

# YouGov / Hope and Glory

Sample Size: Refer to each question

Fieldwork: 24th - 25th June 2014



Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

What is your gross personal income?

Unweighted base	2356	1132	1224	236	313	402	548	857	1306	1050
<b>Base: All UK adults</b>	2356	1133	1223	283	366	403	465	839	1296	1060
Under £5,000 per year	8%	5%	10%	22%	8%	7%	7%	4%	4%	13%
£5,000 to £9,999 per year	9%	7%	12%	10%	7%	8%	7%	12%	8%	12%
£10,000 to £14,999 per year	11%	9%	13%	11%	8%	8%	6%	17%	9%	14%
£15,000 to £19,999 per year	11%	11%	11%	9%	15%	9%	10%	12%	12%	10%
£20,000 to £24,999 per year	9%	10%	8%	7%	12%	10%	9%	8%	9%	8%
£25,000 to £29,999 per year	8%	9%	7%	3%	9%	11%	11%	7%	9%	7%
£30,000 to £34,999 per year	7%	9%	5%	2%	9%	9%	9%	6%	10%	3%
£35,000 to £39,999 per year	5%	6%	3%	2%	7%	6%	6%	3%	6%	3%
£40,000 to £44,999 per year	3%	4%	2%	1%	4%	5%	3%	3%	4%	2%
£45,000 to £49,999 per year	2%	2%	1%	-	1%	2%	3%	1%	2%	1%
£50,000 to £59,999 per year	2%	3%	2%	-	2%	3%	3%	2%	3%	1%
£60,000 to £69,999 per year	1%	1%	1%	-	1%	1%	2%	1%	1%	1%
£70,000 to £99,999 per year	1%	1%	1%	-	-	2%	2%	1%	2%	0%
£100,000 and over	1%	1%	1%	-	-	1%	2%	1%	1%	0%
Don't know	4%	4%	4%	14%	2%	2%	3%	3%	3%	5%
Prefer not to answer	18%	17%	19%	20%	16%	16%	17%	20%	16%	20%

For the following questions, by "luxury products" we mean designer clothing and accessories such as Michael Kors handbags, Christian Louboutin shoes, Gucci sunglasses, Louis Vuitton purses, Mulberry handbags, Tiffany jewellery, Jimmy Choo shoes etc. Approximately, how often, if ever, do you buy luxury products for yourself? (Please tick the option that BEST applies. If you never buy luxury products for yourself, please tick the "Never" option)

Unweighted base	2356	1132	1224	236	313	402	548	857	1306	1050
<b>Base: All UK adults</b>	2356	1133	1223	283	366	403	465	839	1296	1060
Once a month [1]	2%	3%	1%	5%	4%	1%	2%	1%	2%	2%
Once every 2 to 3 months [2.5]	2%	3%	2%	4%	5%	2%	2%	1%	3%	2%
Once every 4 to 5 months [4.5]	2%	2%	1%	2%	4%	2%	2%	0%	1%	2%
Once every 6 months [6]	4%	4%	3%	5%	6%	6%	3%	2%	4%	3%
Once a year [12]	6%	7%	6%	9%	5%	9%	6%	5%	6%	7%
Once every 2 years [24]	2%	3%	2%	4%	4%	2%	3%	2%	3%	2%
Once every 3 to 4 years [42]	3%	3%	2%	1%	4%	3%	4%	2%	3%	2%
Once every 5 years [60]	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%
Less often than once every 5 years [72]	8%	8%	8%	8%	5%	8%	9%	8%	8%	7%
Never [-]	64%	60%	68%	54%	56%	62%	63%	73%	64%	65%
Don't know/ can't recall [30.89]	5%	6%	4%	6%	6%	5%	4%	5%	4%	7%
<b>Mean</b>	30.89	28.95	33.18	25.71	23.61	28.79	33.85	38.25	31.95	29.57

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Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Approximately, how many luxury products, if any, have you purchased IN TOTAL for yourself in the \*\*last 12 months\*\* (i.e. since the end of June 2013)?

