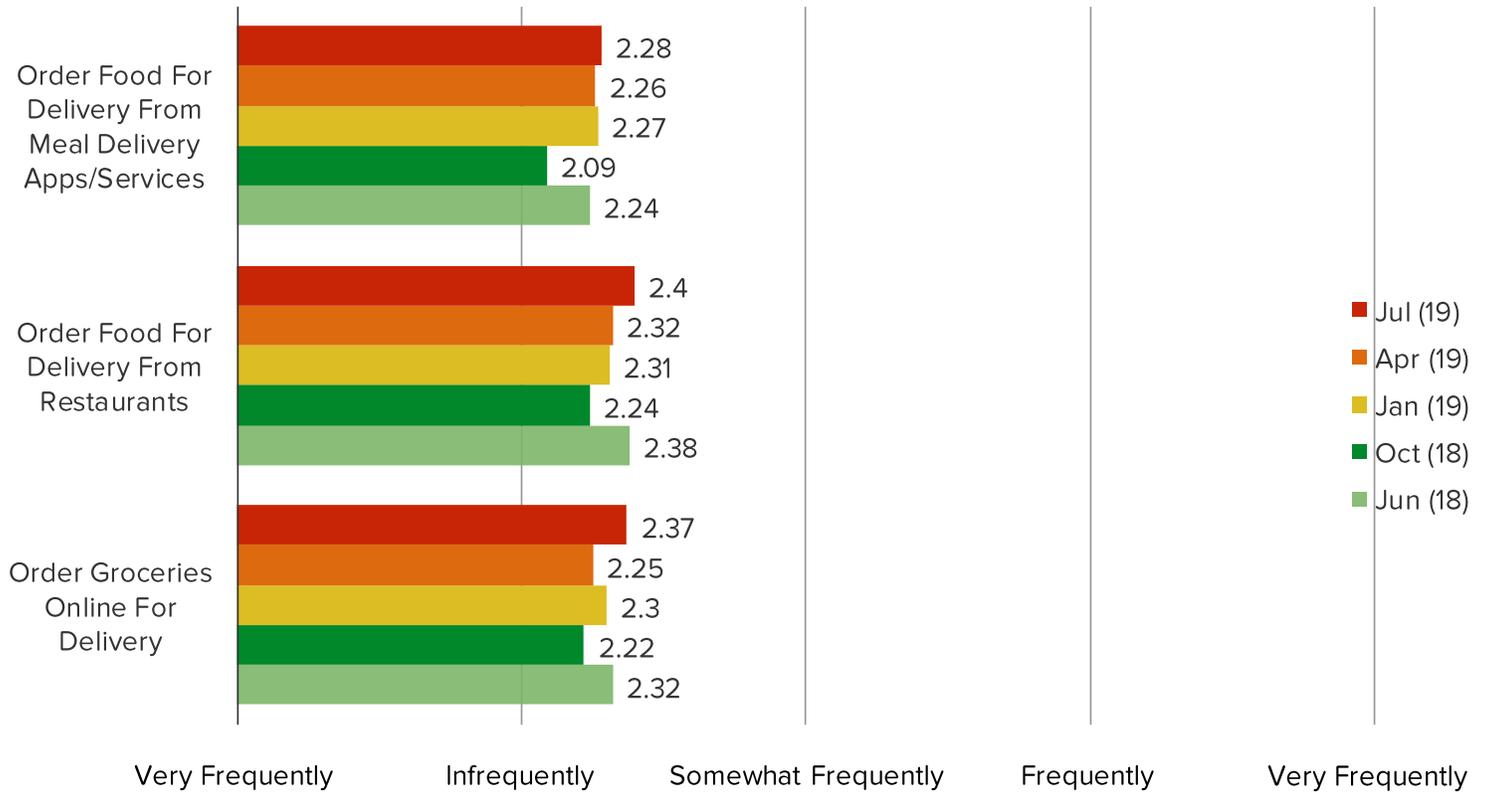
Posed to all respondents.



Grocery Stores and Food Delivery

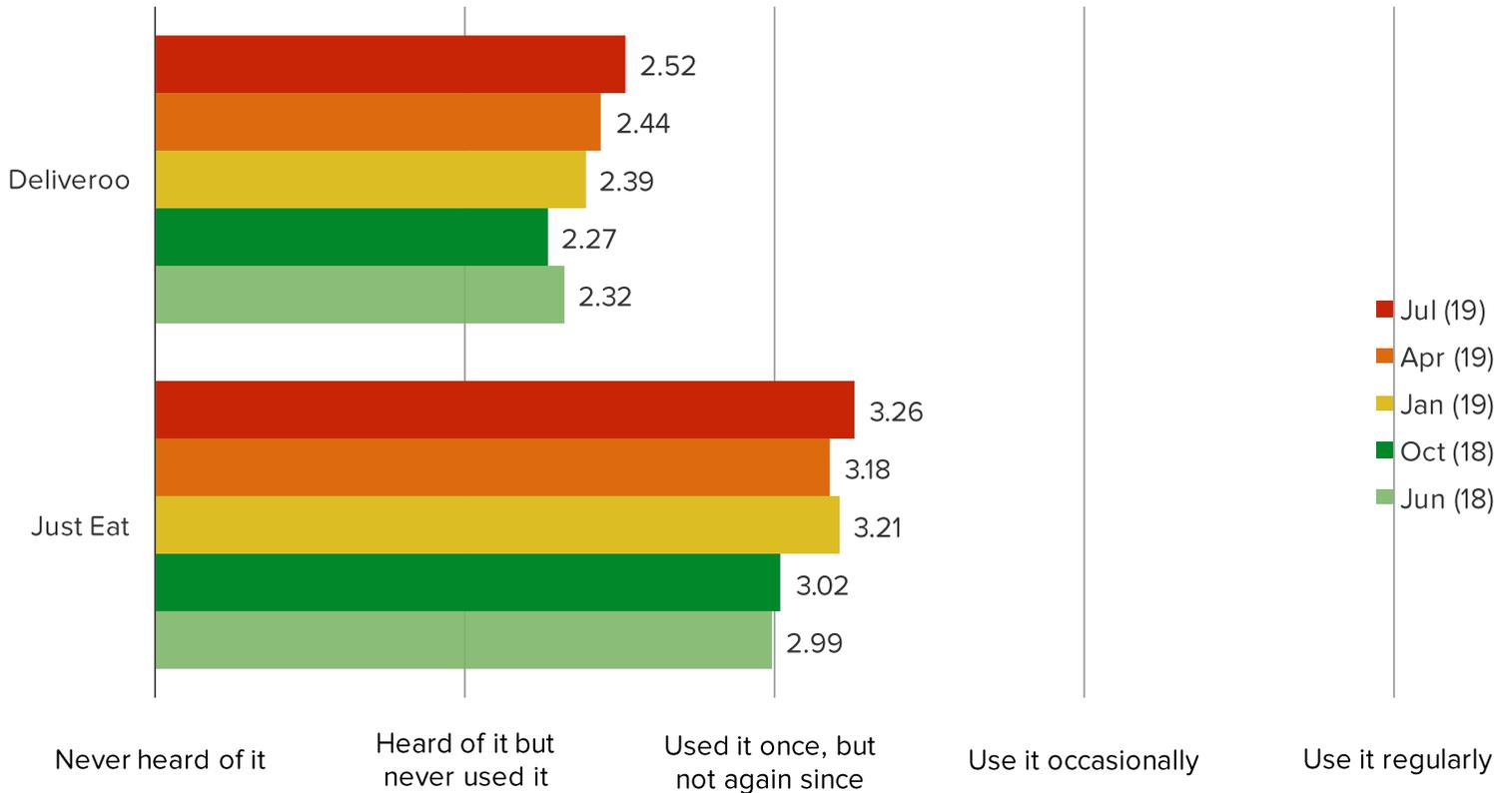
HOW OFTEN DO YOU...

Posed to all respondents.

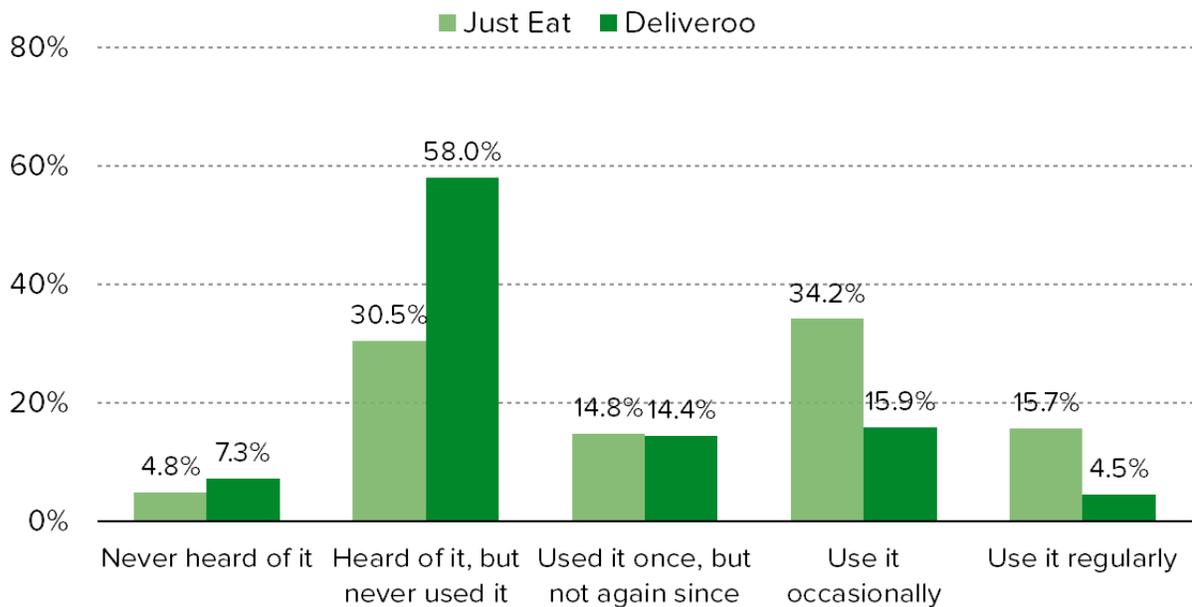


WHAT IS YOUR EXPERIENCE WITH THE FOLLOWING MEAL DELIVERY APPS/SERVICES?

