

BESPOKE SURVEYS

UK Retail Vol 36

Grocery, Food Delivery, Apparel, Autos

800+ Consumers Per Wave

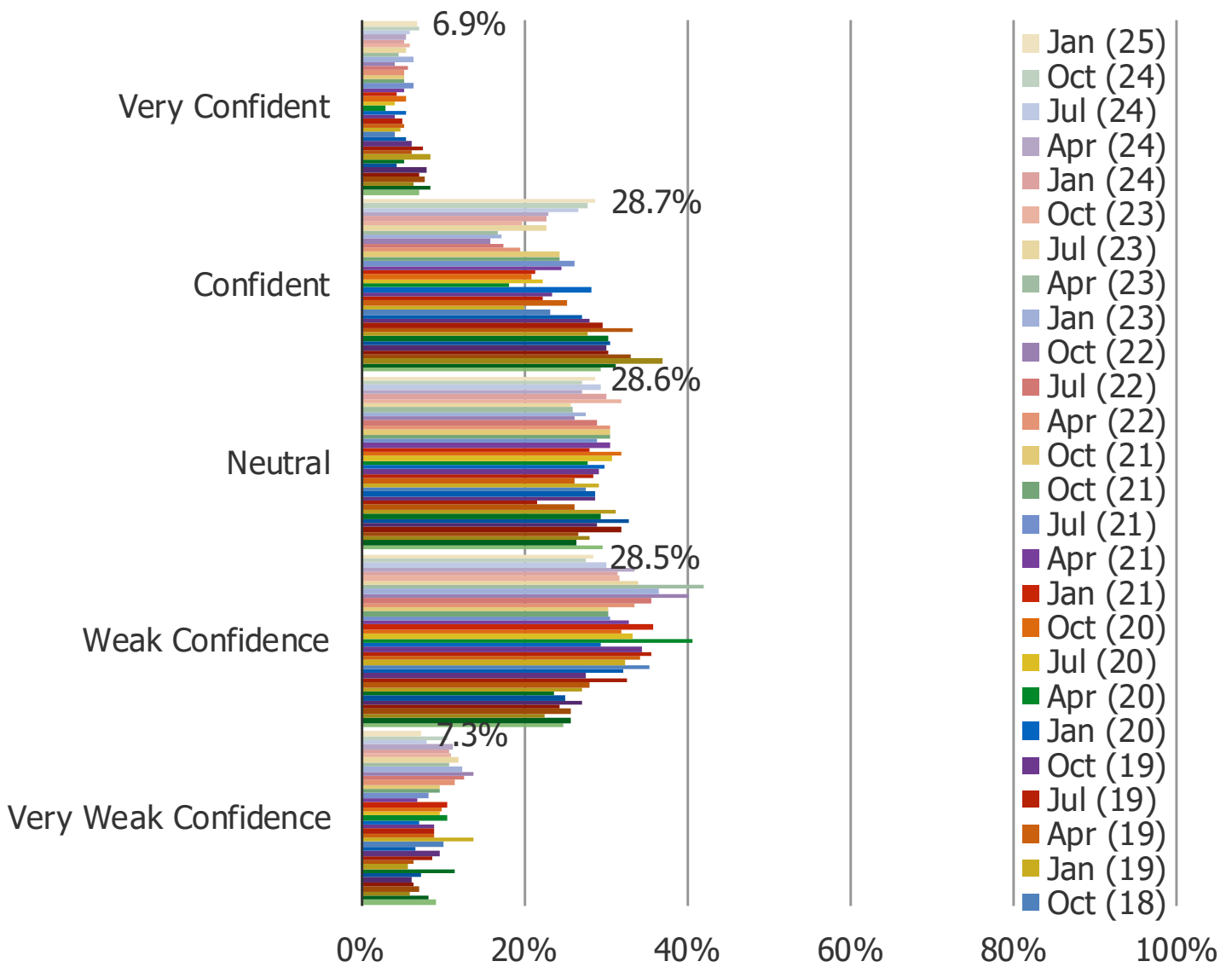
January 2025

UK Retail

MACRO

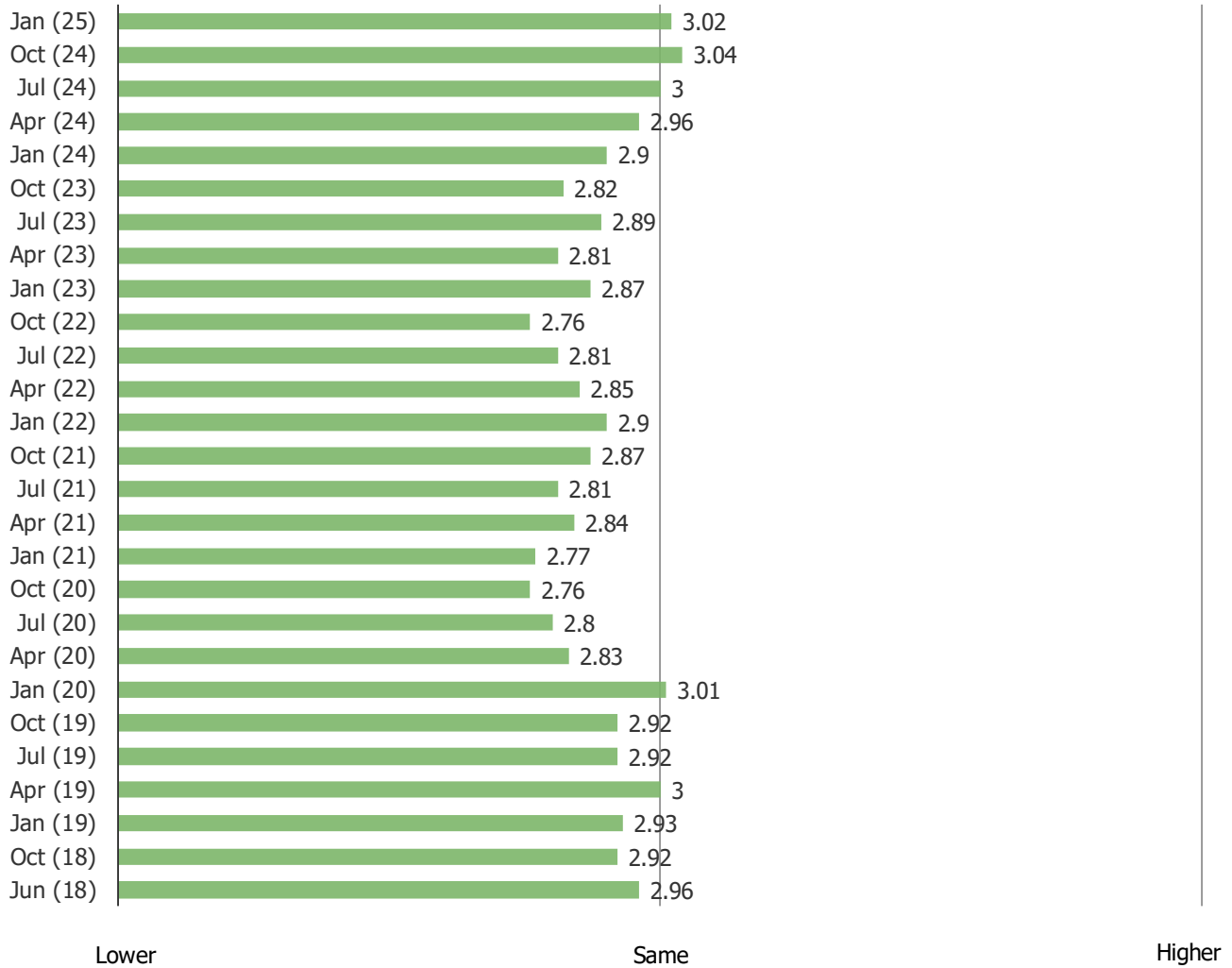
HOW MUCH CONFIDENCE DO YOU CURRENTLY HAVE IN SPENDING MONEY?

Posed to all respondents



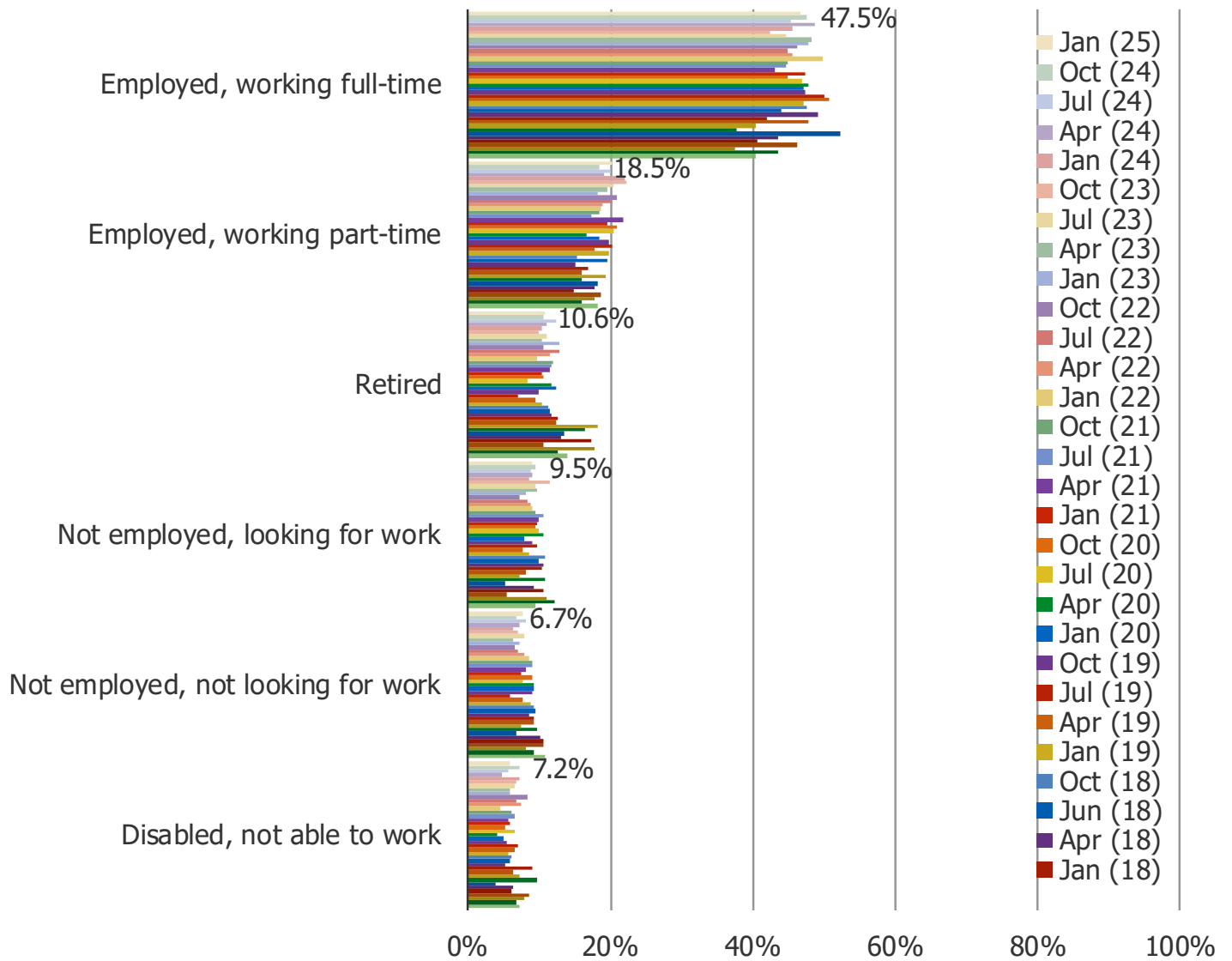
IS YOUR HOUSEHOLD INCOME HIGHER OR LOWER COMPARED TO ONE YEAR AGO?

