

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	Total		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

Which, if any, of the following have you EVER done? (Please tick all that apply)

	Unweighted Base	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
	All GB Adults	2189	1051	1138	263	384	395	381	766	1204	985	538	359	210	280	501	109	190
Tipped in restaurants even when the food or service was poor	29%	29%	28%	33%	35%	28%	27%	26%	32%	25%	28%	23%	28%	38%	30%	22%	29%	
Didn't bother to take faulty goods back	40%	42%	38%	46%	42%	42%	41%	34%	40%	39%	36%	38%	40%	42%	43%	40%	42%	
Thrown away without using or failed to use money off vouchers	78%	76%	79%	67%	77%	79%	81%	79%	82%	72%	75%	79%	77%	75%	80%	76%	82%	
Accepted bank charges	43%	44%	41%	37%	51%	45%	43%	39%	43%	42%	40%	35%	47%	46%	47%	43%	43%	
Told someone to 'keep the change' to impress my friends or colleagues	9%	14%	5%	16%	14%	11%	9%	4%	9%	10%	9%	12%	8%	14%	7%	12%	7%	
Double tipped in restaurants – paid their 'service charge' and then left a tip	22%	23%	21%	19%	22%	25%	24%	20%	24%	18%	19%	15%	23%	28%	22%	20%	30%	
Not shopped around for the best credit charges when buying a high price item	18%	19%	17%	17%	17%	18%	18%	18%	17%	18%	16%	16%	20%	19%	20%	19%	16%	
Bought clothes or shoes and never worn them	51%	34%	67%	51%	55%	56%	49%	47%	54%	48%	49%	49%	56%	58%	53%	36%	48%	
Automatically accepted the travel insurance I was offered when I purchased a holiday	15%	15%	16%	17%	11%	16%	18%	15%	14%	18%	17%	18%	18%	8%	16%	10%	17%	
Other	3%	3%	3%	2%	1%	3%	4%	3%	3%	3%	2%	4%	1%	3%	3%	1%	4%	
Don't know	4%	5%	3%	6%	4%	4%	3%	4%	3%	6%	7%	5%	5%	2%	3%	1%	3%	

In which ONE, if any, of the following situations would you be MOST likely to negotiate over price? (Please tick all that apply)

	Unweighted Base	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
	All GB Adults	2189	1051	1138	263	384	395	381	766	1204	985	538	359	210	280	501	109	190
In a restaurant	1%	1%	1%	2%	2%	-	-	0%	1%	1%	1%	1%	1%	1%	0%	1%	3%	-
In a car show room	55%	61%	49%	44%	55%	56%	59%	56%	59%	49%	52%	52%	51%	50%	61%	57%	61%	
In a high street clothes or shoe shop	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	0%	2%	
With an online retailer (e.g. when buying sporting goods, insurance etc.)	3%	3%	2%	7%	2%	4%	2%	2%	2%	3%	3%	4%	4%	1%	3%	4%	-	
In a travel agency	8%	6%	10%	10%	10%	8%	5%	7%	8%	8%	8%	7%	7%	9%	8%	8%	8%	
In an electrical goods store	9%	9%	9%	4%	6%	9%	11%	12%	9%	9%	9%	10%	9%	11%	8%	6%	8%	
In a supermarket	1%	1%	0%	1%	1%	1%	-	0%	0%	1%	0%	1%	2%	-	0%	-	0%	
None of these	8%	6%	10%	11%	12%	8%	6%	7%	7%	9%	8%	8%	7%	11%	8%	9%	6%	
Don't know	5%	4%	5%	7%	4%	5%	6%	4%	4%	6%	7%	4%	5%	6%	3%	5%	3%	
Not applicable - I would never negotiate over price	10%	8%	12%	14%	8%	8%	10%	11%	8%	13%	12%	12%	12%	9%	7%	7%	10%	

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following have you EVER done? (Please tick all that apply)