Posed to all respondents.



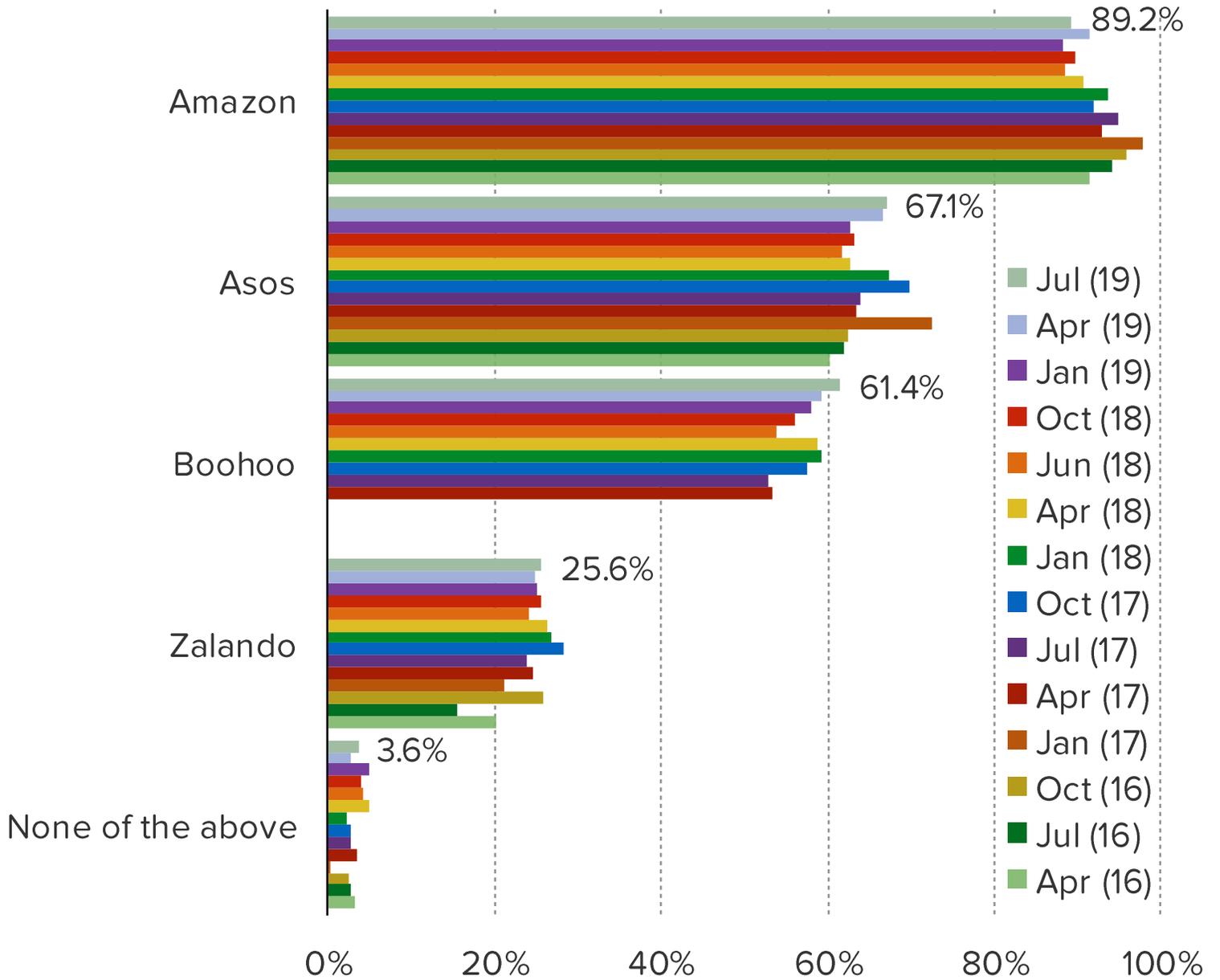
JULY 2019 BREAKDOWN:



UK ONLINE APPAREL TRACKERS

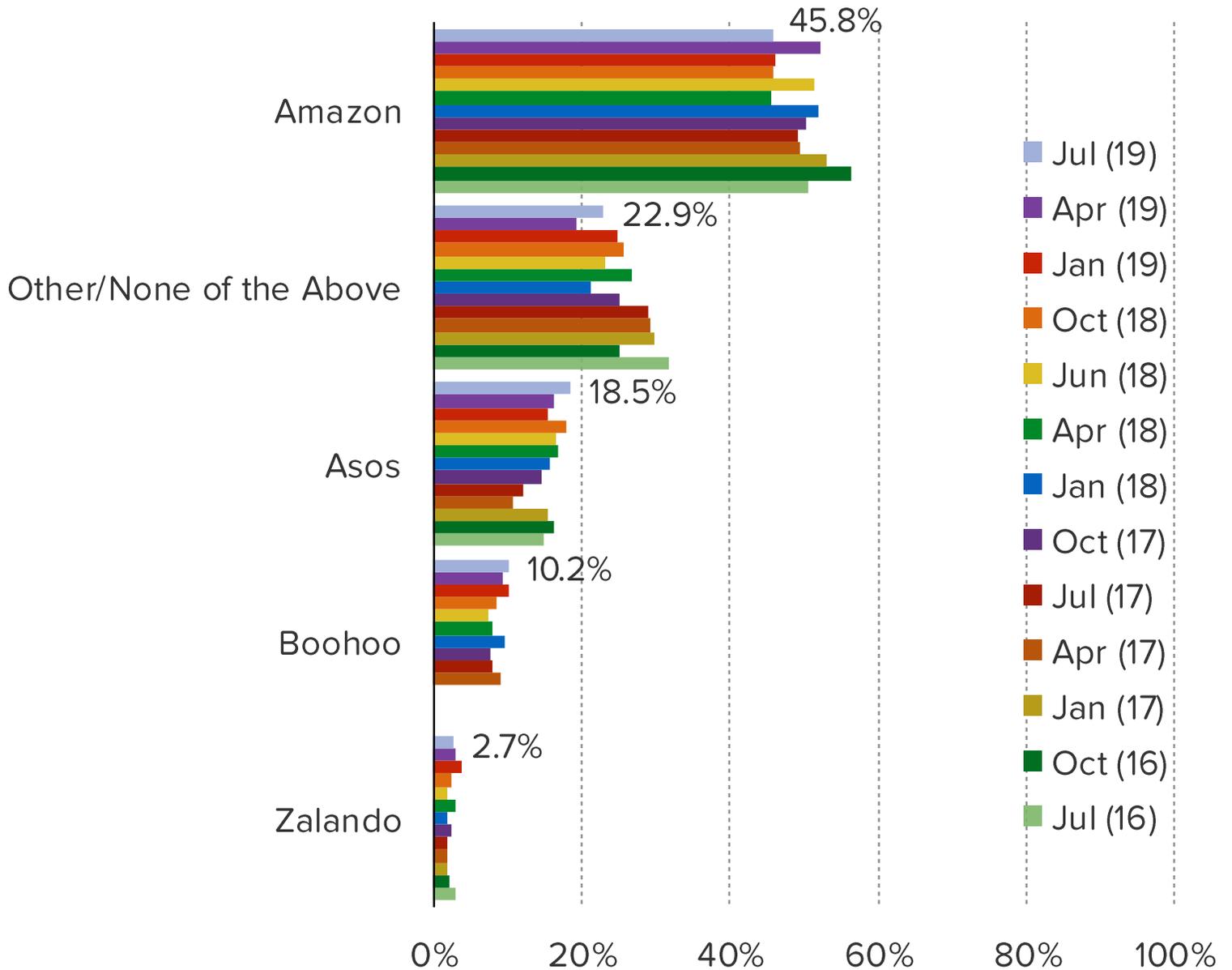
AWARENESS

This question was posed to all respondents.



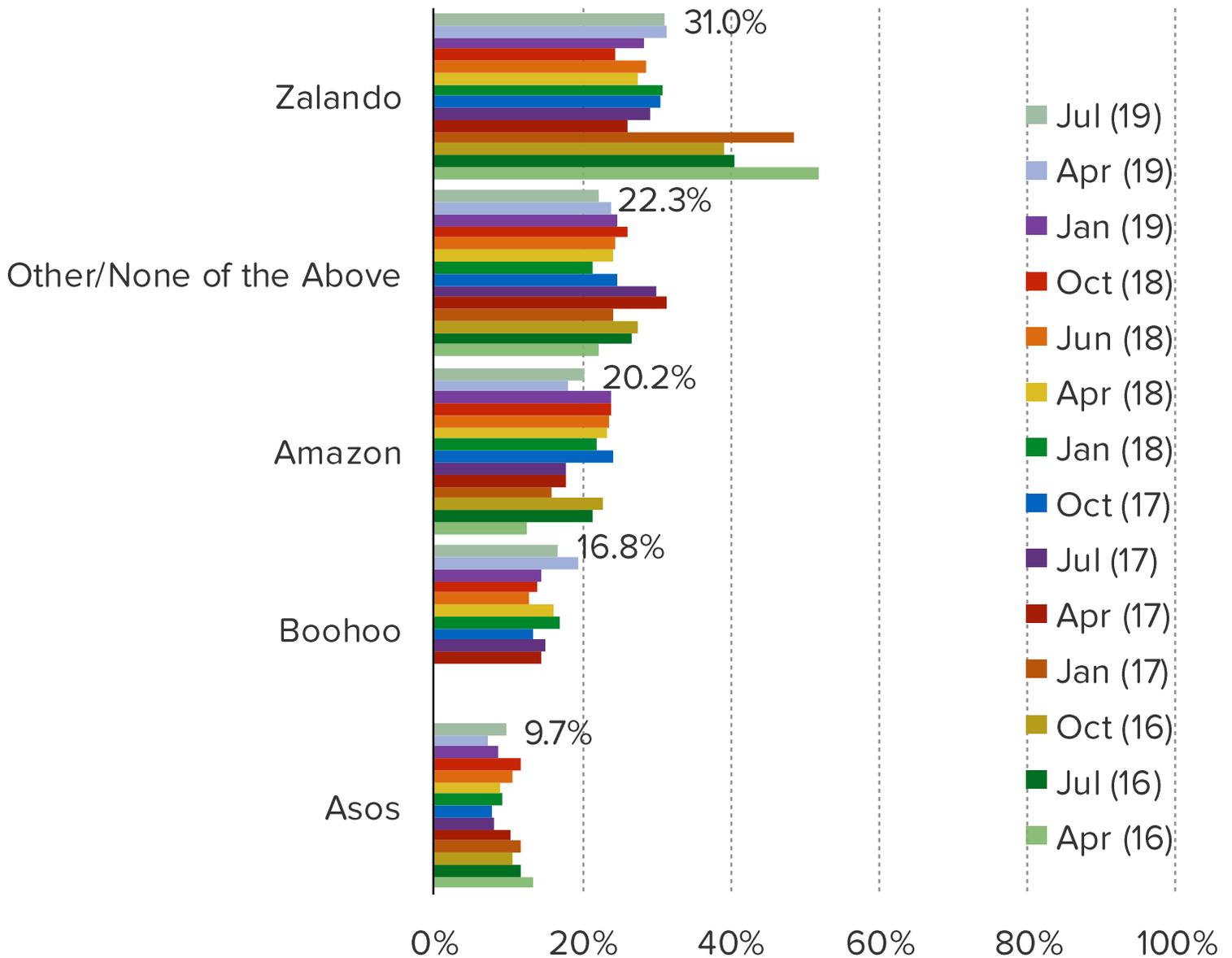
IF YOU WERE SHOPPING ONLINE FOR APPAREL, WHICH OF THE FOLLOWING WOULD YOU BE MOST LIKELY TO PURCHASE FROM?