Posed to all respondents



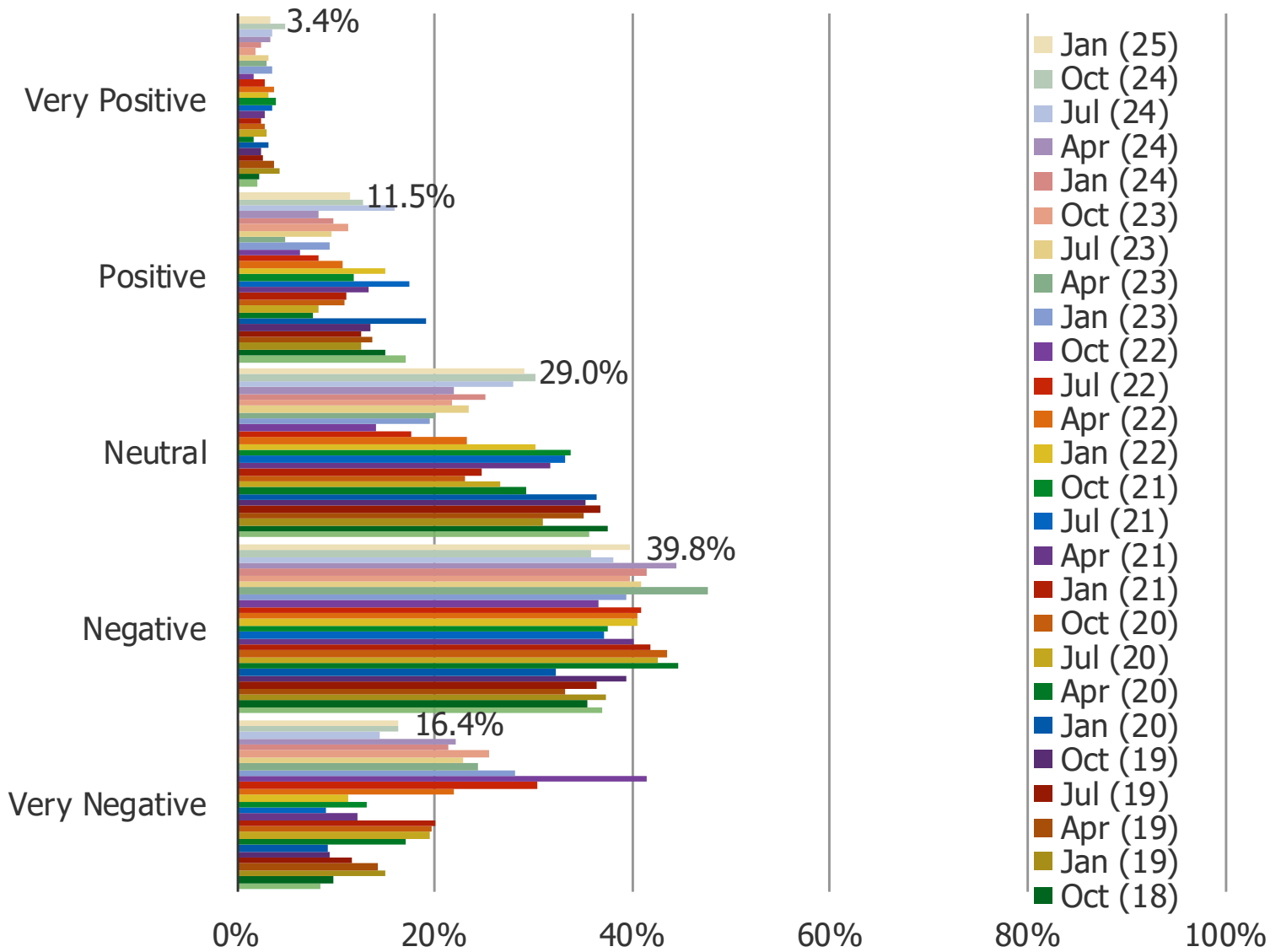
WHAT IS YOUR CURRENT EMPLOYMENT STATUS?

Posed to all respondents



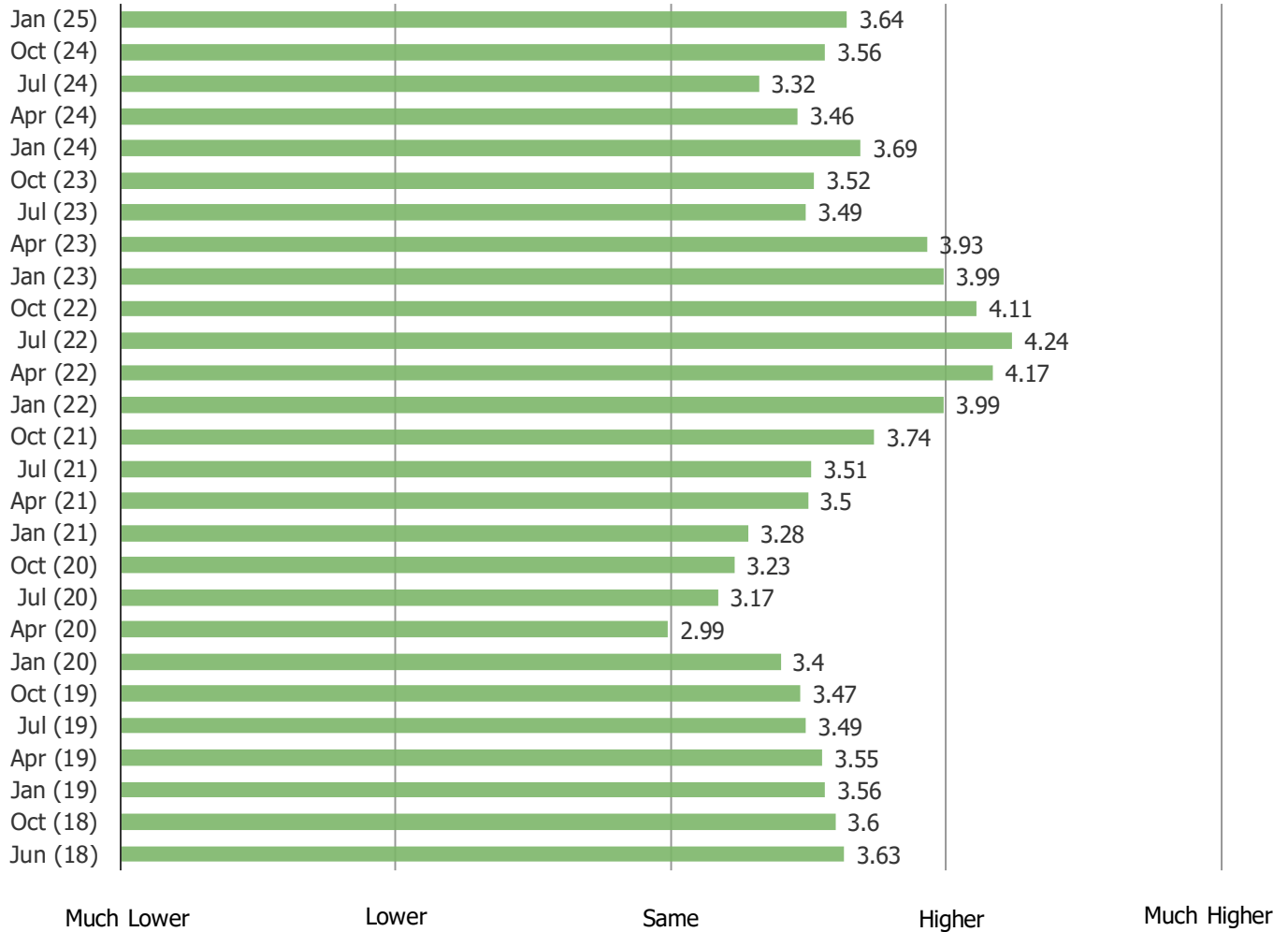
HOW DO YOU FEEL ABOUT THE ECONOMY IN GENERAL?

Posed to all respondents



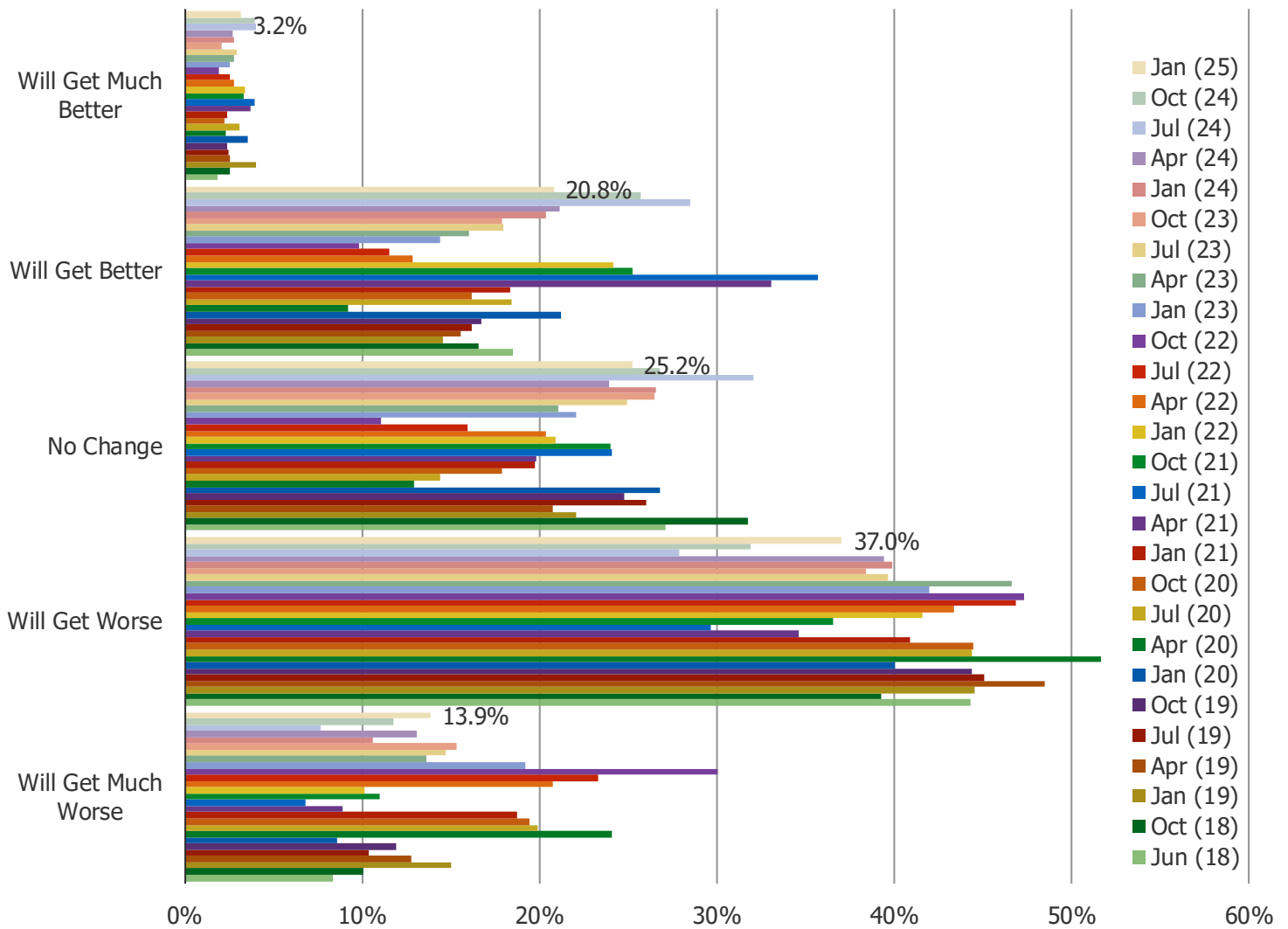
HAVE YOU NOTICED AND CHANGES IN GAS PRICES RECENTLY?

Posed to all respondents



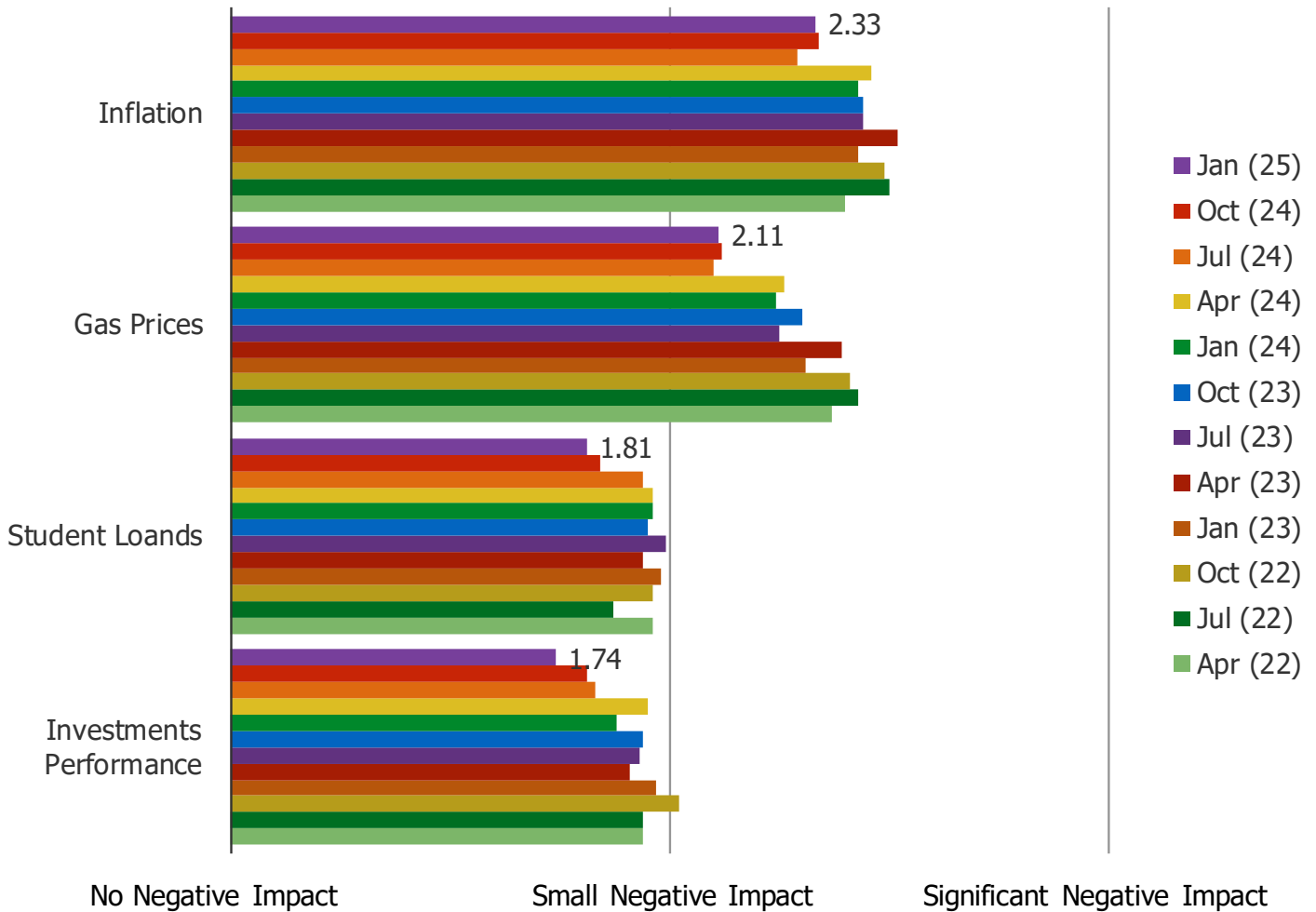
HOW DO YOU THINK THE ECONOMY WILL FARE OVER THE NEXT 12 MONTHS?