	Unweighted Base	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
	All GB Adults	2189	1162	272	1435	87	420	49	198	1068	287	204	59	565	6
Tipped in restaurants even when the food or service was poor	29%	33%	23%	31%	26%	25%	17%	23%	29%	30%	21%	17%	31%	40%	
Didn't bother to take faulty goods back	40%	44%	37%	43%	42%	30%	37%	37%	38%	44%	39%	28%	43%	7%	
Thrown away without using or failed to use money off vouchers	78%	81%	74%	80%	60%	78%	73%	70%	79%	81%	79%	85%	72%	50%	
Accepted bank charges	43%	46%	35%	44%	47%	34%	50%	44%	42%	52%	40%	45%	41%	31%	
Told someone to 'keep the change' to impress my friends or colleagues	9%	12%	7%	11%	18%	3%	9%	9%	8%	10%	5%	5%	14%	-	
Double tipped in restaurants – paid their 'service charge' and then left a tip	22%	25%	20%	24%	14%	19%	11%	17%	23%	24%	17%	21%	21%	7%	
Not shopped around for the best credit charges when buying a high price item	18%	19%	16%	18%	18%	17%	22%	12%	18%	16%	20%	21%	18%	-	
Bought clothes or shoes and never worn them	51%	52%	55%	53%	45%	47%	47%	50%	46%	55%	55%	60%	58%	12%	
Automatically accepted the travel insurance I was offered when I purchased a holiday	15%	16%	14%	16%	12%	14%	24%	15%	16%	12%	16%	14%	15%	-	
Other	3%	2%	2%	2%	-	4%	-	4%	3%	2%	2%	2%	2%	29%	
Don't know	4%	3%	3%	3%	10%	4%	18%	8%	4%	4%	5%	5%	6%	-	

In which ONE, if any, of the following situations would you be MOST likely to negotiate over price? (Please tick all that apply)

	Unweighted Base	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
	All GB Adults	2189	1162	272	1435	87	420	49	198	1068	287	204	59	565	6
In a restaurant	1%	1%	1%	1%	4%	-	1%	2%	0%	1%	-	-	-	2%	
In a car show room	55%	59%	52%	57%	48%	55%	32%	45%	61%	50%	50%	42%	49%	7%	
In a high street clothes or shoe shop	1%	1%	3%	1%	-	1%	3%	2%	1%	1%	1%	1%	2%	-	
With an online retailer (e.g. when buying sporting goods, insurance etc.)	3%	3%	3%	3%	8%	1%	-	5%	2%	3%	2%	3%	4%	-	
In a travel agency	8%	9%	7%	9%	8%	6%	4%	7%	8%	9%	5%	8%	7%	-	
In an electrical goods store	9%	7%	8%	7%	2%	15%	13%	11%	9%	11%	12%	18%	6%	40%	
In a supermarket	1%	0%	2%	1%	-	0%	-	1%	0%	1%	1%	-	1%	-	
None of these	8%	8%	8%	8%	14%	6%	19%	8%	6%	8%	9%	5%	11%	21%	
Don't know	5%	5%	6%	5%	8%	4%	6%	5%	4%	3%	5%	8%	7%	-	
Not applicable - I would never negotiate over price	10%	8%	13%	9%	8%	10%	21%	16%	7%	12%	15%	15%	11%	31%	

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189

Fieldwork: 28th - 30th July 2010

Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Base	0	1	2	3+			

Which, if any, of the following have you EVER done? (Please tick all that apply)

	Unweighted Base	2189	1602	266	211	62	539	48
	All GB Adults	2189	1527	302	248	67	617	45
Tipped in restaurants even when the food or service was poor	29%	29%	30%	28%	25%	29%	25%	
Didn't bother to take faulty goods back	40%	37%	47%	51%	37%	47%	31%	
Thrown away without using or failed to use money off vouchers	78%	78%	79%	79%	65%	77%	70%	
Accepted bank charges	43%	42%	36%	52%	51%	44%	43%	
Told someone to 'keep the change' to impress my friends or colleagues	9%	9%	7%	16%	10%	11%	15%	
Double tipped in restaurants – paid their 'service charge' and then left a tip	22%	22%	21%	22%	18%	21%	18%	
Not shopped around for the best credit charges when buying a high price item	18%	17%	17%	21%	21%	19%	27%	
Bought clothes or shoes and never worn them	51%	51%	52%	54%	45%	52%	49%	
Automatically accepted the travel insurance I was offered when I purchased a holiday	15%	15%	13%	22%	10%	17%	15%	
Other	3%	3%	3%	2%	-	2%	1%	
Don't know	4%	4%	2%	4%	8%	3%	10%	

In which ONE, if any, of the following situations would you be MOST likely to negotiate over price? (Please tick all that apply)