This question was posed to all respondents.



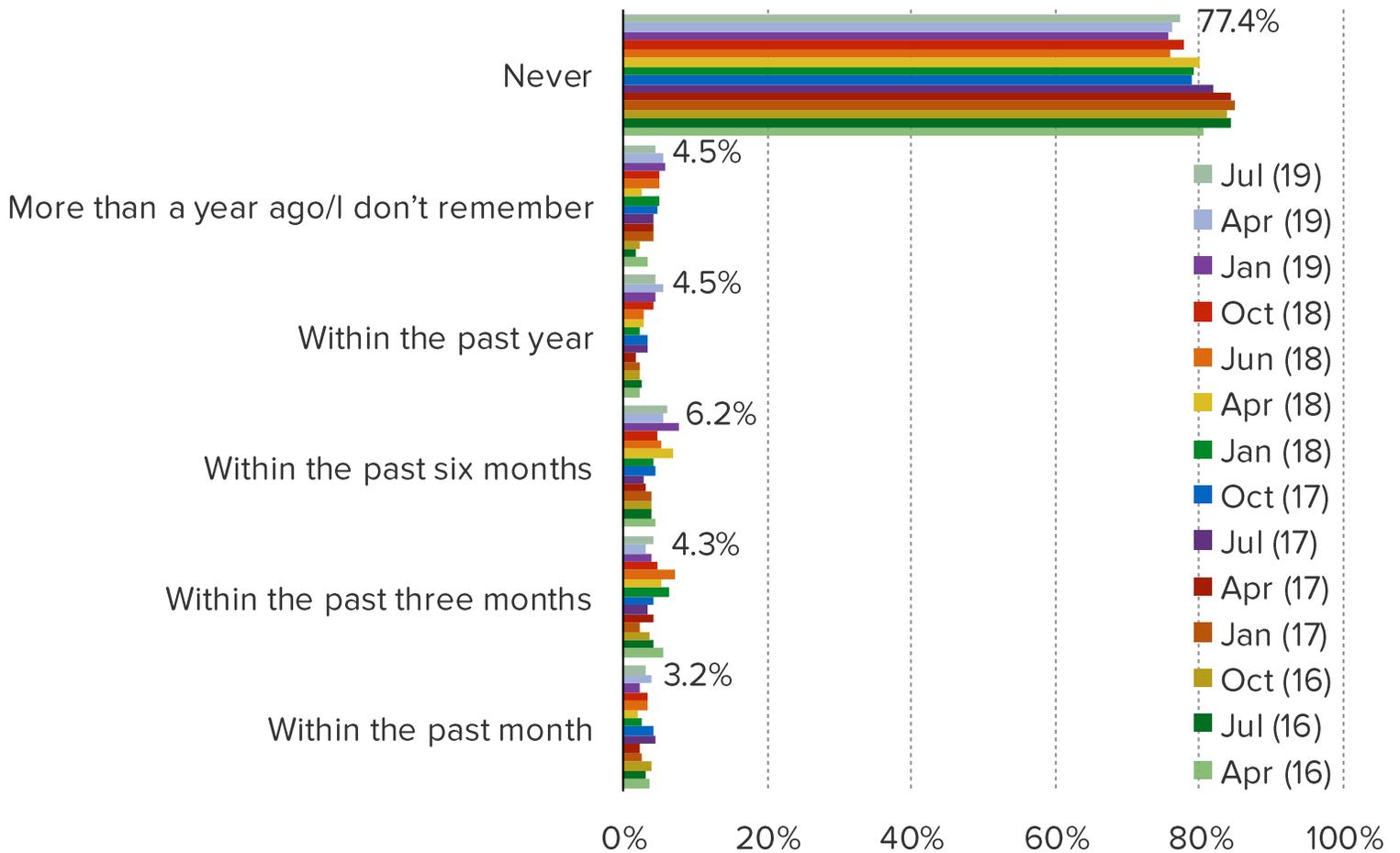
IF YOU WERE SHOPPING ONLINE FOR APPAREL, WHICH OF THE FOLLOWING WOULD YOU BE LEAST LIKELY TO PURCHASE FROM?

This question was posed to all respondents.



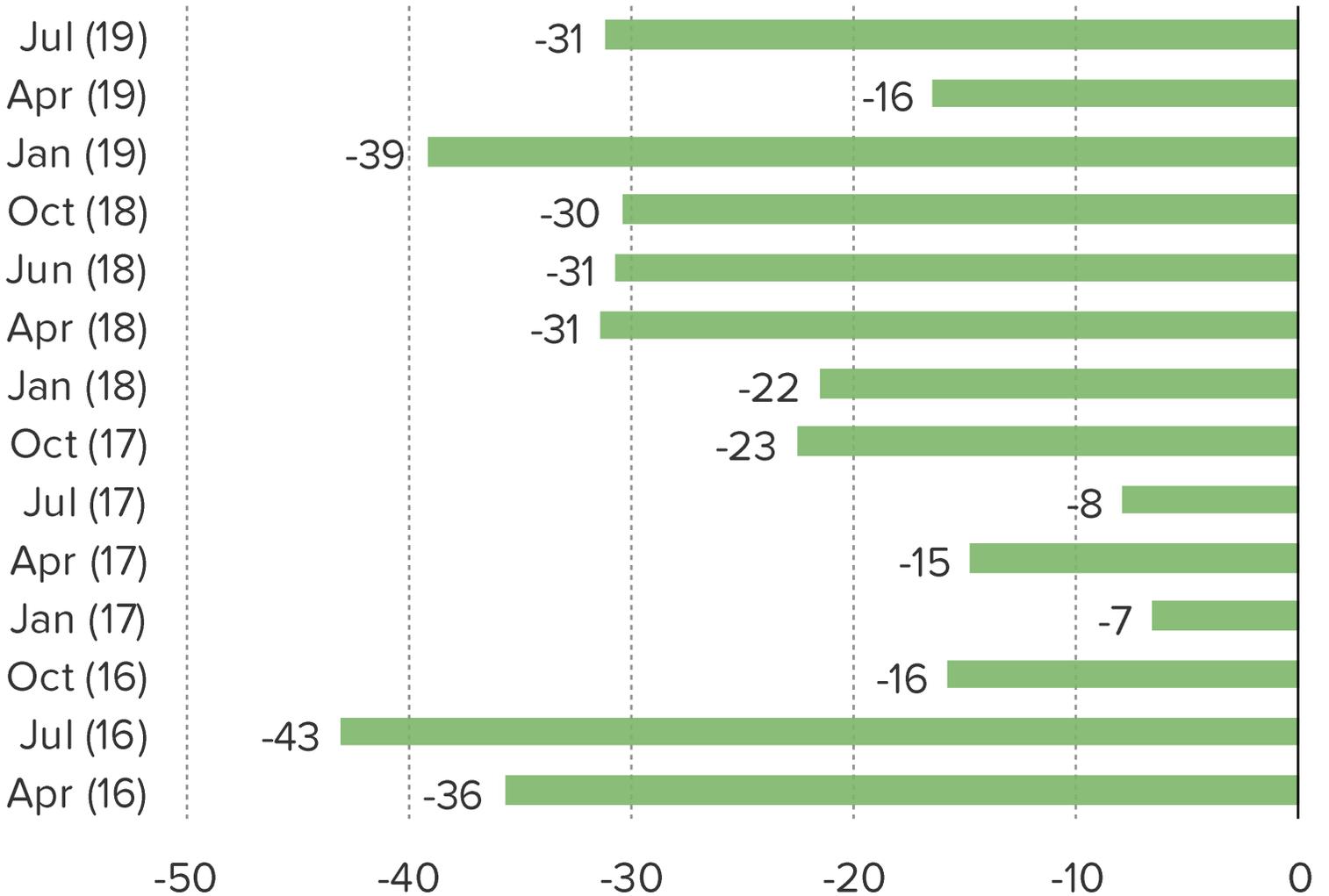
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM ZALANDO?

This question was posed to all respondents.