<b>Unweighted base</b>	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults who ever buy luxury products</b>	843	456	386	130	163	152	171	227	467	375
0 - none [0]	34%	33%	35%	25%	24%	33%	43%	40%	36%	31%
1 [1]	21%	19%	24%	21%	17%	21%	22%	24%	21%	20%
2 [2]	12%	13%	11%	10%	15%	14%	8%	12%	12%	12%
3 [3]	6%	6%	6%	7%	8%	8%	6%	4%	7%	6%
4 [4]	3%	4%	3%	2%	7%	4%	2%	2%	4%	3%
5 [5]	2%	2%	2%	1%	3%	2%	3%	0%	2%	2%
6 [6]	2%	2%	1%	3%	3%	1%	2%	1%	2%	2%
7 [7]	1%	1%	0%	2%	2%	1%	-	-	0%	1%
8 [8]	1%	1%	-	2%	1%	1%	0%	-	1%	1%
9 [9]	0%	0%	-	-	-	-	1%	-	-	0%
10 [10]	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%
More than 10 [12]	3%	3%	4%	8%	5%	2%	3%	1%	3%	4%
Don't know/ can't recall [1.83]	14%	15%	13%	19%	17%	13%	10%	15%	12%	18%
<b>Mean</b>	1.83	1.89	1.75	2.64	2.42	1.67	1.59	1.23	1.74	1.94

Which ONE of the following answers is closest to the amount of money that you think you have spent IN TOTAL on luxury products for yourself in the \*\*last 12 months\*\* (i.e. since the end of June 2013)? (If you are unsure, please give your best estimate)

<b>Unweighted base</b>	547	294	253	81	106	104	118	138	297	250
<b>Base: All UK adults who ever buy luxury products</b>	558	306	252	98	124	102	98	135	298	260
Up to £250 [125.5]	34%	28%	42%	35%	31%	29%	40%	35%	30%	39%
About £500 [500]	16%	17%	15%	18%	13%	15%	19%	17%	18%	14%
About £750 [750]	8%	7%	8%	11%	9%	9%	4%	5%	10%	5%
About £1,000 [1000]	11%	13%	9%	7%	14%	11%	8%	12%	13%	8%
About £2,500 [2500]	6%	7%	5%	3%	7%	9%	10%	3%	7%	5%
About £5,000 [5000]	3%	3%	2%	3%	1%	4%	2%	4%	3%	2%
About £7,500 [7500]	1%	2%	1%	2%	2%	2%	2%	-	2%	1%
About £10,000 [10000]	0%	0%	-	2%	-	-	-	-	-	1%
About £20,000 [20000]	1%	1%	-	-	-	1%	1%	1%	1%	-
More than £20,000 [21000]	1%	1%	0%	-	-	1%	1%	1%	1%	-
Don't know [1151.65]	20%	21%	18%	18%	24%	19%	13%	23%	15%	25%
<b>Mean</b>	1151.65	1389.77	862.87	1014.94	934.05	1535.92	1190.99	1132.22	1379.85	889.95

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Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following statements about luxury products apply to you? (Please tick all that apply)

	Unweighted base	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults online who ever buy luxury products</b>		843	456	386	130	163	152	171	227	467	375
I may browse in-store where I can see and touch the item, but then compare prices online to get the best price for the item I want		30%	28%	33%	33%	33%	28%	30%	28%	31%	29%
I like to look online to compare prices of products so I can get good value for money		40%	41%	37%	45%	35%	41%	39%	39%	38%	42%
I like to go to several stores to compare the value and range of products available		22%	22%	22%	35%	22%	25%	19%	16%	20%	24%
I always check if I can get the same product cheaper online before I commit to a purchase in-store		29%	30%	29%	38%	33%	24%	28%	26%	27%	33%
I often use my smartphone to compare prices when I'm shopping in a store		11%	13%	9%	23%	19%	13%	6%	2%	10%	12%
None of these		16%	15%	17%	10%	9%	16%	18%	22%	17%	15%
Don't know		7%	9%	5%	9%	13%	6%	5%	3%	5%	9%

Assuming all of the below options are available to you...

Which ONE, if any, of the following methods do you prefer to use when buying luxury products?

	Unweighted base	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults online who ever buy luxury products</b>		843	456	386	130	163	152	171	227	467	375
Buying in a shop		51%	49%	54%	46%	43%	53%	55%	55%	51%	51%
Buying online (i.e. delivery)		27%	27%	26%	25%	32%	28%	24%	25%	28%	25%
Click and collect (i.e. I buy online and collect in-store)		6%	7%	4%	8%	6%	5%	4%	6%	5%	6%
None of these		6%	4%	9%	6%	4%	6%	6%	9%	7%	6%
Don't know		10%	12%	7%	15%	14%	9%	10%	5%	8%	12%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following statements about shopping for luxury products apply to you? (Please tick all that apply)