	Unweighted Base	2189	1602	266	211	62	539	48
	All GB Adults	2189	1527	302	248	67	617	45
In a restaurant	1%	1%	1%	0%	-	1%	-	
In a car show room	55%	55%	52%	56%	55%	54%	47%	
In a high street clothes or shoe shop	1%	1%	1%	2%	4%	1%	-	
With an online retailer (e.g. when buying sporting goods, insurance etc.)	3%	2%	4%	2%	7%	4%	5%	
In a travel agency	8%	8%	10%	7%	3%	8%	8%	
In an electrical goods store	9%	9%	8%	10%	3%	8%	14%	
In a supermarket	1%	0%	2%	1%	-	1%	2%	
None of these	8%	8%	8%	8%	7%	8%	4%	
Don't know	5%	5%	5%	4%	6%	5%	2%	
Not applicable - I would never negotiate over price	10%	10%	9%	10%	14%	10%	18%	

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	Government Office Region							Government Office Region			
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following have you EVER done? (Please tick all that apply)

	Unweighted Base	2189	87	239	178	143	165	200	349	324	206	106	192
	All GB Adults	2189	96	250	193	162	197	210	280	307	195	109	190
Tipped in restaurants even when the food or service was poor	29%		28%	34%	21%	18%	26%	28%	38%	35%	23%	22%	29%
Didn't bother to take faulty goods back	40%		35%	41%	28%	35%	41%	40%	42%	44%	41%	40%	42%
Thrown away without using or failed to use money off vouchers	78%		71%	75%	76%	79%	78%	77%	75%	82%	78%	76%	82%
Accepted bank charges	43%		36%	40%	43%	32%	37%	47%	46%	47%	46%	43%	43%
Told someone to 'keep the change' to impress my friends or colleagues	9%		8%	9%	8%	12%	11%	8%	14%	7%	8%	12%	7%
Double tipped in restaurants – paid their 'service charge' and then left a tip	22%		11%	22%	20%	14%	16%	23%	28%	24%	20%	20%	30%
Not shopped around for the best credit charges when buying a high price item	18%		18%	17%	15%	14%	17%	20%	19%	21%	18%	19%	16%
Bought clothes or shoes and never worn them	51%		41%	51%	51%	52%	48%	56%	58%	55%	51%	36%	48%
Automatically accepted the travel insurance I was offered when I purchased a holiday	15%		23%	18%	12%	18%	17%	18%	8%	16%	15%	10%	17%
Other	3%		1%	2%	3%	4%	5%	1%	3%	2%	4%	1%	4%
Don't know	4%		9%	6%	7%	7%	3%	5%	2%	3%	4%	1%	3%

In which ONE, if any, of the following situations would you be MOST likely to negotiate over price? (Please tick all that apply)

	Unweighted Base	2189	87	239	178	143	165	200	349	324	206	106	192
	All GB Adults	2189	96	250	193	162	197	210	280	307	195	109	190
In a restaurant	1%		-	-	1%	1%	1%	0%	1%	1%	3%	1%	-
In a car show room	55%		51%	49%	56%	50%	54%	51%	50%	60%	62%	57%	61%
In a high street clothes or shoe shop	1%		-	2%	-	2%	1%	1%	2%	1%	1%	0%	2%
With an online retailer (e.g. when buying sporting goods, insurance etc.)	3%		3%	2%	4%	4%	3%	4%	1%	4%	2%	4%	-
In a travel agency	8%		2%	11%	6%	7%	6%	7%	9%	9%	7%	8%	8%
In an electrical goods store	9%		12%	7%	10%	12%	9%	9%	11%	8%	9%	6%	8%
In a supermarket	1%		-	1%	-	-	2%	2%	-	1%	-	-	0%
None of these	8%		9%	9%	8%	6%	9%	7%	11%	7%	9%	9%	6%
Don't know	5%		9%	6%	7%	4%	4%	5%	6%	4%	2%	5%	3%
Not applicable - I would never negotiate over price	10%		14%	13%	8%	14%	10%	12%	9%	7%	7%	7%	10%

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189

Fieldwork: 28th - 30th July 2010

Total	ITV Region								ITV Region					
	ITV London	ITV Central	ITV Anglia (East Anglia)	ITV Wales / West	ITV West Country (South West)	ITV Meridian (South)	ITV Granada (Lancashire)	ITV Tyne Tees (North East)	ITV Yorkshire	STV Central (Central Scotland)	STV North (North Scotland)	ITV Border	None	Don't know

Which, if any, of the following have you EVER done? (Please tick all that apply)