Posed to all respondents



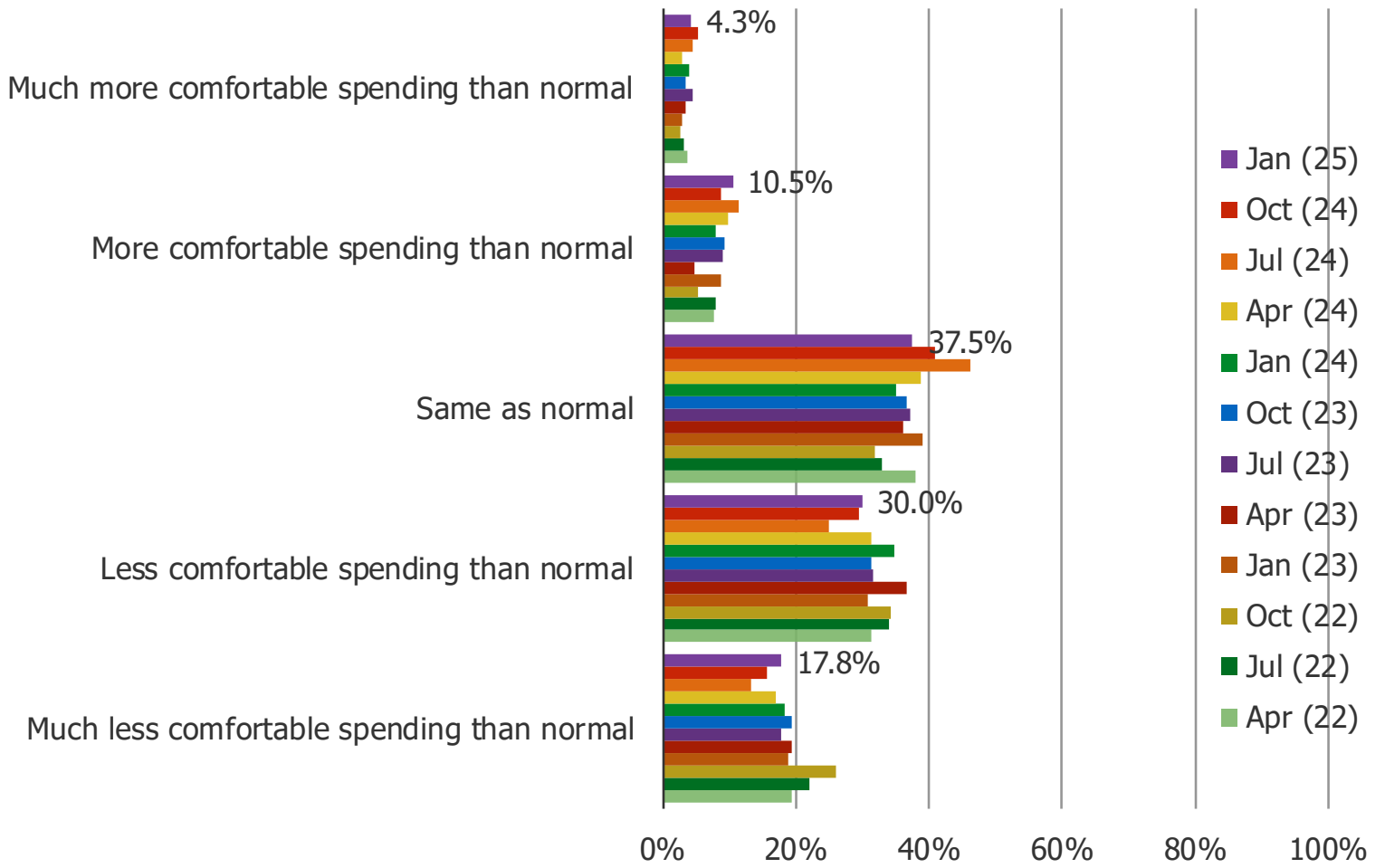
ARE ANY OF THE FOLLOWING CURRENTLY NEGATIVELY IMPACTING YOUR ABILITY TO SPEND MONEY ON DISCRETIONARY THINGS (IE, NON-ESSENTIALS)?

Posed to all respondents



TAKING ALL FACTORS INTO CONSIDERATION, HOW COMFORTABLE DO YOU CURRENTLY FEEL IN SPENDING ON DISCRETIONARY (IE, NON-ESSENTIAL) ITEMS, COMPARED TO WHAT YOU WOULD CONSIDER TO BE NORMAL FOR YOU?

Posed to all respondents

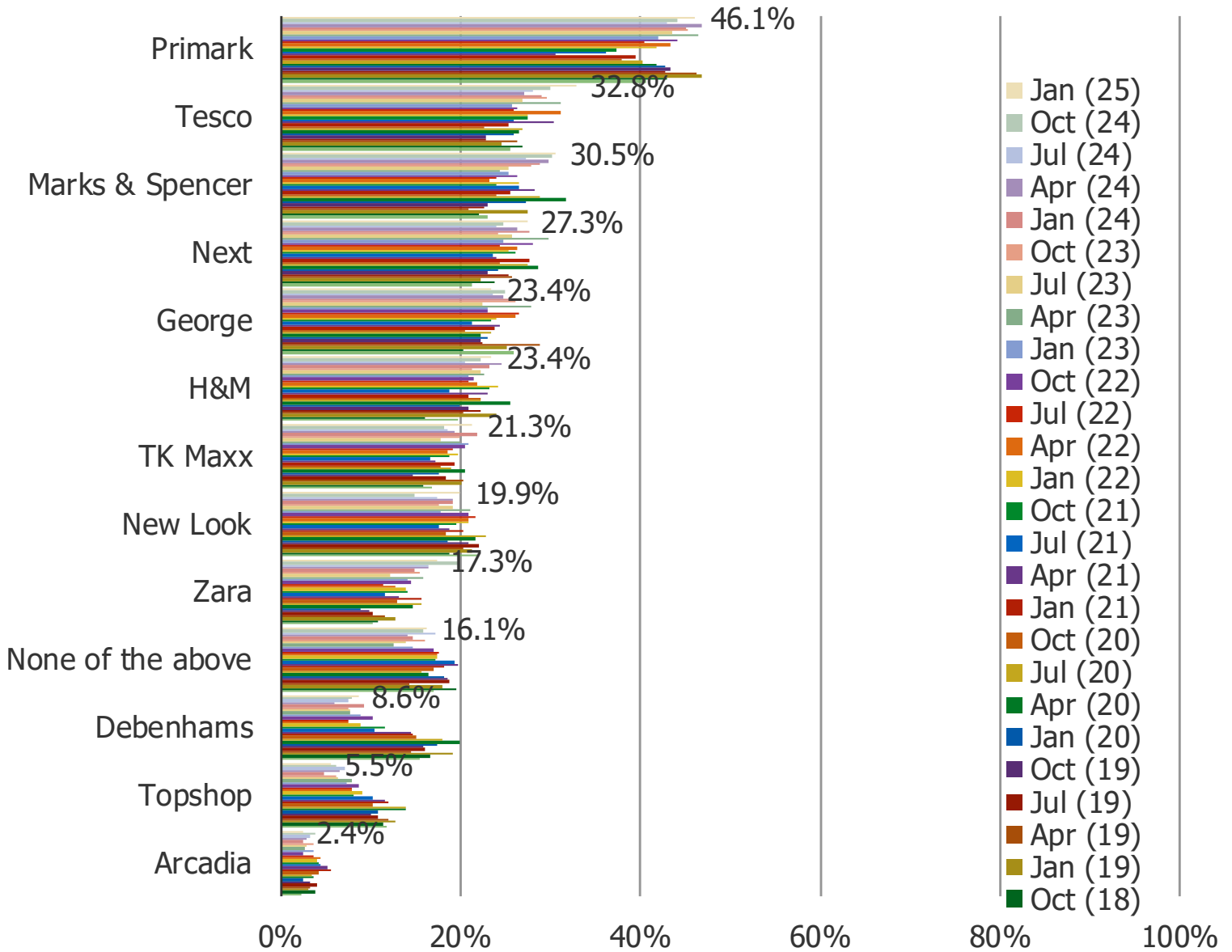


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RETAILERS

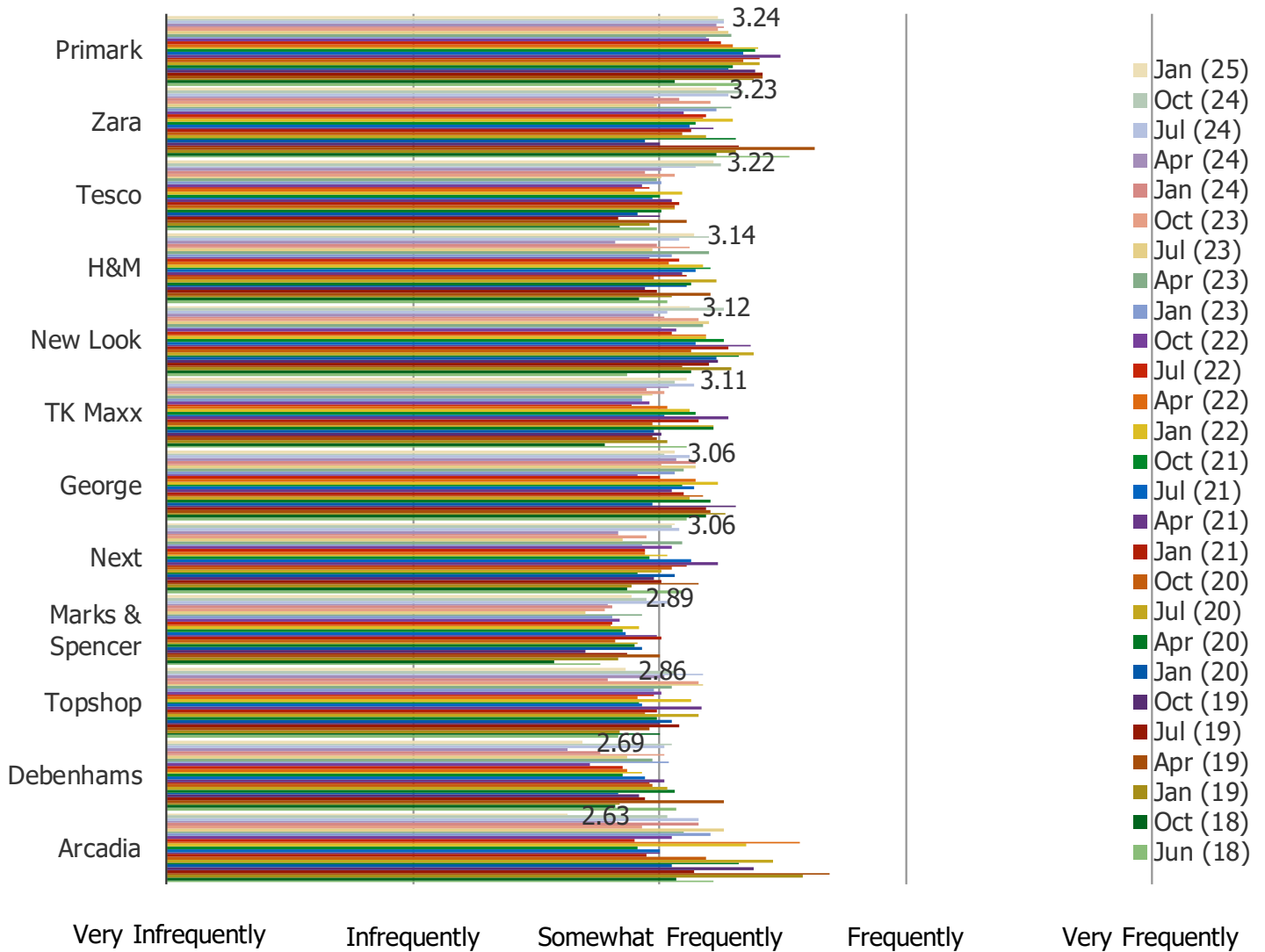
HAVE YOU PURCHASED CLOTHING OR APPAREL ITEMS FROM THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents



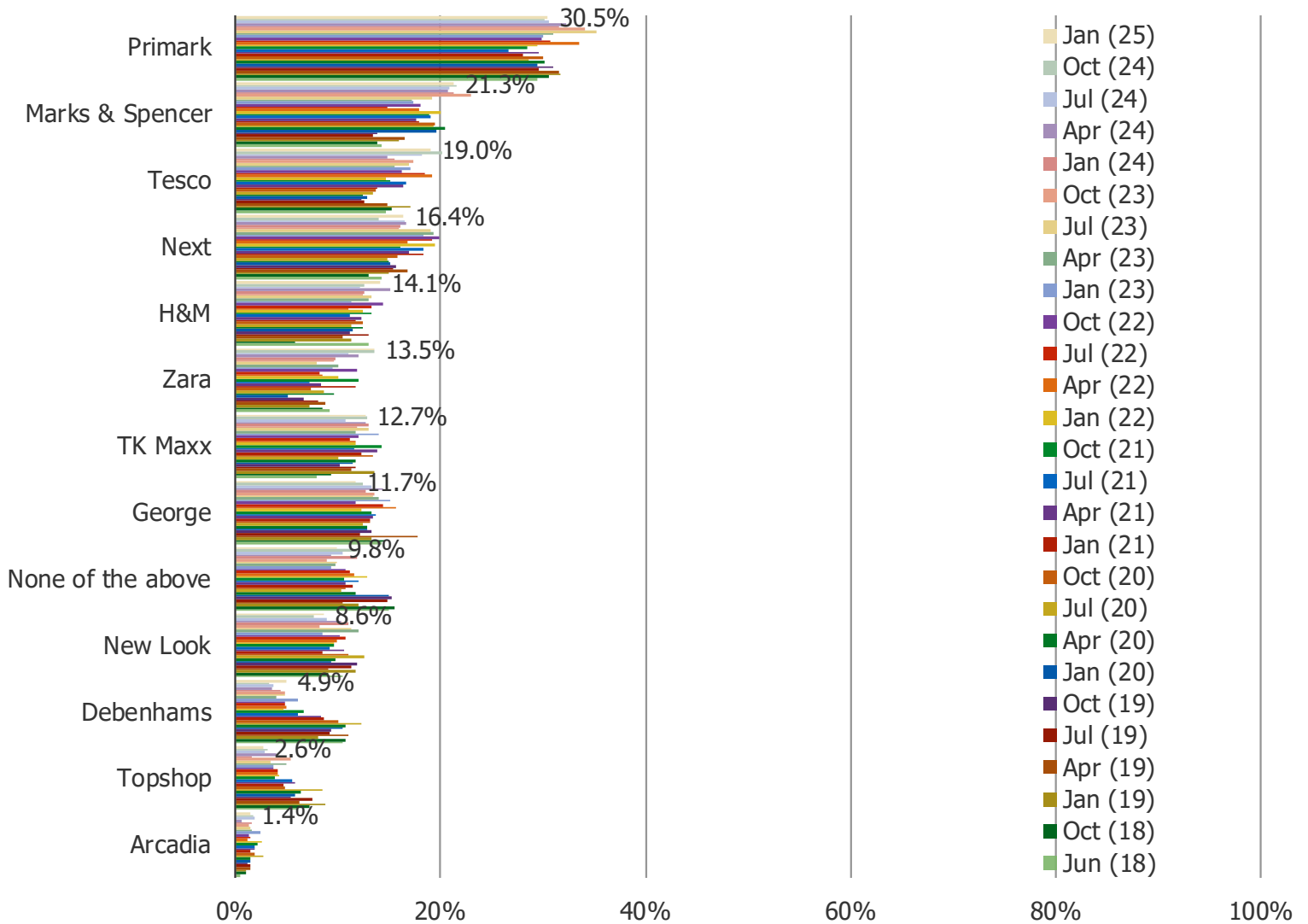
HOW OFTEN DO YOU BUY CLOTHING OR APPAREL FROM THIS RETAILER?

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



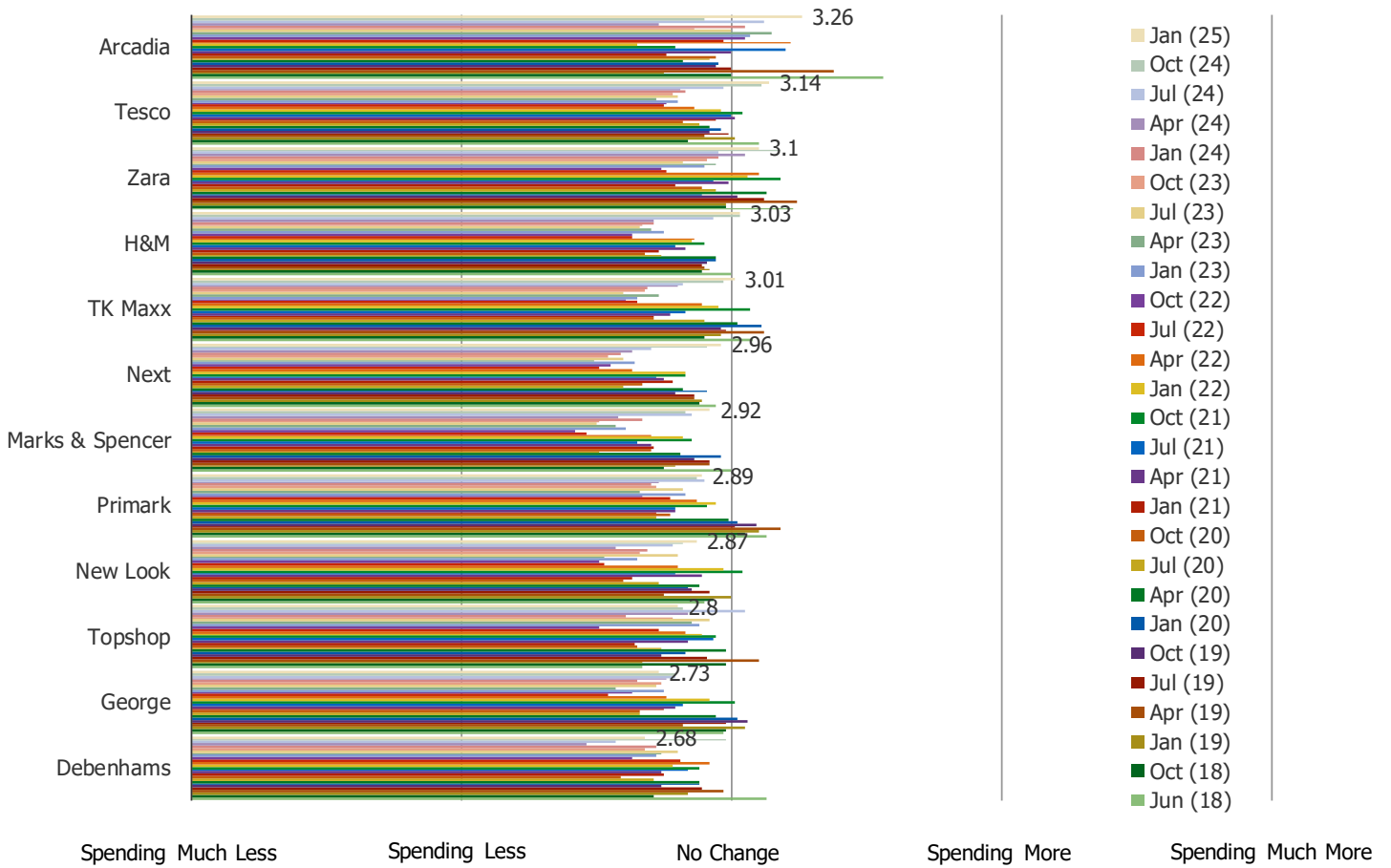
OF THE FOLLOWING RETAILER, WHICH TWO WOULD YOU SAY ARE YOUR FAVORITE?

Posed to all respondents



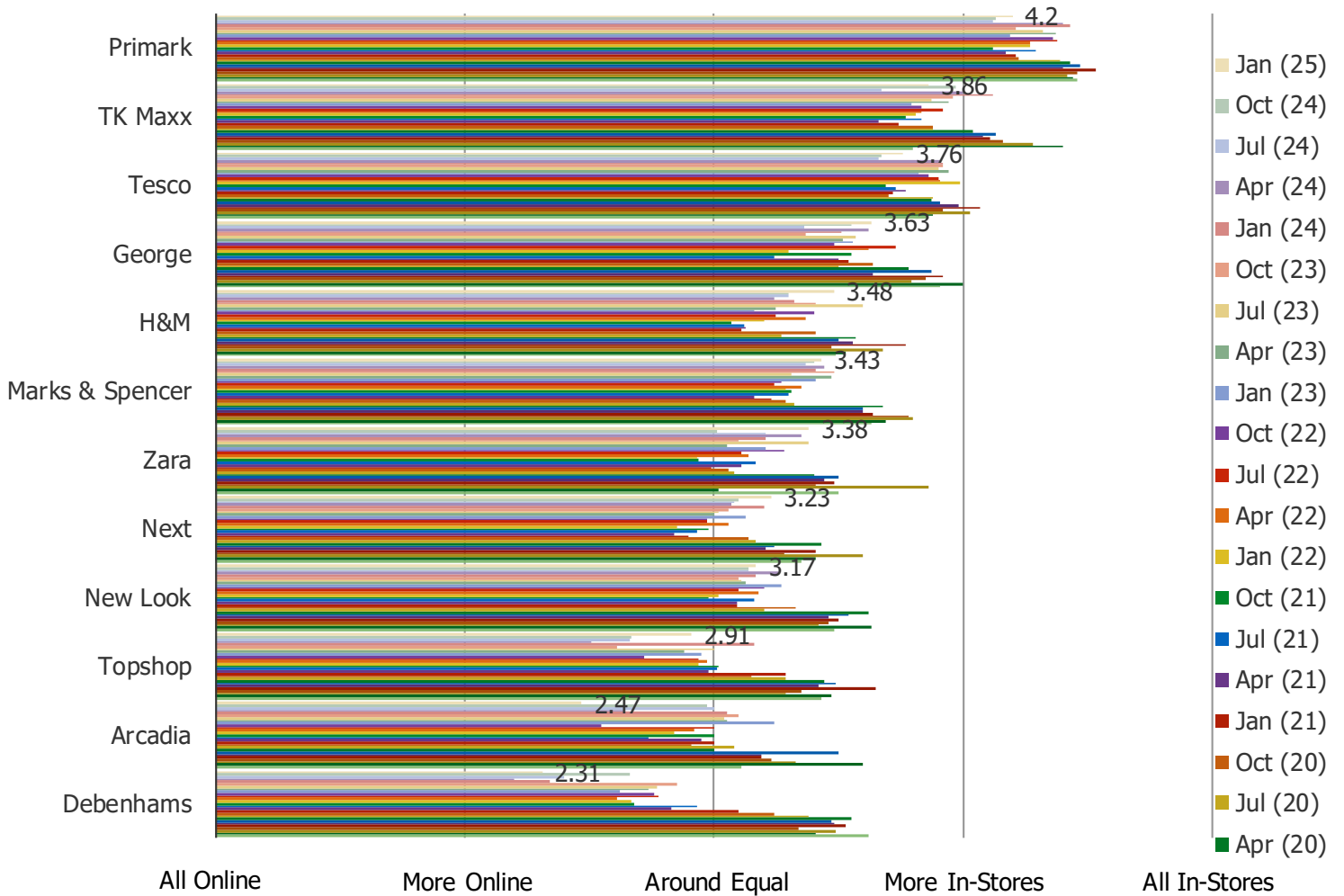
HAVE YOU CHANGED HOW MUCH YOU ARE SPENDING AT THIS RETAILER OVER THE PAST YEAR?