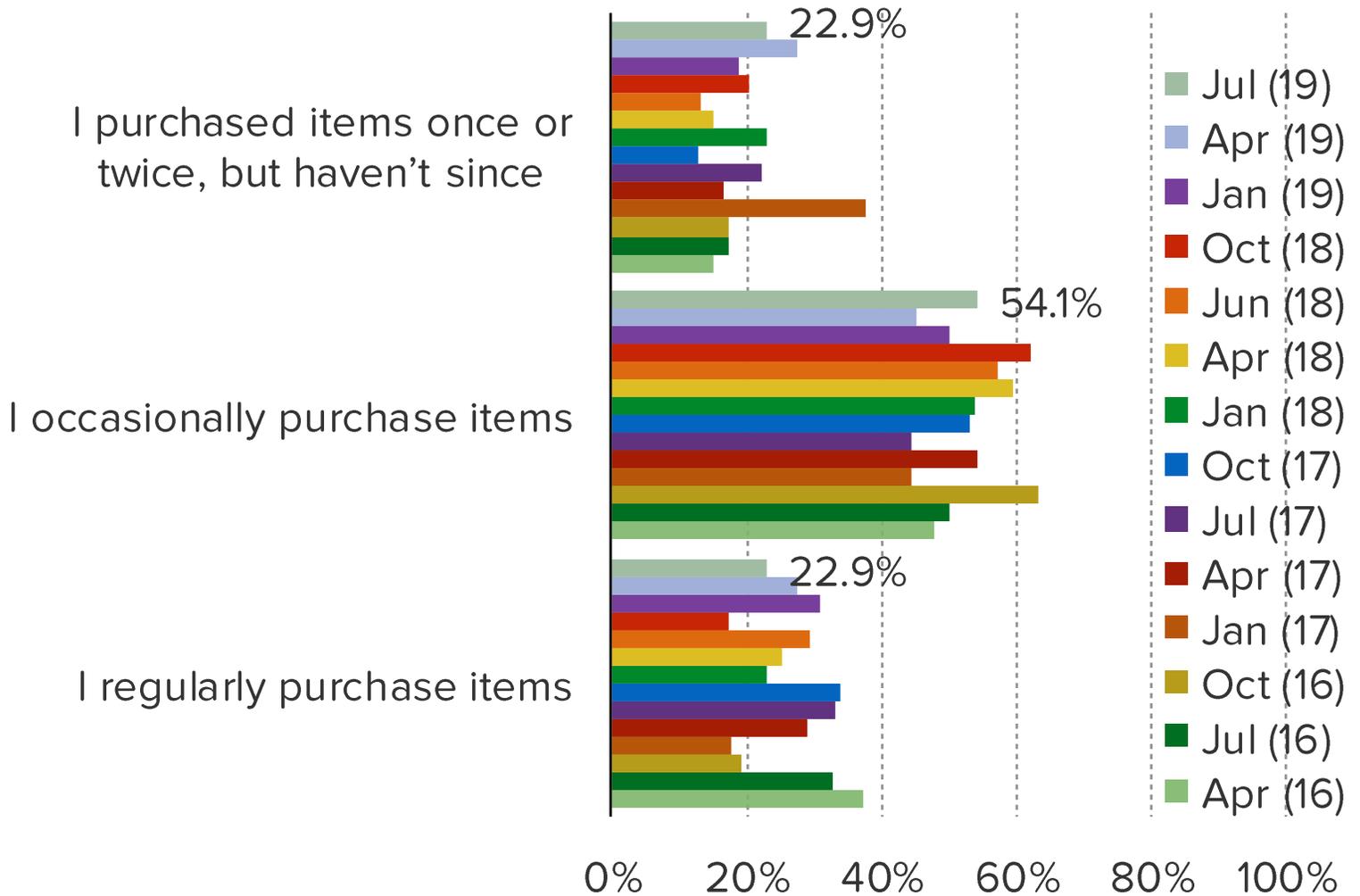
NET PROMOTER SCORE - ZALANDO

This question was posed to all respondents.



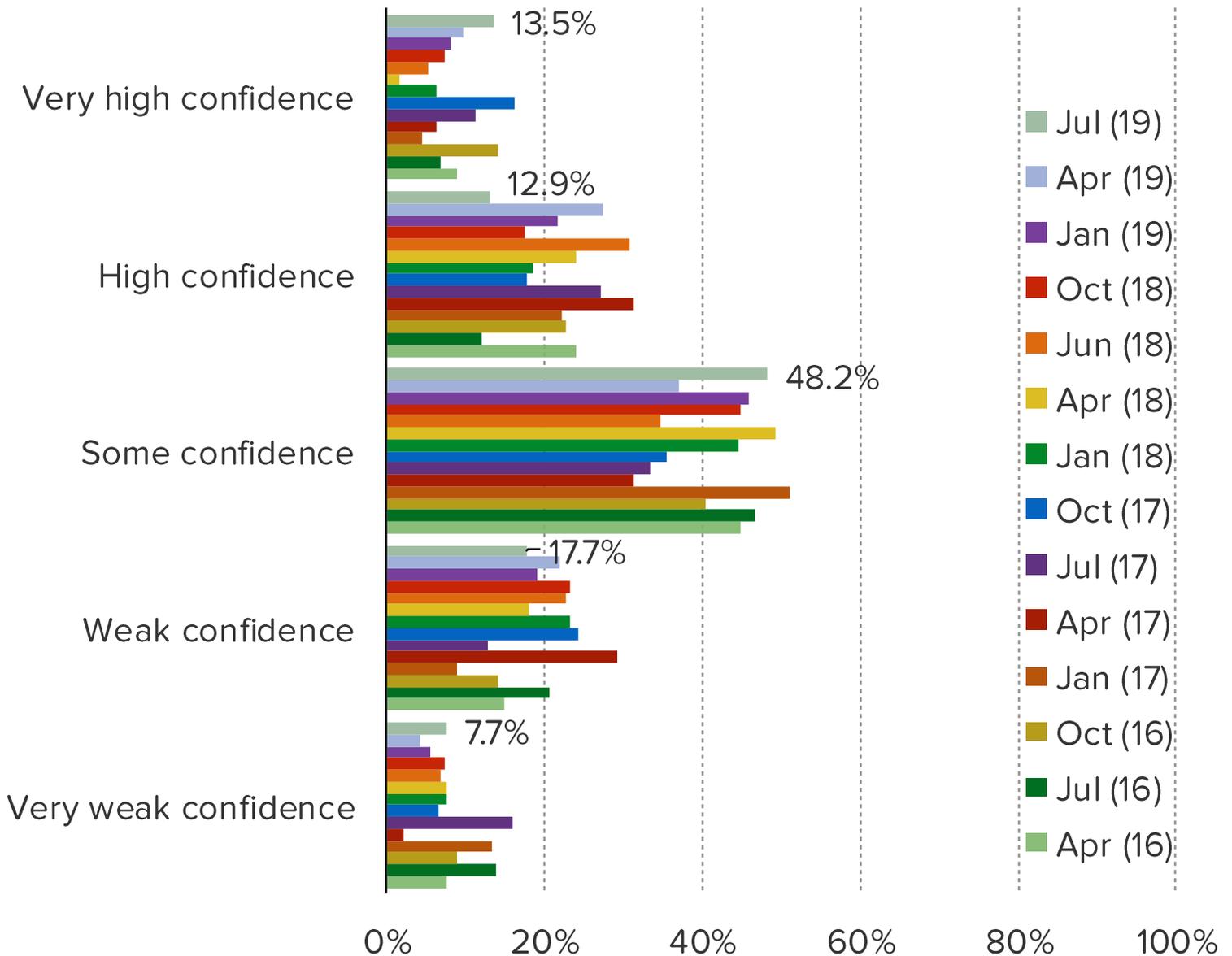
WHICH OF THE FOLLOWING WOULD DESCRIBE HOW OFTEN YOU TYPICALLY PURCHASE FROM ZALANDO?

This question was posed to all respondents.



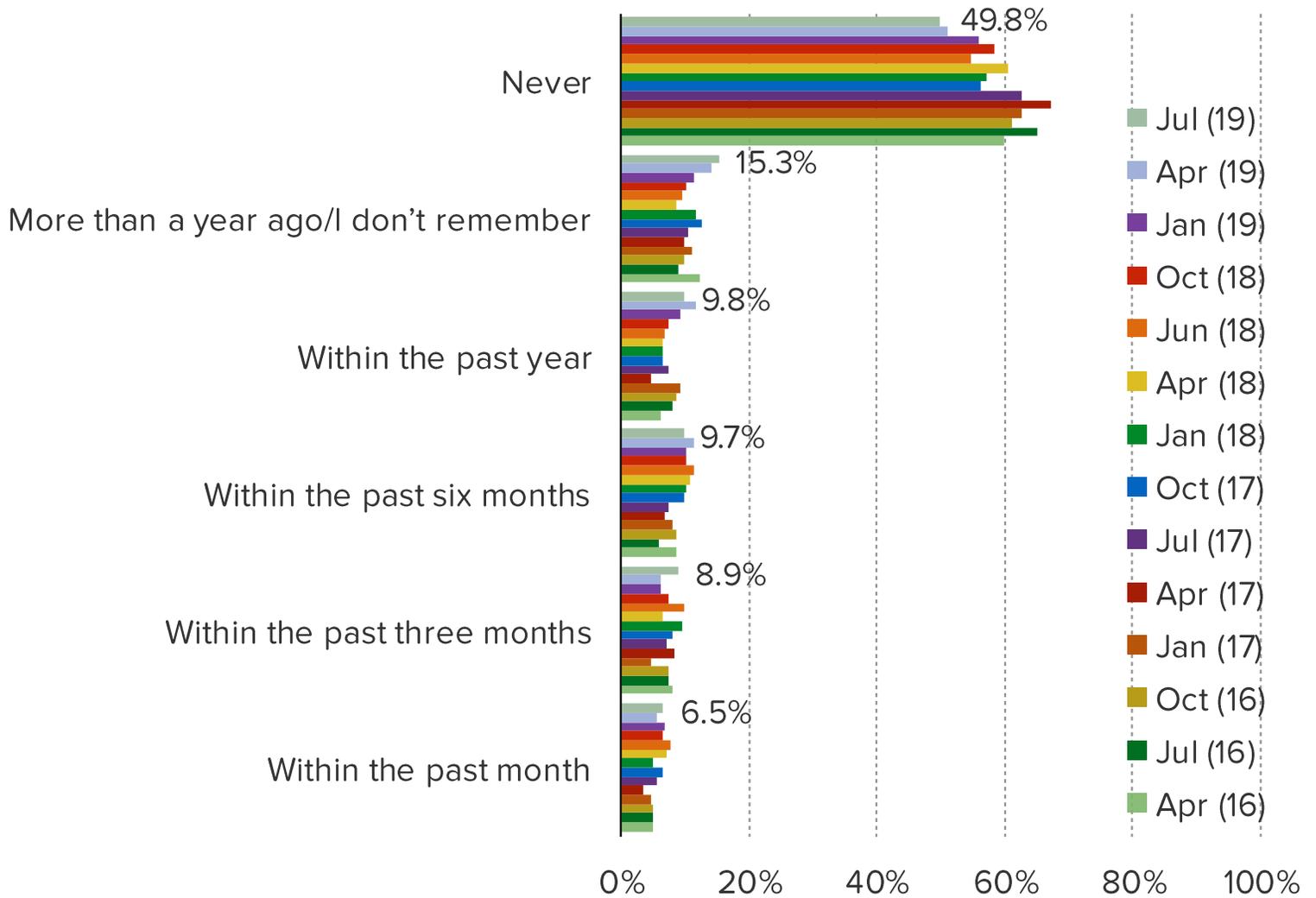
WHEN YOU SHOP AT ZALANDO, HOW CONFIDENT ARE YOU THAT YOU WILL GET THE BEST POSSIBLE PRICE FOR WHAT YOU BUY?