	Unweighted Base	480	297	153	144	119	225	233	102	197	137	36	17	27	22	
	All GB Adults	2189	416	343	161	144	115	207	244	112	210	142	31	17	26	22
Tipped in restaurants even when the food or service was poor	29%	38%	25%	27%	26%	19%	30%	35%	28%	19%	31%	31%	6%	25%	18%	
Didn't bother to take faulty goods back	40%	42%	38%	40%	43%	41%	45%	43%	35%	29%	39%	50%	16%	38%	46%	
Thrown away without using or failed to use money off vouchers	78%	77%	80%	77%	80%	73%	81%	77%	74%	76%	82%	84%	63%	71%	66%	
Accepted bank charges	43%	47%	36%	45%	41%	48%	46%	42%	36%	41%	44%	48%	24%	43%	47%	
Told someone to 'keep the change' to impress my friends or colleagues	9%	12%	12%	6%	12%	6%	7%	10%	10%	7%	6%	7%	7%	15%	9%	
Double tipped in restaurants – paid their 'service charge' and then left a tip	22%	28%	16%	17%	22%	13%	25%	22%	15%	18%	33%	22%	9%	42%	11%	
Not shopped around for the best credit charges when buying a high price item	18%	21%	17%	15%	21%	14%	21%	19%	18%	14%	18%	10%	-	2%	27%	
Bought clothes or shoes and never worn them	51%	56%	51%	56%	40%	51%	57%	51%	47%	48%	49%	44%	42%	32%	32%	
Automatically accepted the travel insurance I was offered when I purchased a holiday	15%	11%	20%	14%	12%	12%	15%	20%	22%	12%	18%	19%	7%	8%	13%	
Other	3%	2%	4%	-	1%	6%	1%	2%	1%	4%	4%	8%	-	-	15%	
Don't know	4%	4%	4%	2%	2%	4%	3%	4%	8%	8%	3%	2%	26%	7%	3%	

In which ONE, if any, of the following situations would you be MOST likely to negotiate over price? (Please tick all that apply)

	Unweighted Base	480	297	153	144	119	225	233	102	197	137	36	17	27	22	
	All GB Adults	2189	416	343	161	144	115	207	244	112	210	142	31	17	26	22
In a restaurant	1%	1%	1%	1%	2%	-	0%	-	-	1%	-	-	-	-	-	
In a car show room	55%	53%	55%	55%	62%	61%	56%	50%	55%	53%	58%	69%	63%	40%	40%	
In a high street clothes or shoe shop	1%	2%	1%	1%	0%	-	1%	2%	-	-	2%	-	-	2%	5%	
With an online retailer (e.g. when buying sporting goods, insurance etc.)	3%	2%	3%	4%	4%	1%	5%	3%	2%	5%	-	-	-	-	-	
In a travel agency	8%	8%	7%	7%	6%	9%	10%	12%	2%	6%	9%	8%	5%	12%	4%	
In an electrical goods store	9%	11%	9%	10%	8%	7%	9%	7%	10%	10%	9%	8%	11%	-	-	
In a supermarket	1%	1%	1%	1%	-	-	-	1%	-	-	-	2%	-	-	-	
None of these	8%	9%	7%	6%	6%	12%	8%	8%	8%	8%	8%	4%	8%	31%	27%	
Don't know	5%	6%	4%	4%	6%	2%	4%	6%	8%	7%	3%	3%	4%	3%	11%	
Not applicable - I would never negotiate over price	10%	8%	11%	13%	6%	9%	7%	13%	13%	10%	12%	6%	10%	13%	13%	

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Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	Total		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

In which, if any, of the following situations have you left an extra large tip (i.e. substantially more than you normally tip)? (Please tick all that apply)

	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
Unweighted Base	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
<b>All GB Adults</b>	2189	1051	1138	263	384	395	381	766	1204	985	538	359	210	280	501	109	190
To impress a partner/ new date	4%	7%	1%	8%	8%	6%	2%	1%	3%	5%	3%	5%	4%	6%	4%	2%	2%
To impress a business colleague	1%	3%	1%	5%	3%	1%	0%	1%	1%	2%	1%	3%	0%	3%	1%	2%	2%
Because I fancied the waitress/ waiter	8%	15%	2%	13%	15%	11%	4%	4%	7%	9%	7%	7%	8%	10%	8%	14%	6%
Because I felt pressurised into it	7%	6%	7%	10%	9%	6%	5%	5%	7%	6%	7%	6%	5%	11%	6%	2%	5%
Other	16%	15%	17%	11%	19%	16%	22%	14%	18%	14%	16%	14%	15%	18%	16%	18%	20%
Don't know	4%	5%	3%	7%	4%	6%	4%	2%	4%	4%	5%	2%	7%	5%	2%	2%	3%
Not applicable - I have never left an extra large tip	64%	58%	70%	56%	53%	59%	66%	74%	63%	65%	63%	68%	65%	57%	66%	61%	64%