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



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.

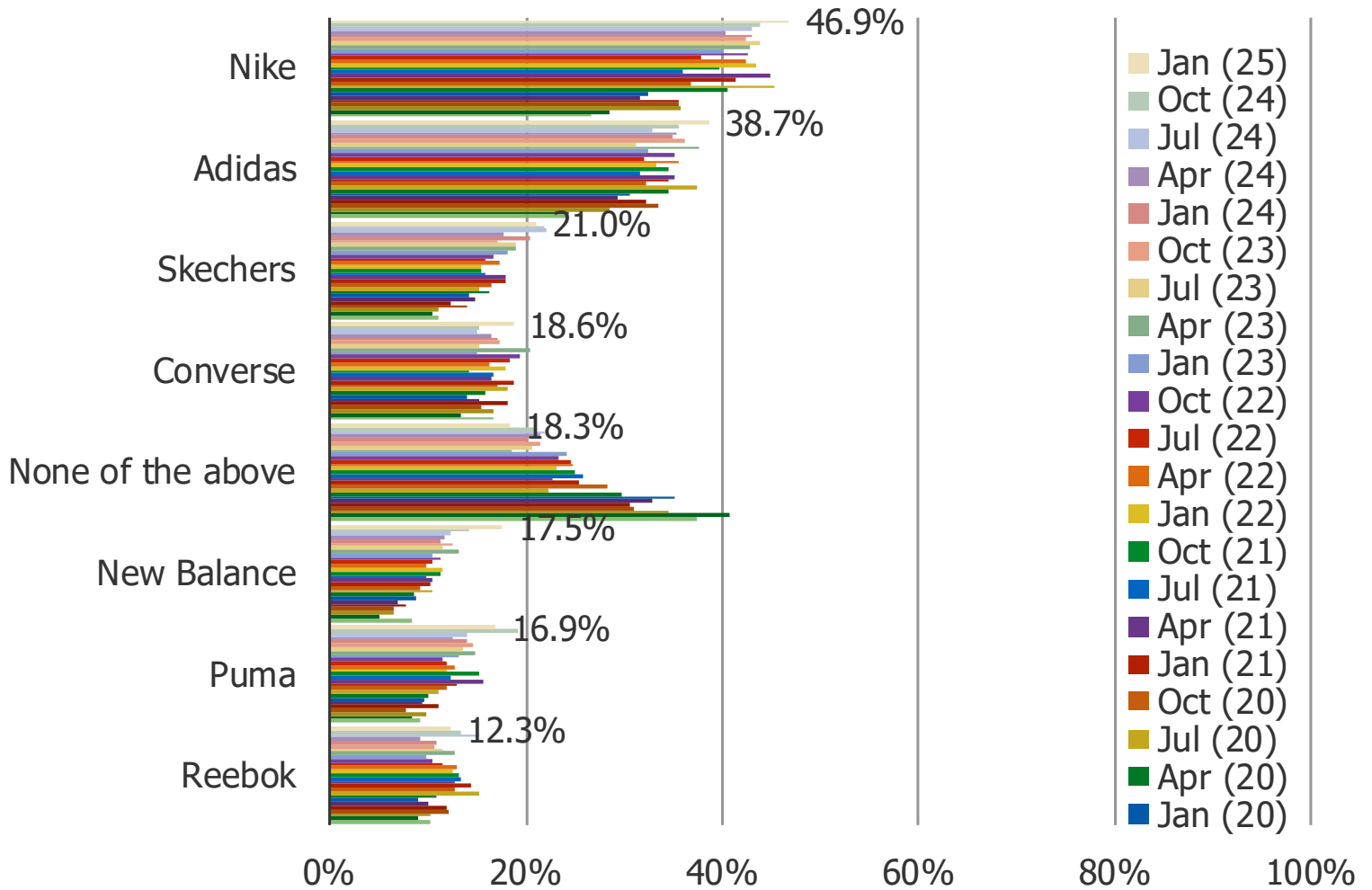


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FOOTWEAR BRANDS

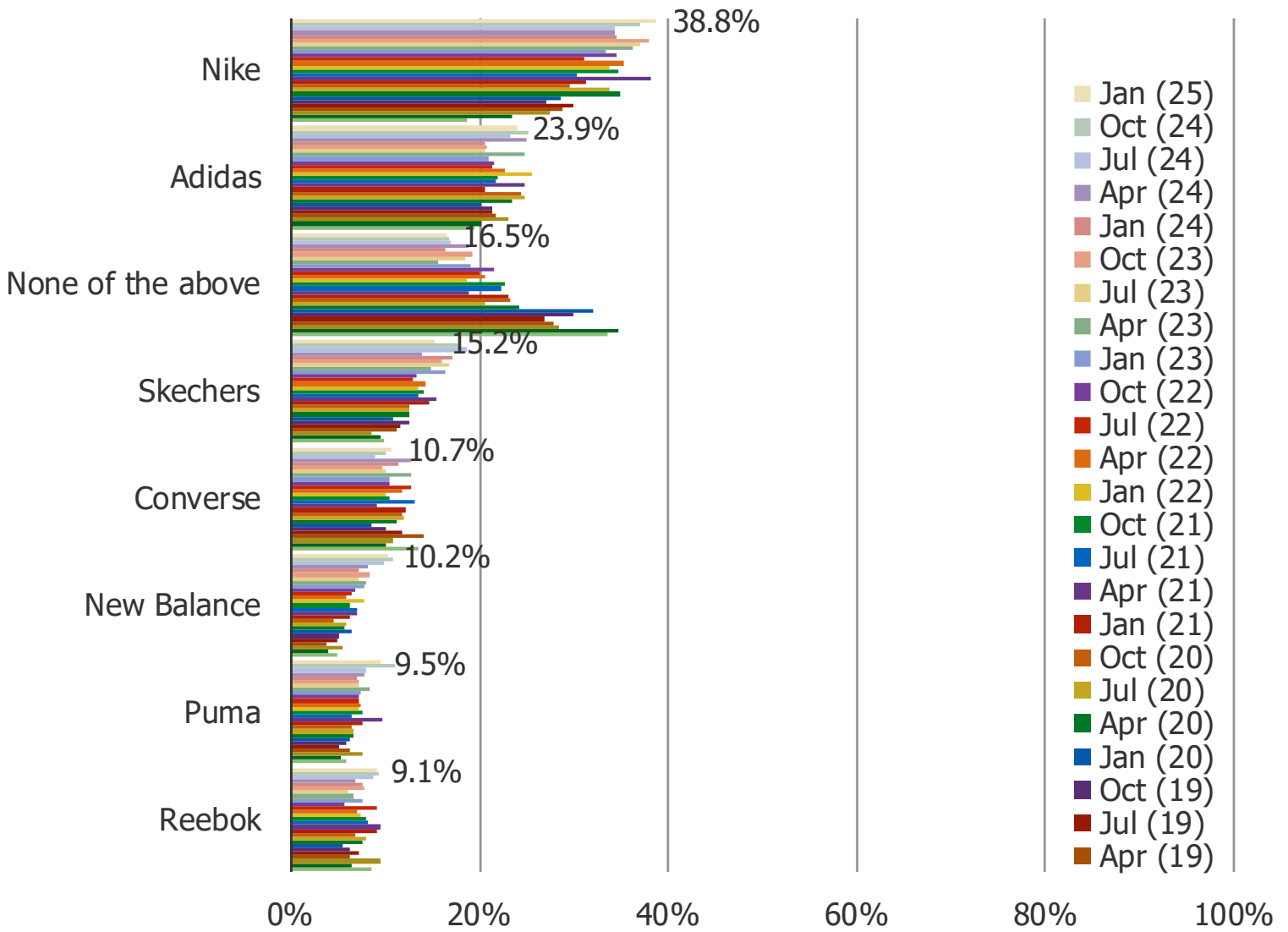
DO YOU OWN SNEAKERS FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents.



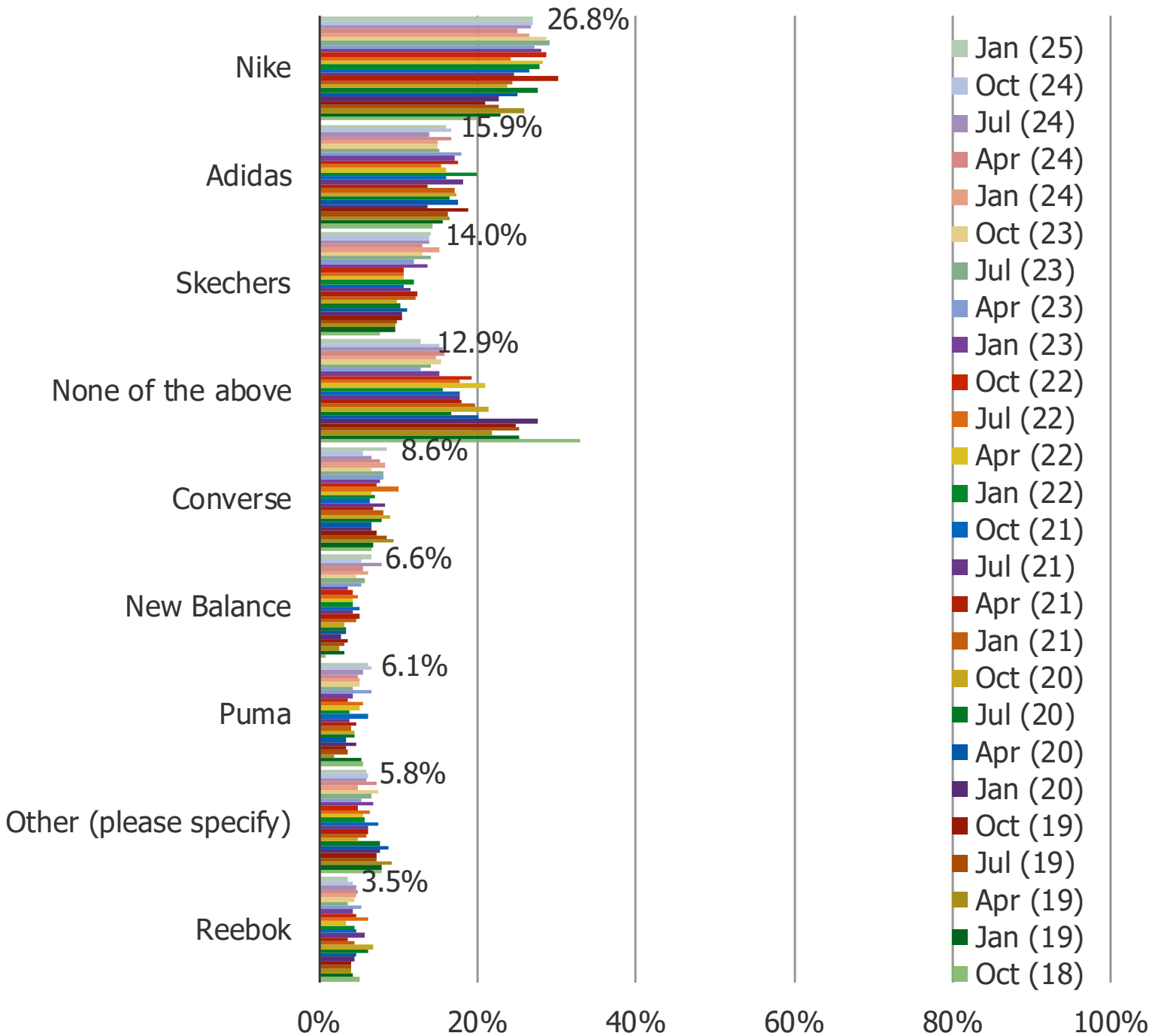
WHICH IS YOUR FAVORITE FOOTWEAR BRAND?

Posed to all respondents.