	Unweighted base	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults online who ever buy luxury products</b>		843	456	386	130	163	152	171	227	467	375
I would rather see a physical product in person before I buy it		42%	40%	44%	33%	42%	41%	43%	46%	42%	42%
I don't like buying luxury products online as I worry about counterfeiting		16%	16%	16%	16%	13%	17%	17%	15%	16%	16%
I prefer to buy luxury products online as it's quick and easy		16%	18%	14%	20%	16%	19%	13%	14%	16%	16%
I prefer to buy direct from the brand (as opposed to a department store or multi-brand store)		11%	12%	10%	12%	15%	14%	12%	7%	11%	11%
I like to have assistance in-store to help me make the right choice, as I'm spending a large amount of money		13%	14%	11%	14%	13%	10%	11%	15%	14%	11%
I may browse online to decide what I want, but then purchase in-store		30%	27%	34%	39%	31%	26%	33%	24%	30%	29%
I like to touch and feel a product before committing to buying in order to check the quality		37%	35%	39%	38%	36%	37%	36%	37%	40%	33%
None of these		8%	8%	8%	4%	5%	8%	9%	11%	8%	8%
Don't know		9%	11%	6%	15%	11%	8%	4%	7%	6%	12%

And which, if any, of the following statements about shopping for luxury products do you agree with? (Please tick all that apply)

	Unweighted base	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults who ever buy luxury products</b>		843	456	386	130	163	152	171	227	467	375
If I'm spending a large amount of money on a product it's important that it is bespoke or exclusive to me		7%	8%	7%	12%	9%	7%	6%	5%	9%	5%
I prefer to own a few high quality products than lots of products of a lower quality		30%	32%	29%	31%	27%	29%	28%	36%	33%	28%
I'm happy to save up to buy a luxury product, because I see them as an investment		22%	23%	21%	33%	26%	16%	22%	18%	23%	21%
I buy luxury products whenever I see one I like in order to treat myself		15%	16%	14%	18%	13%	17%	13%	14%	16%	14%
I'm prepared to spend more money on a product that has been made ethically by the company (e.g. where I know the origin of its materials, how it was made etc.)		11%	12%	10%	12%	12%	13%	12%	7%	11%	11%
I'm prepared to spend more money on a luxury item that I know others will acknowledge and envy		8%	8%	8%	13%	10%	12%	7%	3%	7%	9%
None of these		24%	23%	27%	15%	16%	24%	30%	32%	24%	24%
Don't know		10%	12%	8%	14%	12%	10%	8%	7%	6%	15%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about where you look for inspiration when shopping for luxury products... Which, if any, of the following do you use to look for inspiration? (Please tick all that apply)

Unweighted base	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults online who ever buy luxury products</b>	843	456	386	130	163	152	171	227	467	375
Friends and family	23%	21%	27%	34%	30%	18%	21%	18%	23%	24%
Blogs	4%	5%	4%	10%	5%	5%	4%	1%	4%	5%
Social media (e.g. Facebook, Twitter etc.)	11%	10%	12%	21%	18%	13%	7%	2%	9%	13%
Fashion magazines	14%	8%	23%	19%	12%	20%	11%	12%	15%	14%
Online shopping websites (e.g. Net-A-Porter, my-wardrobe etc.)	18%	17%	19%	26%	19%	16%	14%	15%	16%	20%
The brand's own website	28%	30%	27%	35%	29%	28%	30%	23%	29%	27%
Visiting shops in-person	39%	37%	42%	37%	36%	37%	40%	44%	42%	35%
Spotting people wearing luxury products on the street	10%	10%	11%	18%	16%	8%	9%	4%	9%	12%
Celebrities' websites	4%	3%	4%	6%	4%	6%	2%	2%	3%	4%
Fashion newsletters/ online marketing emails	7%	6%	8%	11%	9%	6%	7%	3%	5%	8%
Apps	4%	6%	3%	8%	6%	7%	3%	0%	5%	4%
None of these	20%	23%	17%	9%	14%	19%	27%	25%	19%	21%
Don't know	9%	12%	6%	13%	10%	12%	7%	6%	6%	13%

Thinking specifically about shopping for luxury products **\*\*in-store\*\***... Which, if any, of the following would encourage you to shop for luxury items in-store **\*\*more often\*\***? (Please tick all that apply)

Unweighted base	838	449	389	109	139	156	204	230	470	368
<b>Base: All UK adults who ever buy luxury products</b>	843	456	386	130	163	152	171	227	467	375
A better experience and service when I visit the stores (e.g. friendly/ helpful staff)	34%	33%	35%	37%	31%	35%	36%	33%	37%	31%
Great in-store events, entertainment or restaurants	16%	17%	15%	22%	18%	12%	17%	12%	17%	14%
Being able to purchase more personalised and exclusive products	16%	15%	16%	21%	25%	12%	14%	10%	16%	15%
Other	6%	5%	7%	5%	4%	8%	6%	6%	6%	6%
Don't know	12%	13%	11%	7%	15%	12%	15%	12%	11%	14%
Not applicable - nothing would encourage me to shop for luxury items in-store more often	34%	33%	34%	33%	26%	35%	31%	41%	31%	37%