This question was posed to all respondents.



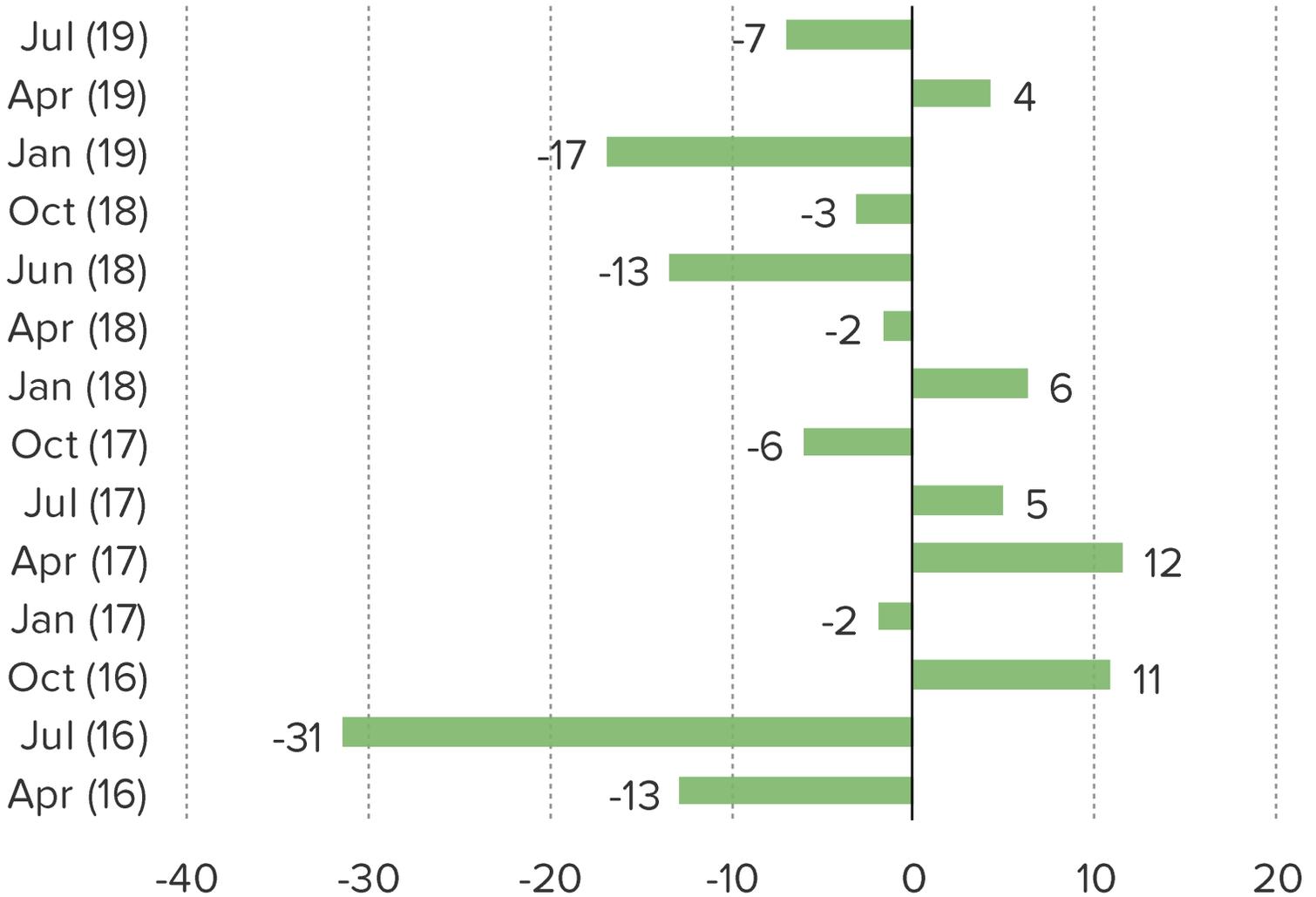
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM ASOS?

This question was posed to all respondents.



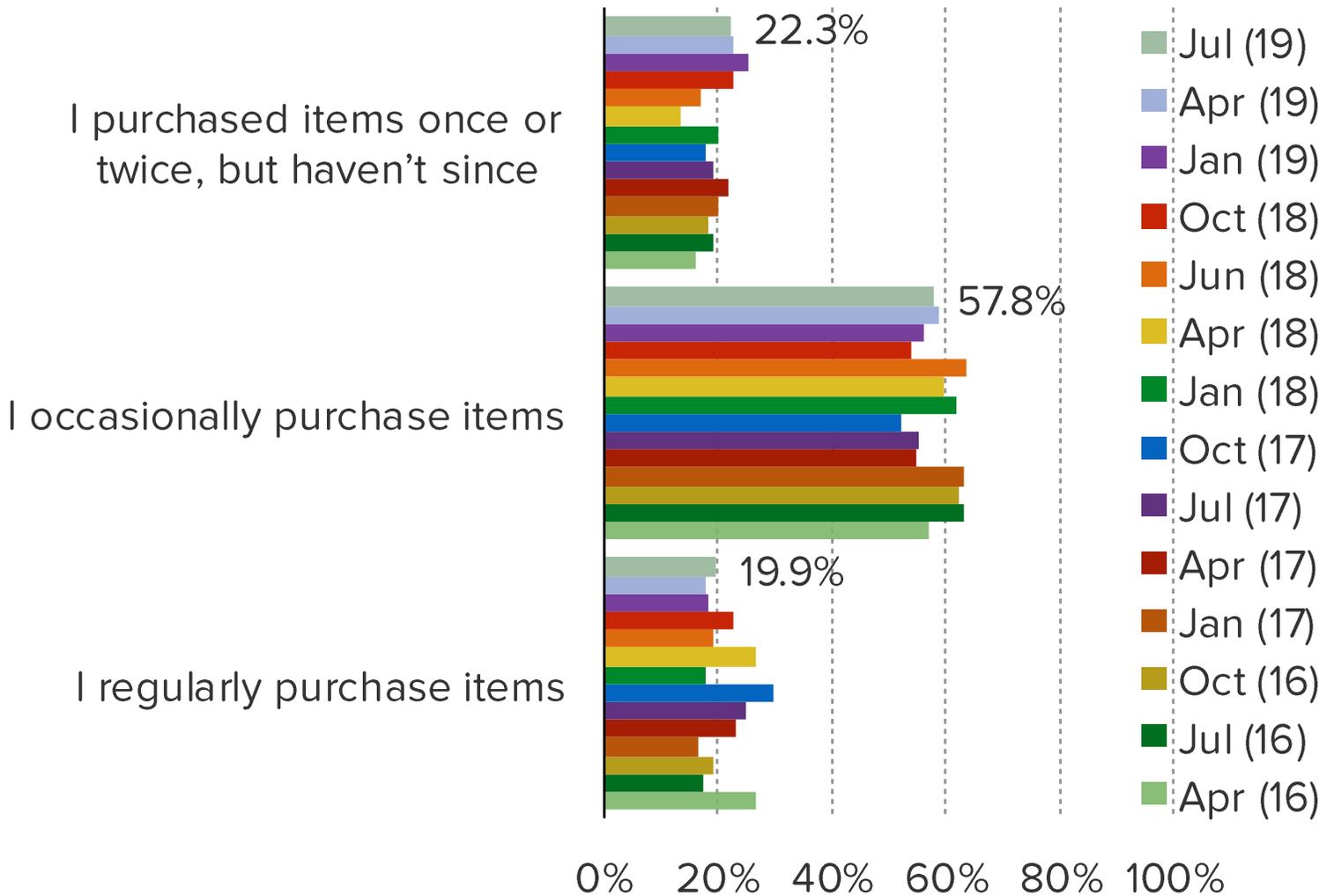
NET PROMOTER SCORE - ASOS

This question was posed to all respondents.