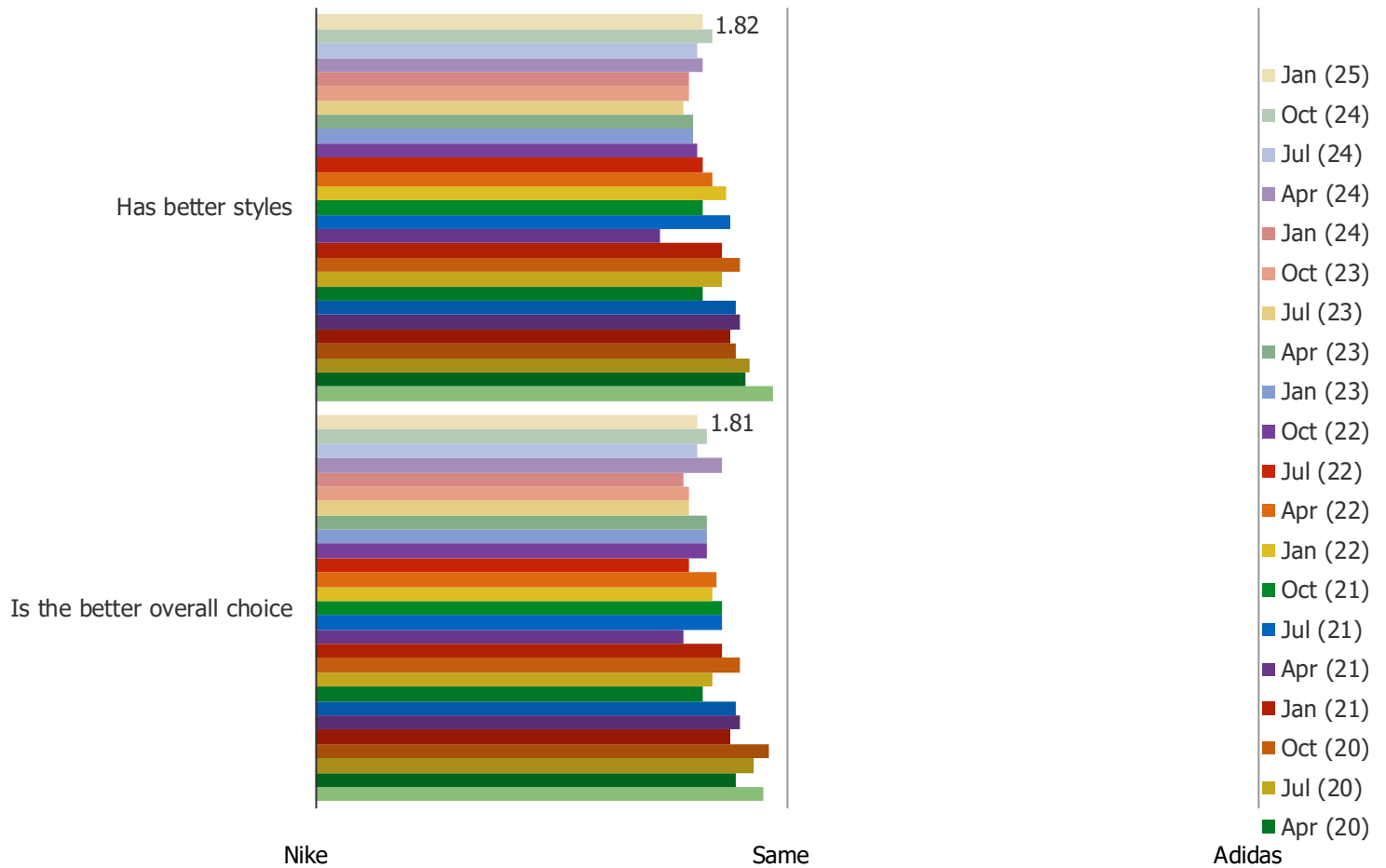
THINKING ABOUT YOUR MOST RECENT SNEAKER PURCHASE, WHICH BRAND DID YOU CHOOSE?

Posed to all respondents.



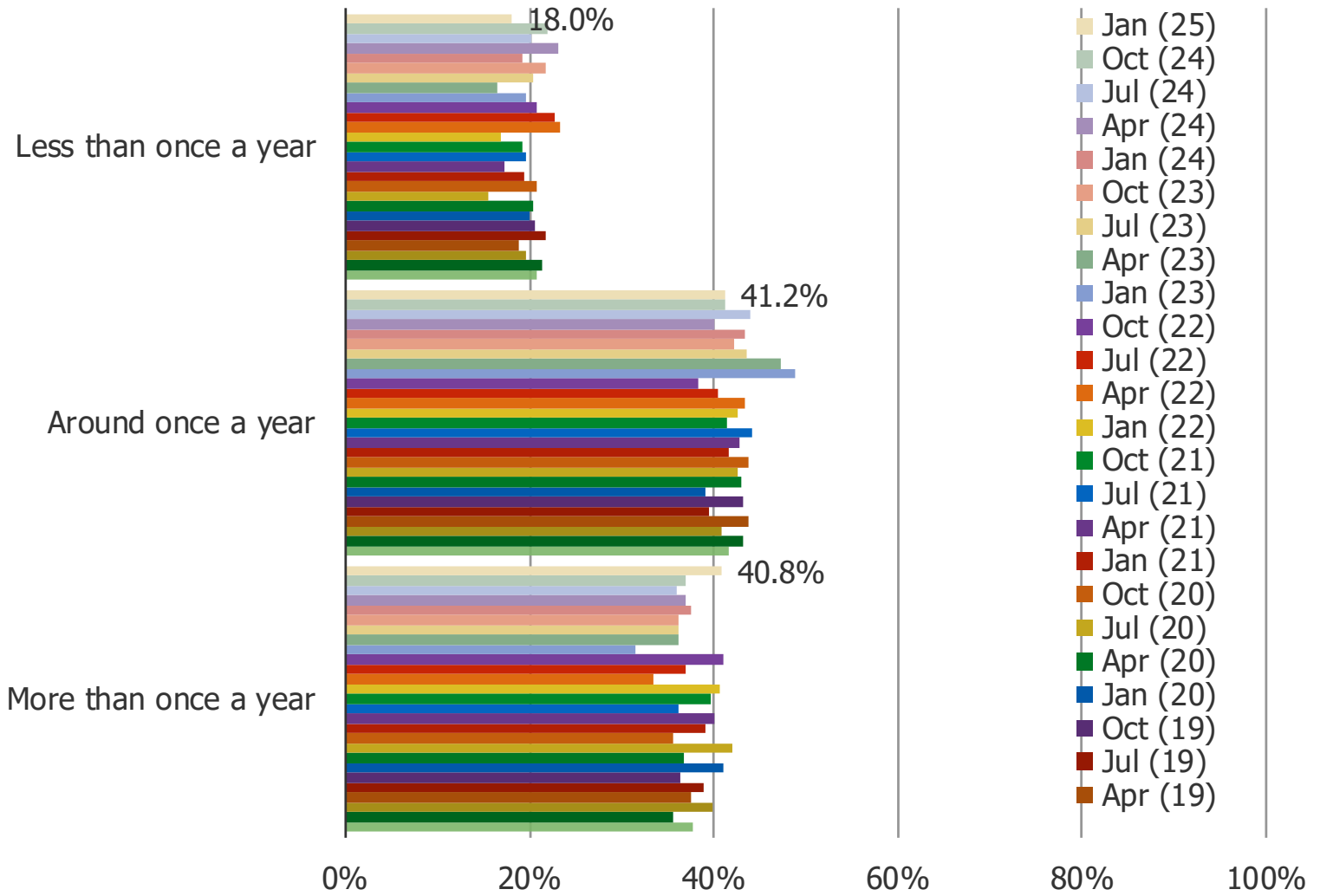
IN YOUR OPINION, WHICH OF THE FOLLOWING:

Posed to all respondents.



IN GENERAL, HOW OFTEN DO YOU BUY FOOTWEAR?

Posed to all respondents.

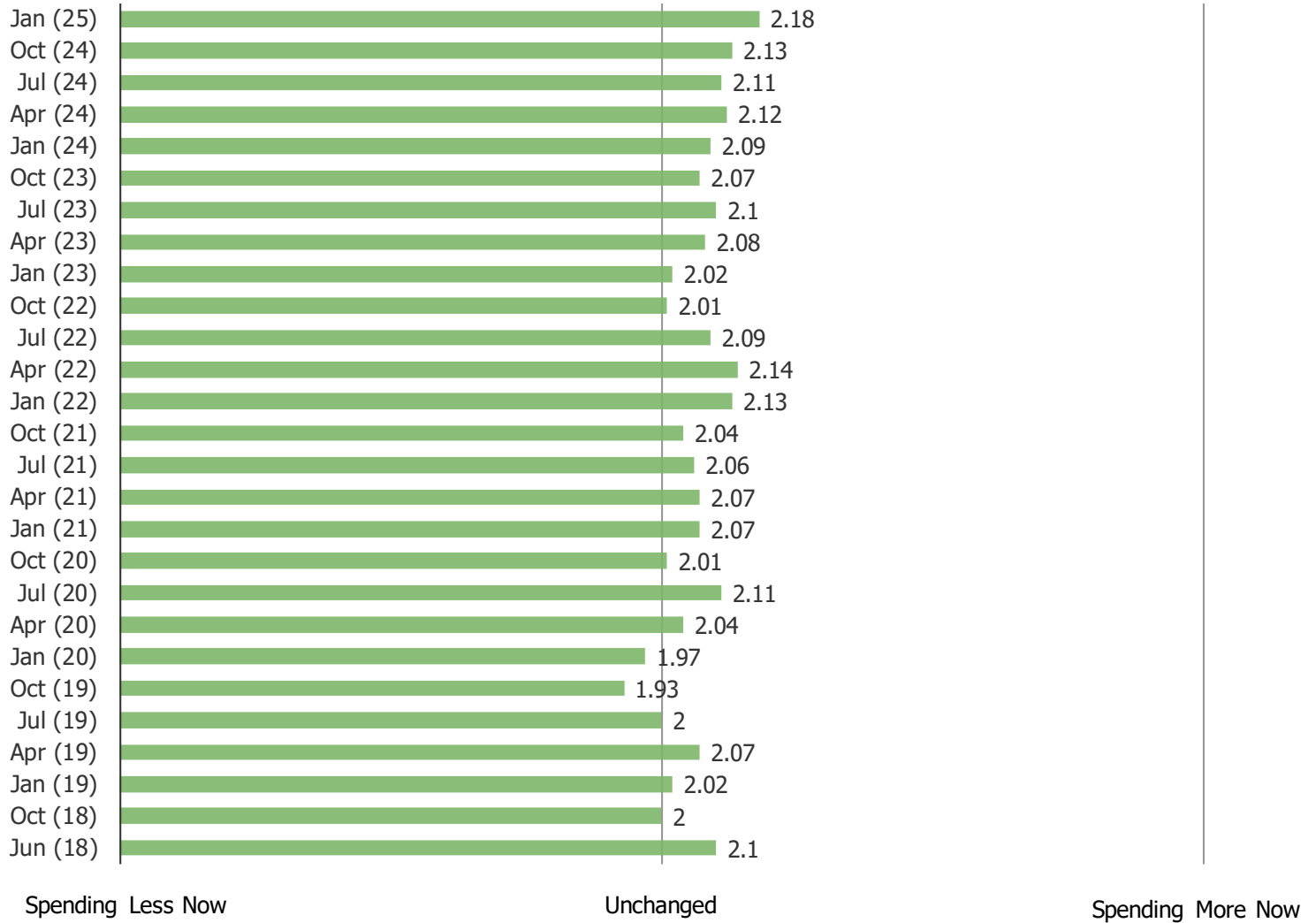


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GROCERY STORES AND FOOD DELIVERY

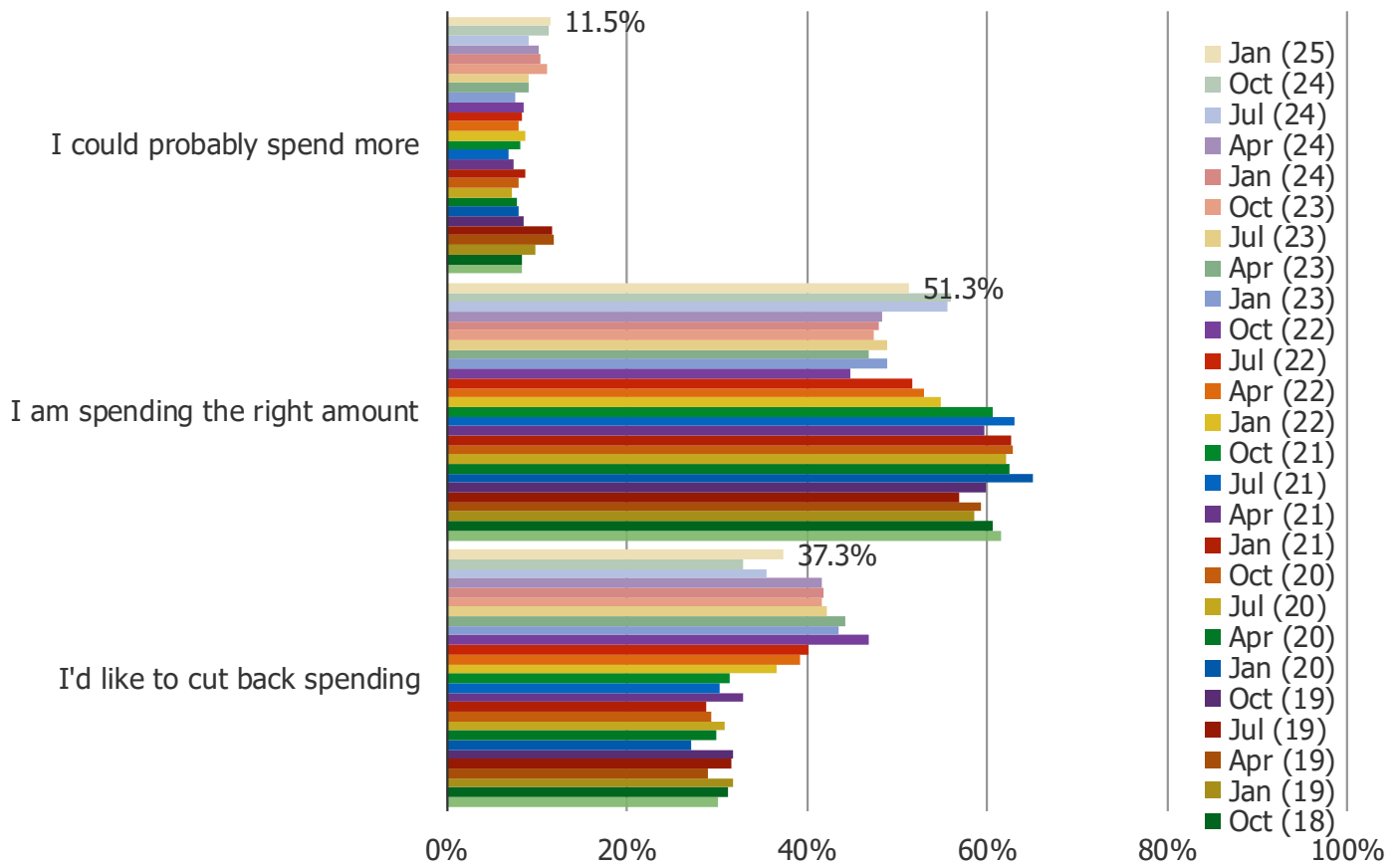
IN GENERAL, WOULD YOU SAY YOUR GROCERY SPENDING HAS CHANGED OVER THE PAST YEAR?

Posed to all respondents.



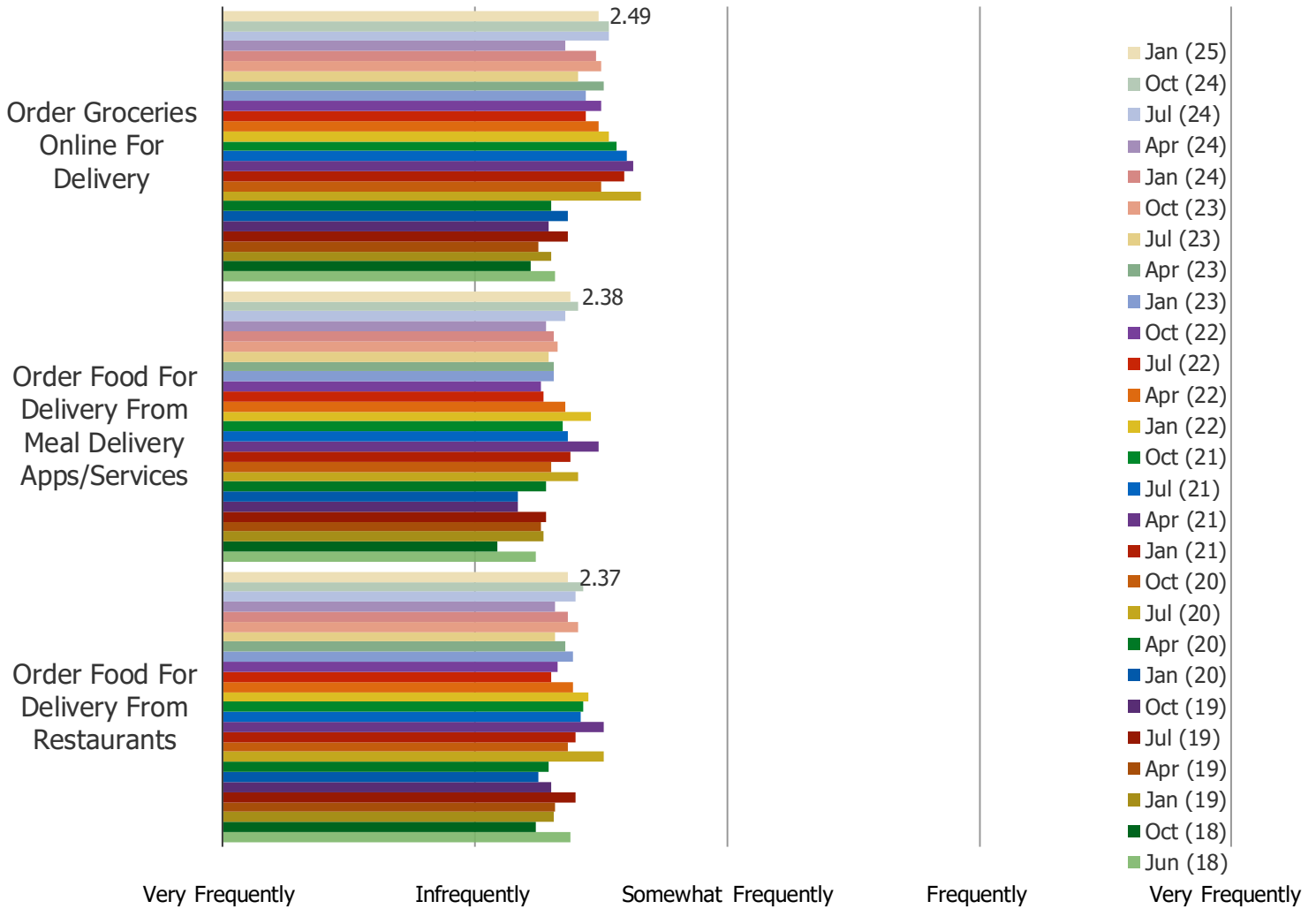
DO YOU THINK YOU CURRENTLY SPEND THE RIGHT AMOUNT ON GROCERIES?

Posed to all respondents.



HOW OFTEN DO YOU...

Posed to all respondents.

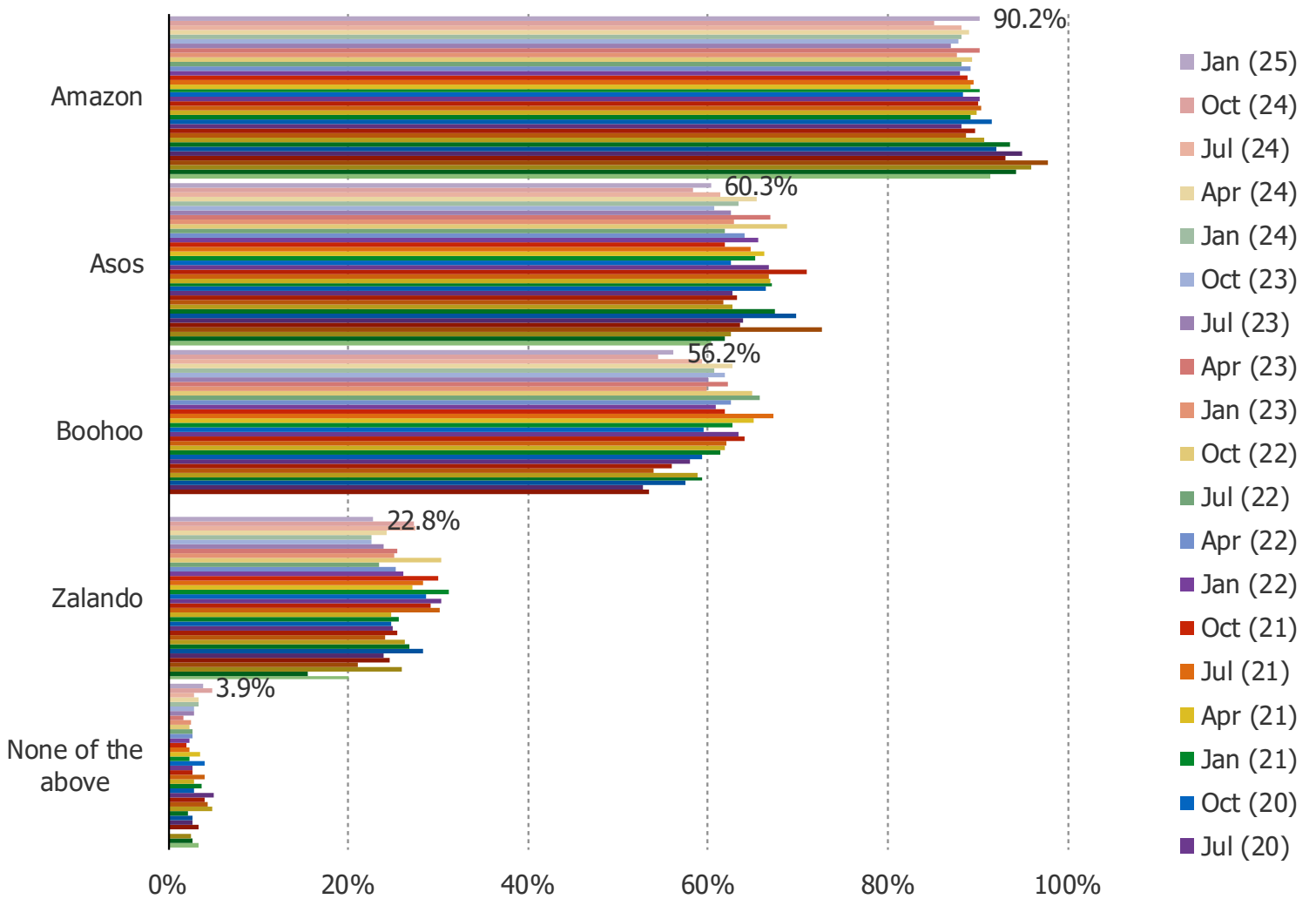


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ONLINE CLOTHING RETAILERS

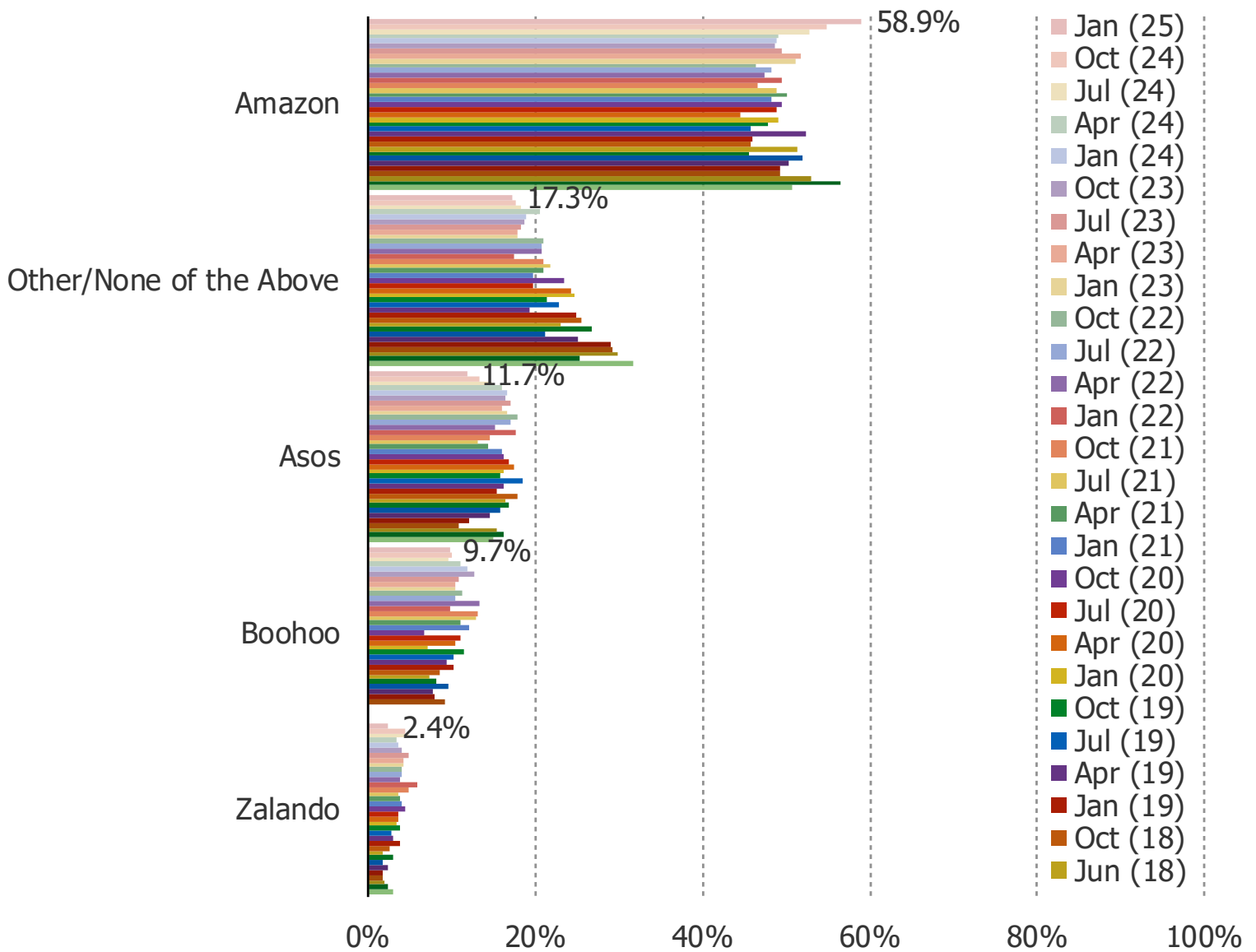
AWARENESS

This question was posed to all respondents.