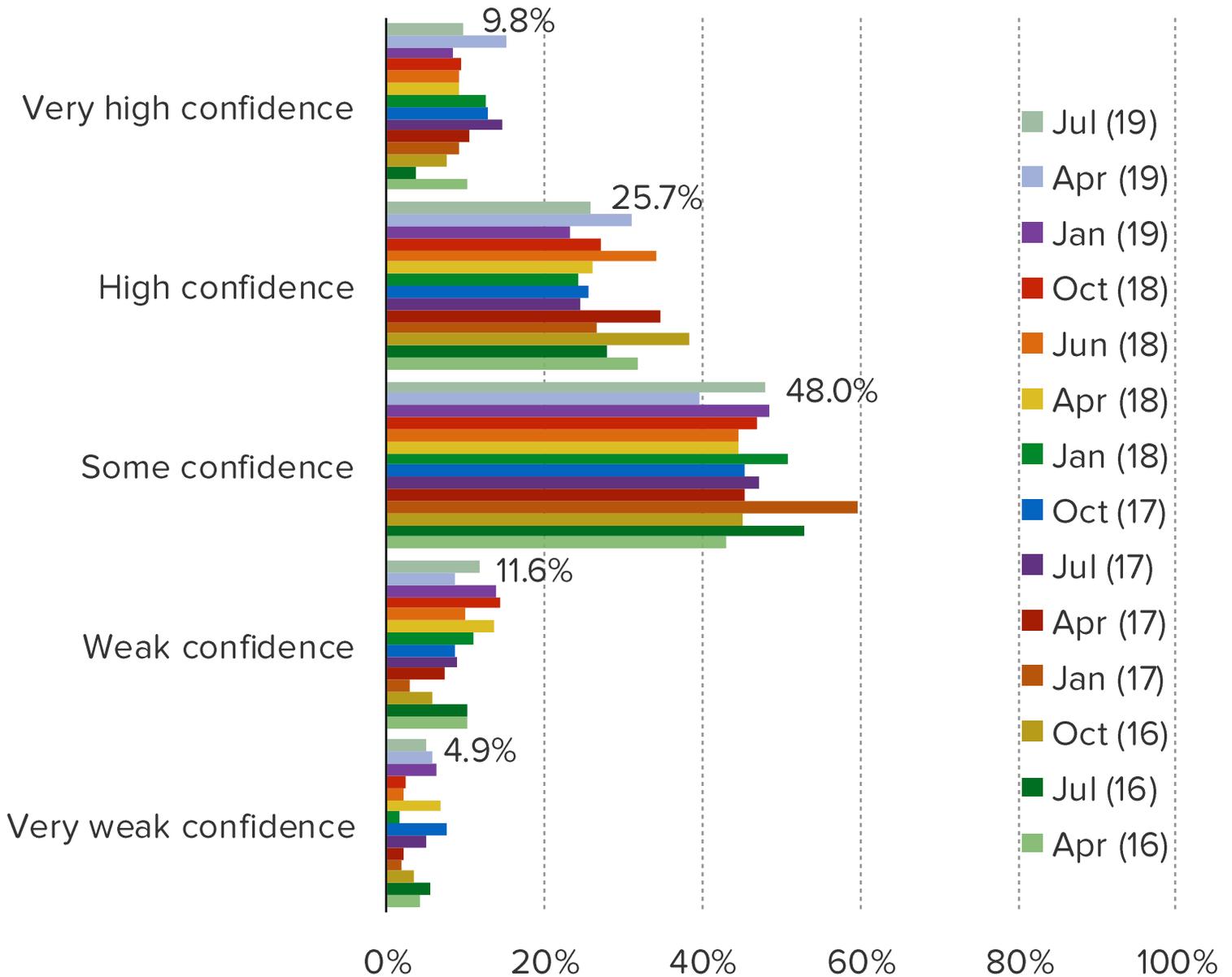
WHICH OF THE FOLLOWING WOULD DESCRIBE HOW OFTEN YOU TYPICALLY PURCHASE FROM ASOS?

This question was posed to all respondents.



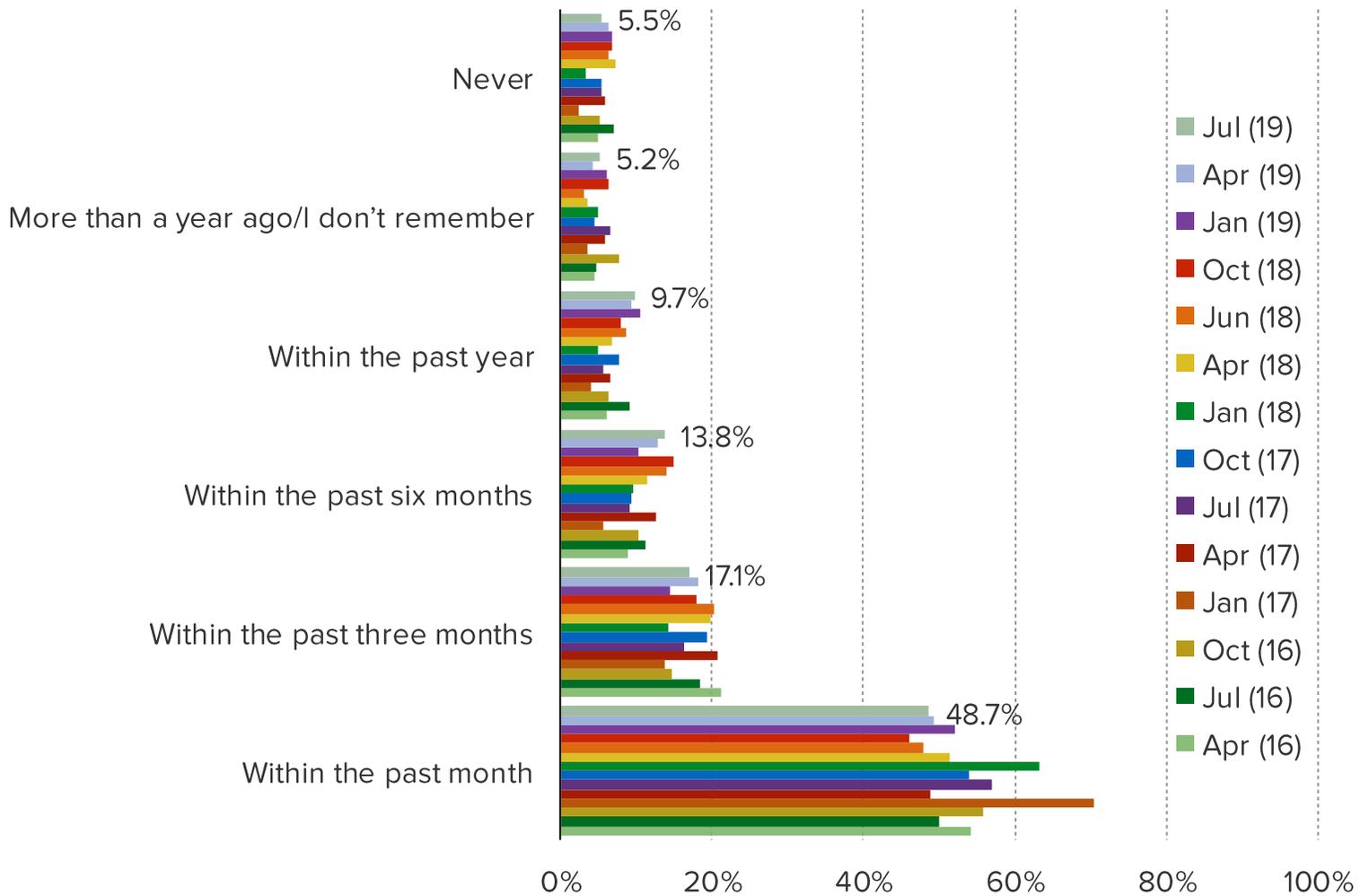
WHEN YOU SHOP AT ASOS, HOW CONFIDENT ARE YOU THAT YOU WILL GET THE BEST POSSIBLE PRICE FOR WHAT YOU BUY?

This question was posed to all respondents.



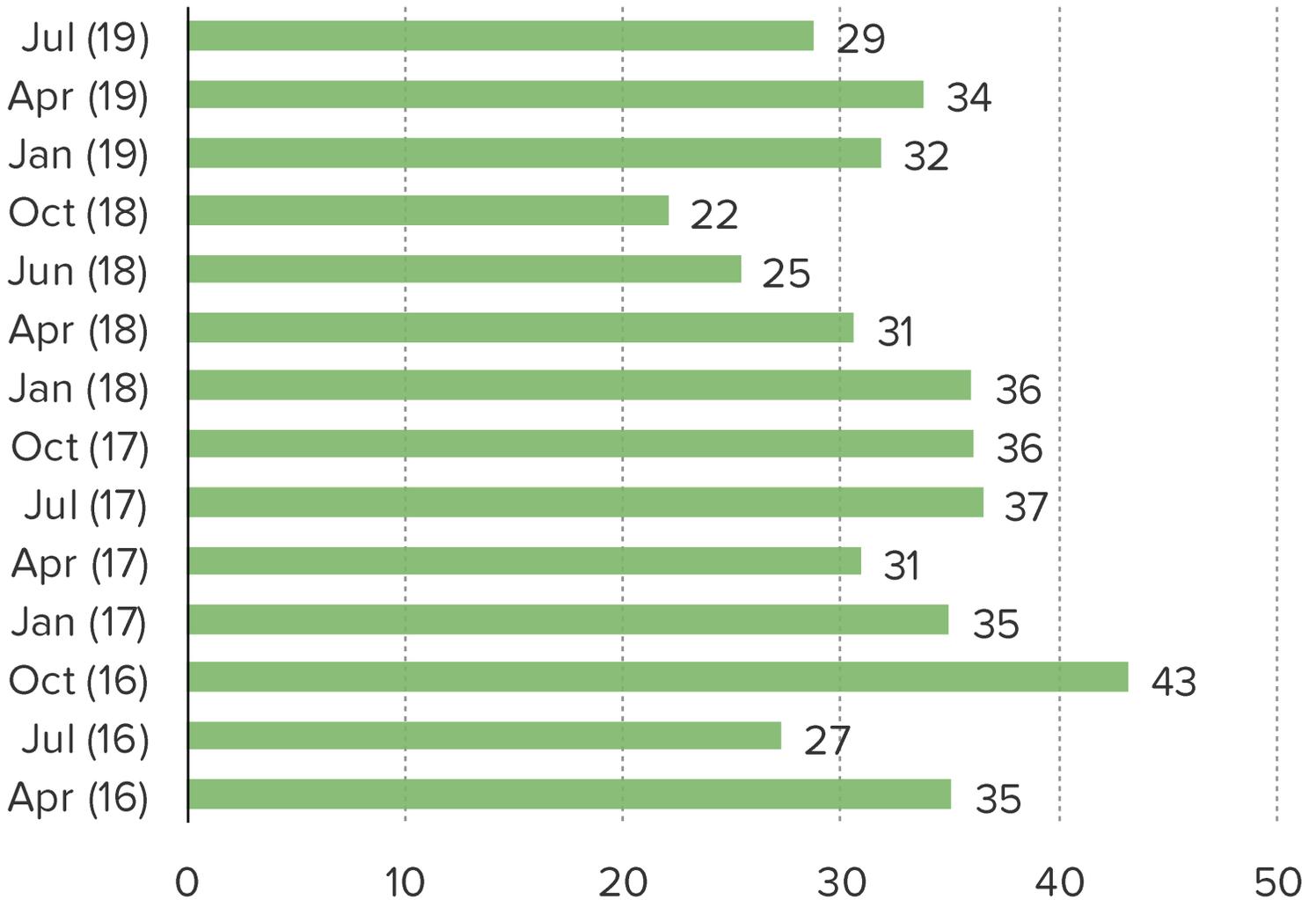
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING FROM AMAZON?