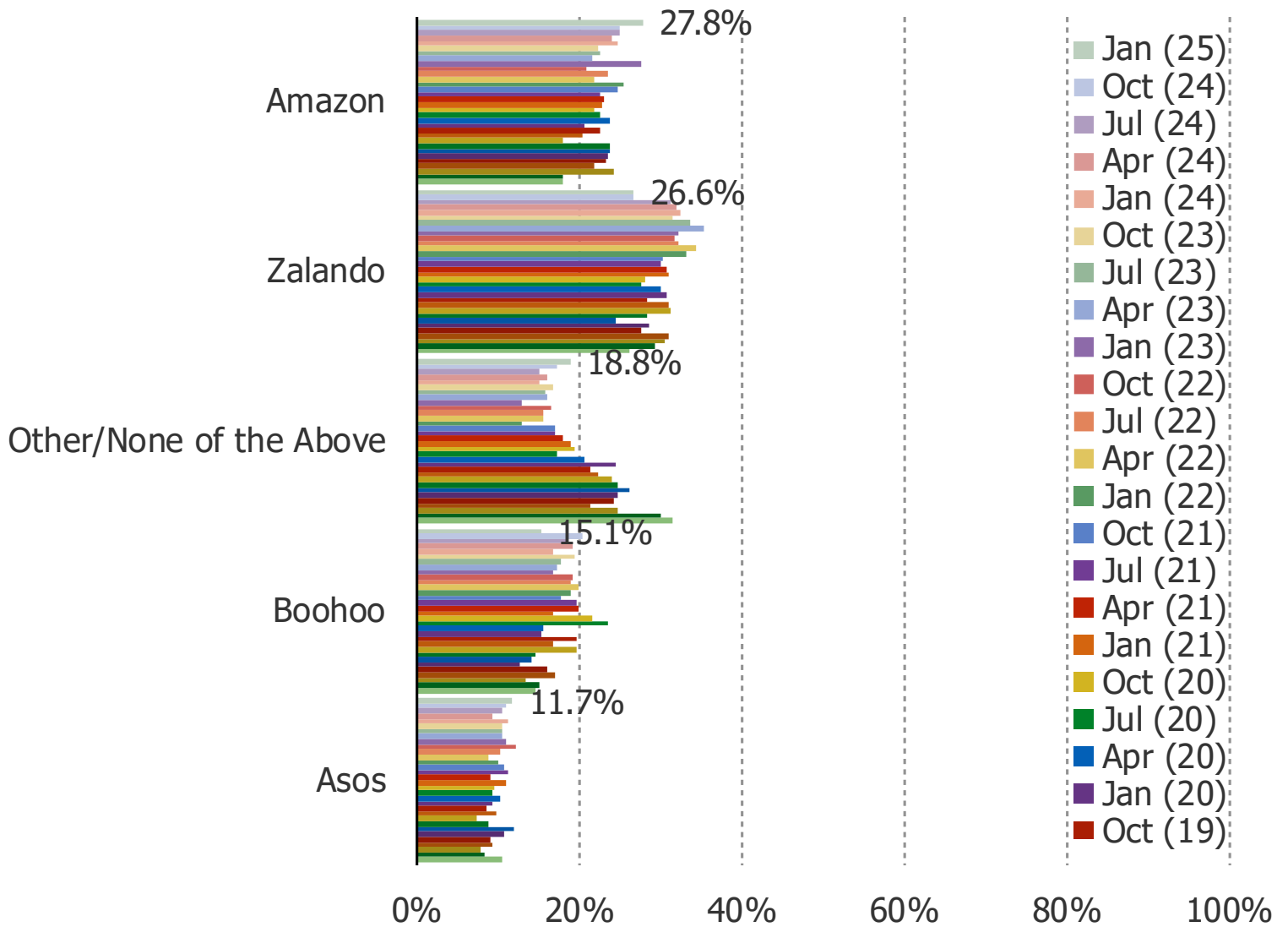
IF YOU WERE SHOPPING ONLINE FOR APPAREL, WHICH OF THE FOLLOWING WOULD YOU BE MOST LIKELY TO PURCHASE FROM?

This question was posed to all respondents.



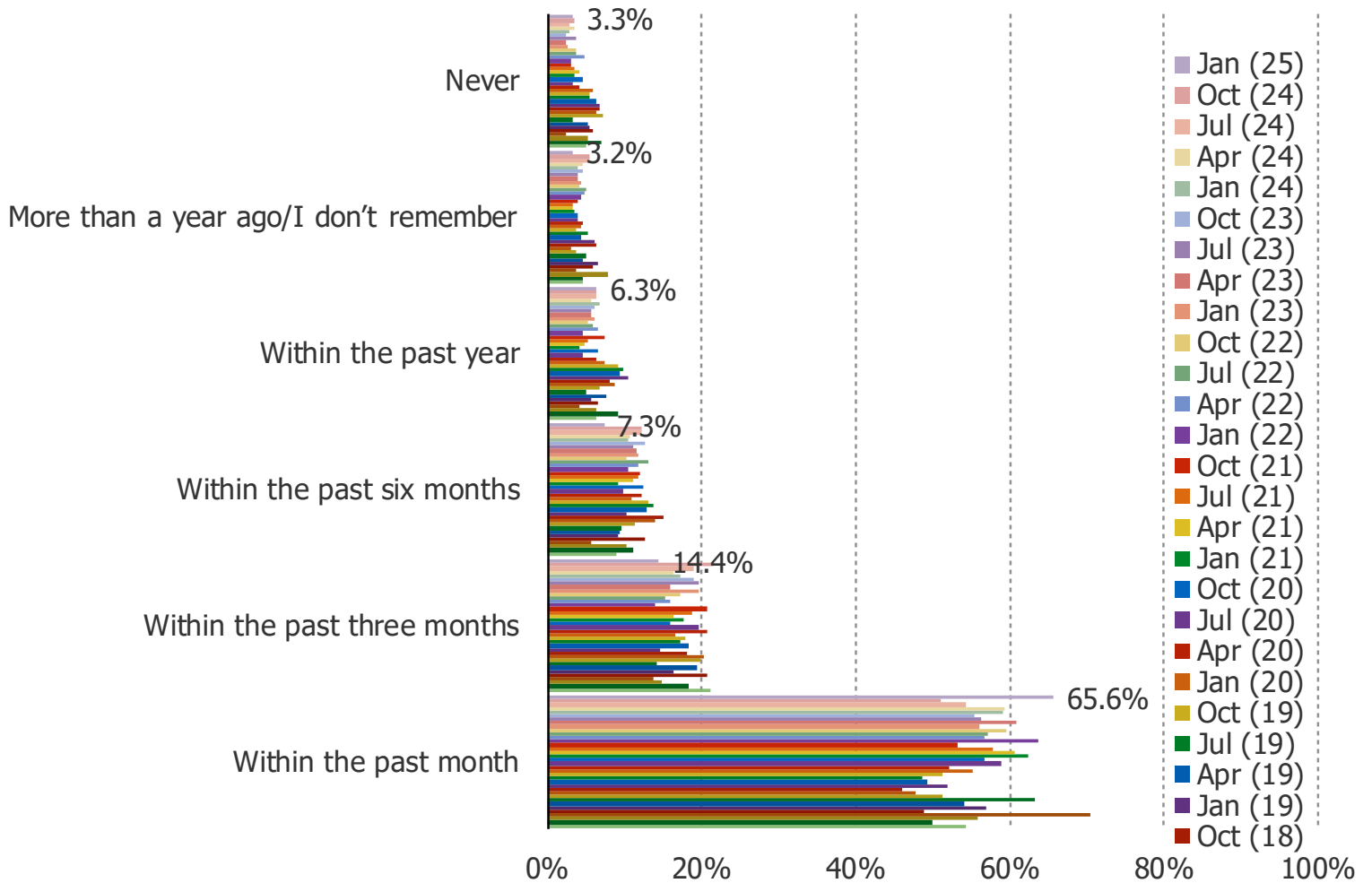
IF YOU WERE SHOPPING ONLINE FOR APPAREL, WHICH OF THE FOLLOWING WOULD YOU BE LEAST LIKELY TO PURCHASE FROM?

This question was posed to all respondents.



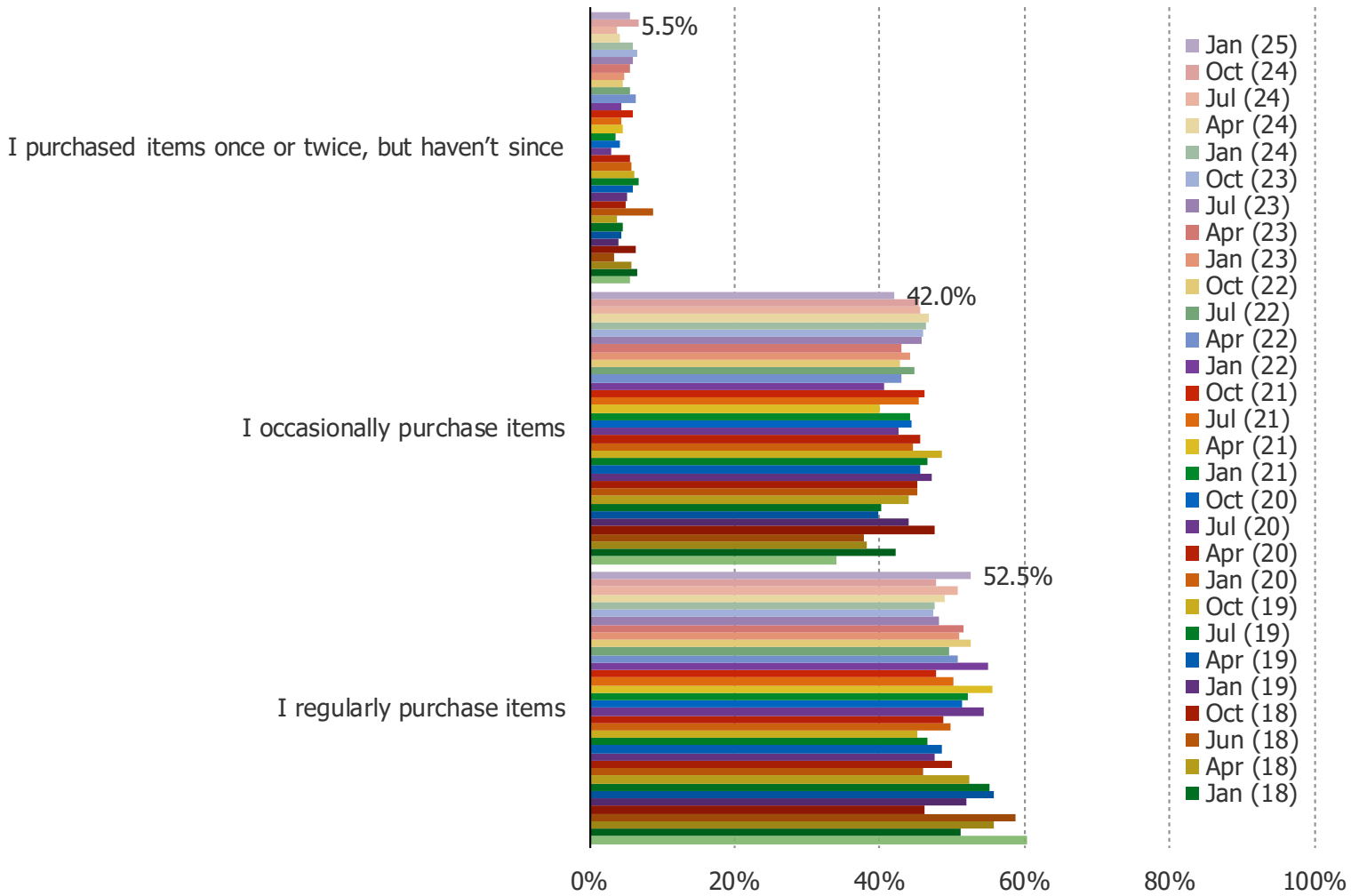
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING FROM AMAZON?

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.