This question was posed to all respondents.



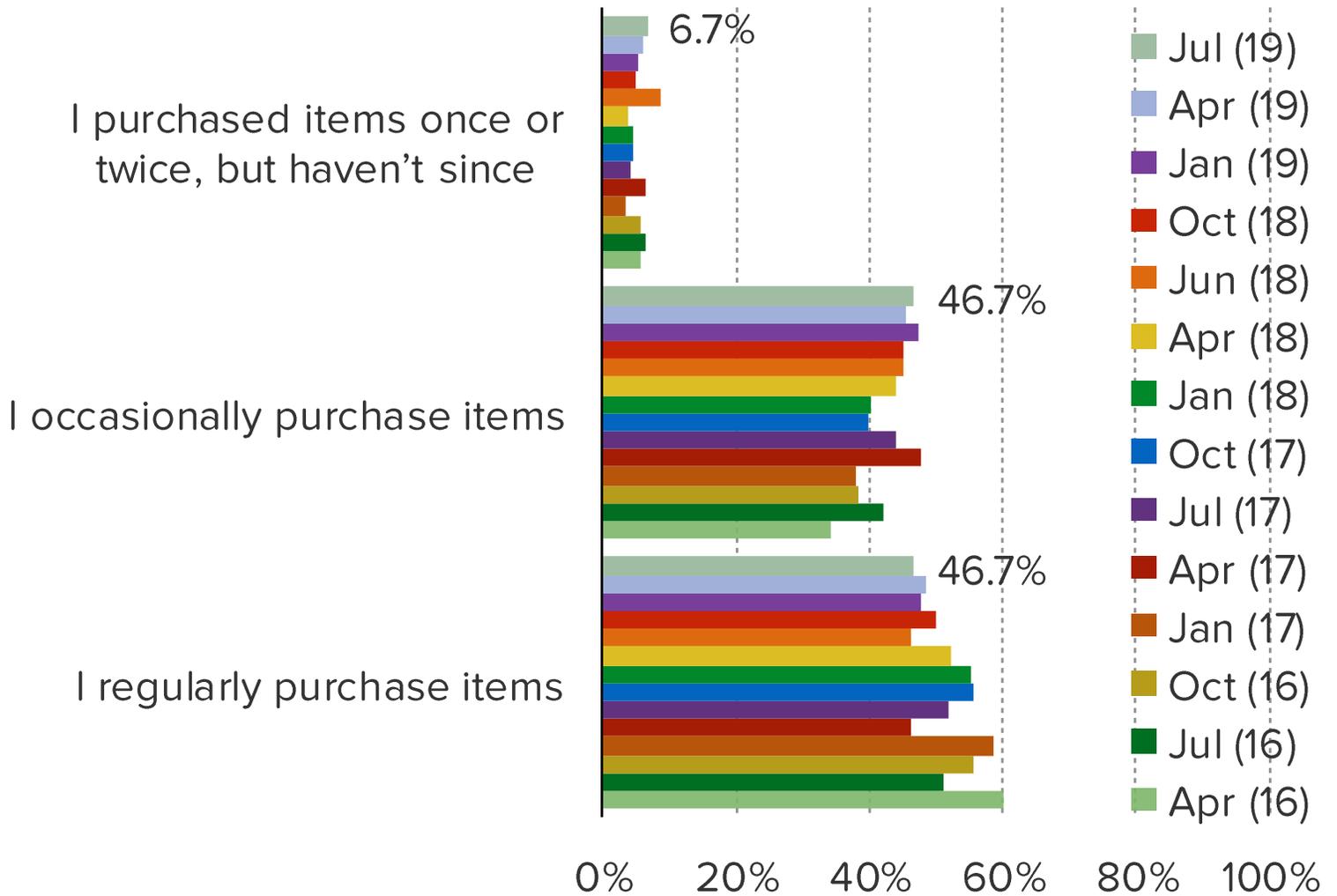
NET PROMOTER SCORE - AMAZON

This question was posed to all respondents.



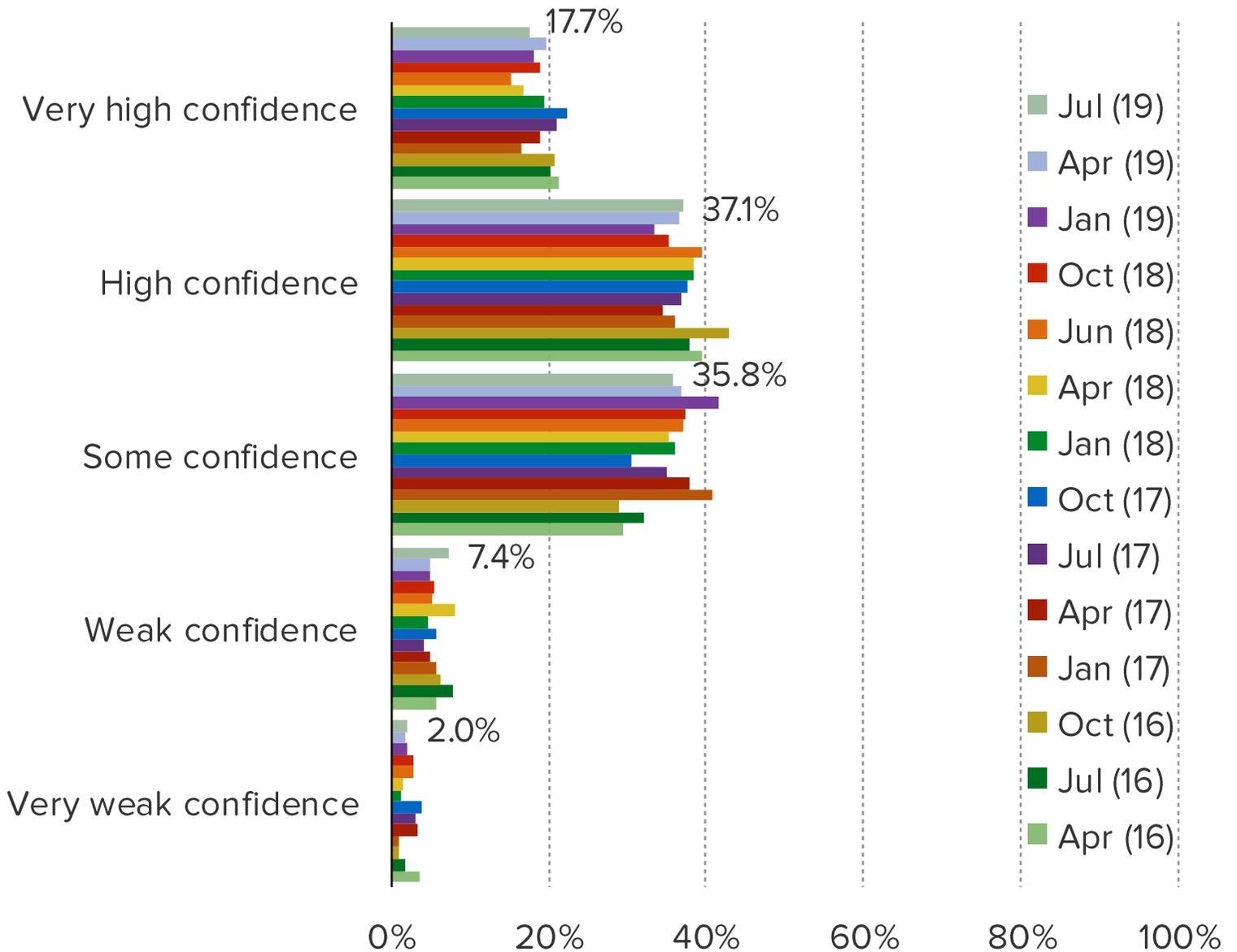
WHICH OF THE FOLLOWING WOULD DESCRIBE HOW OFTEN YOU TYPICALLY PURCHASE FROM AMAZON?

This question was posed to all respondents.



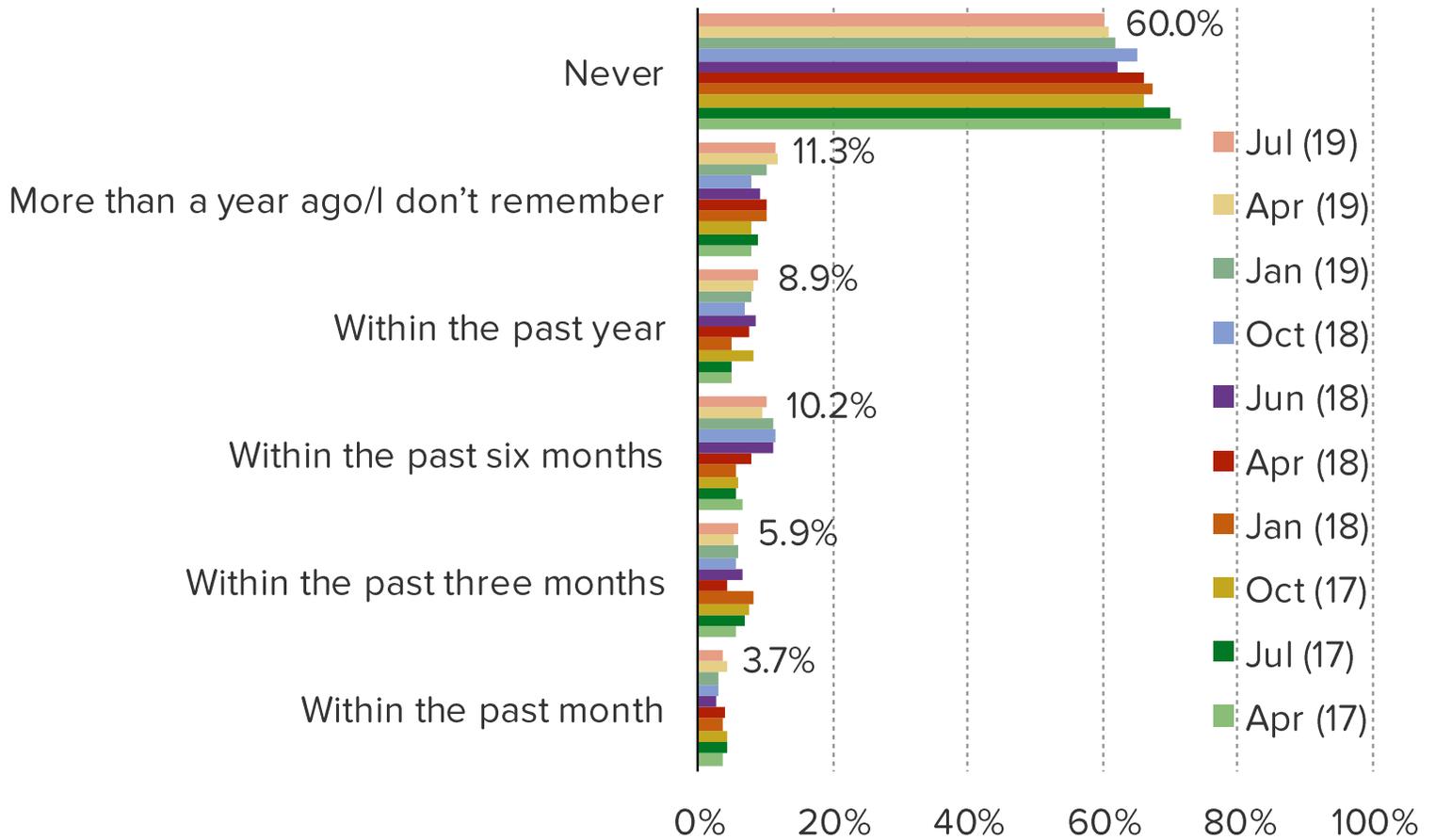
WHEN YOU SHOP AT AMAZON, HOW CONFIDENT ARE YOU THAT YOU WILL GET THE BEST POSSIBLE PRICE FOR WHAT YOU BUY?

This question was posed to all respondents.



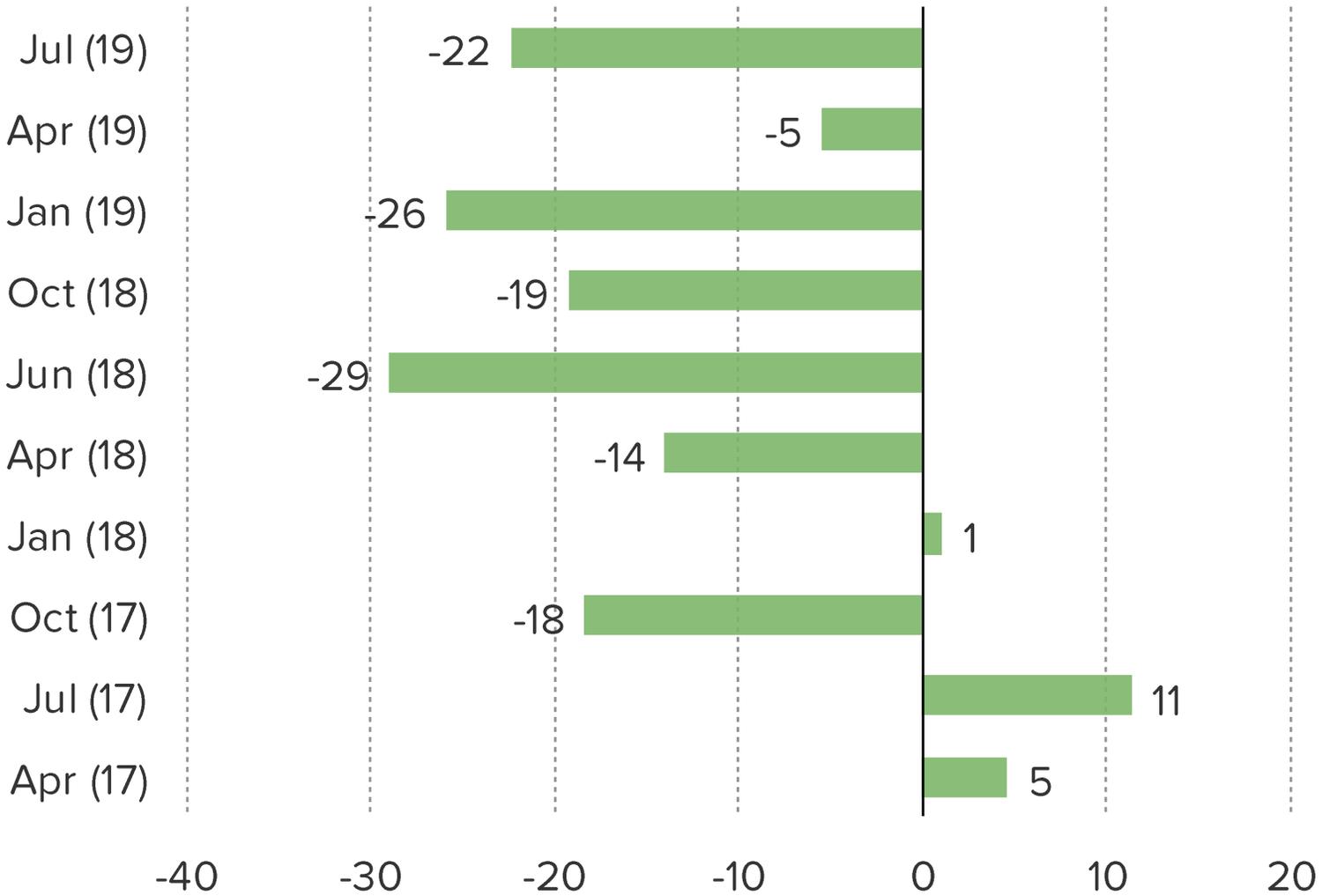
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM BOOHOO?

This question was posed to all respondents.



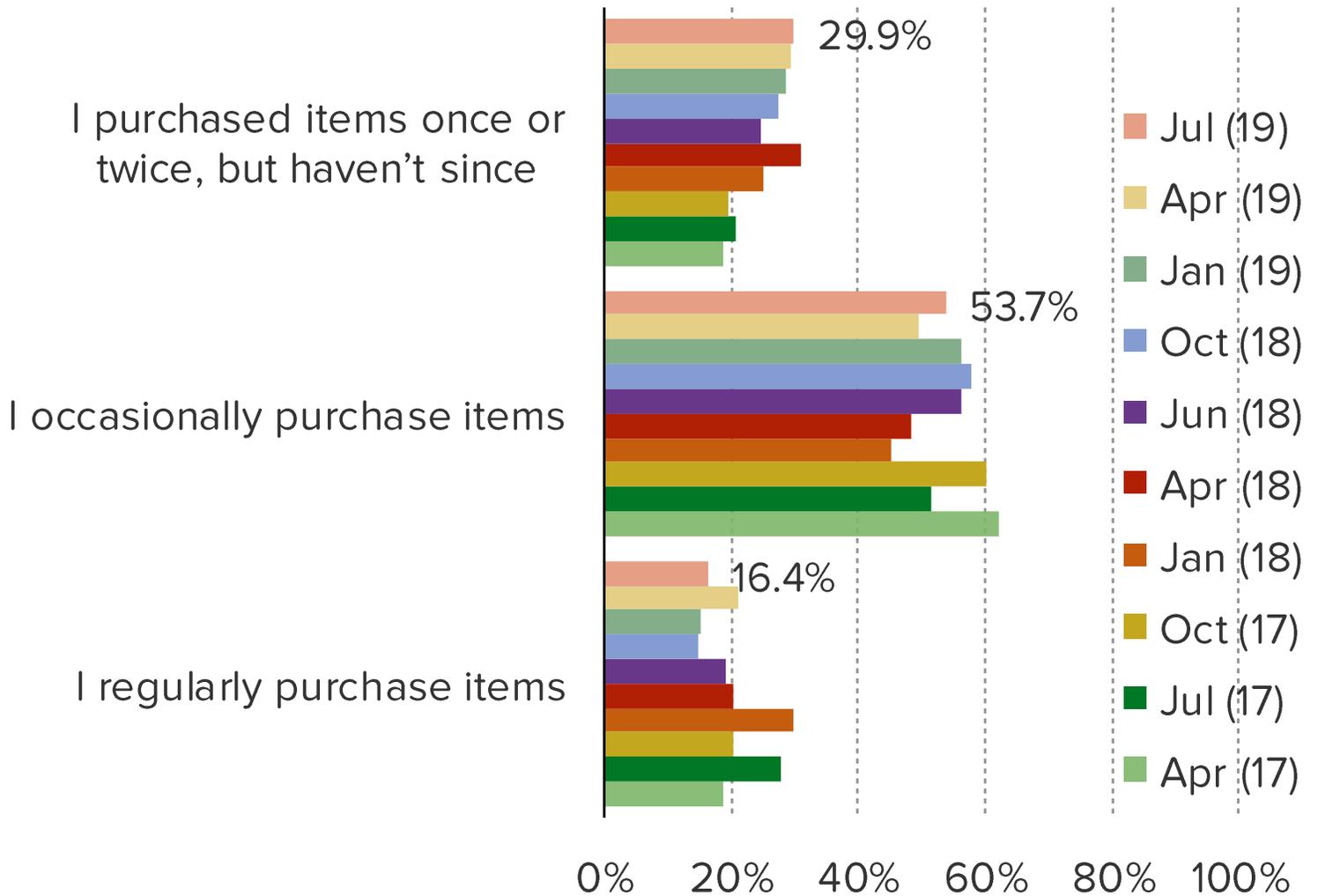
NET PROMOTER SCORE - BOOHOO

This question was posed to all respondents.



WHICH OF THE FOLLOWING WOULD DESCRIBE HOW OFTEN YOU TYPICALLY PURCHASE FROM BOOHOO?

This question was posed to all respondents.



WHEN YOU SHOP AT BOOHOO, HOW CONFIDENT ARE YOU THAT YOU WILL GET THE BEST POSSIBLE PRICE FOR WHAT YOU BUY?

This question was posed to all respondents.