Which, if any, of the following items have you ever bought in a sale and not used? (Please tick all that apply)

	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
Unweighted Base	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
<b>All GB Adults</b>	2189	1051	1138	263	384	395	381	766	1204	985	538	359	210	280	501	109	190
Clothes	44%	27%	60%	46%	47%	52%	43%	38%	47%	40%	43%	43%	41%	48%	48%	33%	44%
Shoes	24%	10%	38%	29%	21%	25%	25%	24%	26%	22%	24%	23%	20%	29%	27%	20%	22%
Kitchen gadgets (e.g. toasted sandwich maker, coffee machine)	15%	15%	14%	7%	12%	14%	18%	17%	14%	15%	14%	11%	18%	14%	16%	21%	11%
Computer equipment	5%	8%	3%	7%	6%	5%	5%	5%	5%	5%	5%	4%	7%	5%	6%	10%	4%
Sports equipment	6%	7%	5%	9%	9%	5%	7%	4%	6%	6%	6%	8%	6%	5%	7%	8%	4%
CDs or DVDs	16%	19%	13%	22%	17%	22%	15%	11%	16%	17%	15%	13%	19%	19%	17%	16%	17%
Other	2%	3%	2%	4%	2%	3%	1%	1%	1%	3%	1%	2%	2%	2%	4%	1%	2%
Don't know	3%	3%	2%	2%	6%	2%	2%	2%	2%	3%	4%	1%	4%	3%	3%	1%	2%
Not applicable - I have never bought an item in a sale and not used/ worn it	37%	47%	27%	33%	31%	31%	39%	43%	35%	39%	36%	40%	34%	33%	35%	43%	40%

Which, if any, of the following items/ services have you ever compared prices on before purchasing? (Please tick all that apply)

	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
Unweighted Base	2189	1026	1163	157	366	351	332	983	1293	896	504	308	200	349	530	106	192
<b>All GB Adults</b>	2189	1051	1138	263	384	395	381	766	1204	985	538	359	210	280	501	109	190
Petrol	47%	51%	43%	36%	42%	49%	47%	52%	51%	42%	44%	52%	50%	31%	54%	49%	45%
Travel/ holidays	64%	61%	67%	49%	71%	69%	64%	64%	72%	55%	61%	62%	63%	69%	68%	70%	61%
Credit card interest rates	35%	34%	35%	16%	38%	44%	39%	33%	40%	29%	37%	34%	32%	32%	36%	40%	34%
Food	43%	41%	45%	42%	39%	45%	40%	45%	43%	43%	39%	46%	43%	38%	48%	42%	42%
Electrical gadgets	70%	73%	67%	51%	69%	72%	73%	75%	75%	65%	68%	70%	71%	69%	72%	64%	74%
Household electrical items	72%	70%	74%	41%	62%	78%	75%	83%	76%	66%	69%	73%	74%	68%	74%	72%	74%
Cars	53%	55%	50%	34%	48%	58%	53%	58%	59%	45%	50%	54%	57%	39%	59%	56%	53%
Clothes	38%	34%	41%	41%	38%	37%	37%	38%	38%	39%	38%	41%	37%	34%	42%	26%	37%
Electricity/ gas providers	57%	57%	57%	28%	49%	64%	64%	65%	65%	48%	55%	62%	59%	50%	60%	60%	55%
Banks interest rates	31%	34%	29%	31%	34%	32%	30%	31%	36%	26%	30%	33%	33%	31%	31%	37%	29%
Other	6%	6%	6%	8%	7%	7%	5%	4%	6%	6%	4%	6%	5%	8%	6%	8%	8%
Don't know	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	3%	1%	-	1%	0%	-	0%
Not applicable - I have never compared prices on any item/ service	3%	3%	2%	5%	3%	2%	3%	2%	2%	4%	5%	2%	-	3%	2%	1%	4%

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

In which, if any, of the following situations have you left an extra large tip (i.e. substantially more than you normally tip)? (Please tick all that apply)

	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
Unweighted Base	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
<b>All GB Adults</b>	2189	1162	272	1435	87	420	49	198	1068	287	204	59	565	6
To impress a partner/ new date	4%	6%	2%	5%	6%	0%	2%	2%	3%	6%	1%	1%	6%	-
To impress a business colleague	1%	2%	2%	2%	2%	0%	-	2%	1%	1%	1%	-	4%	-
Because I fancied the waitress/ waiter	8%	10%	5%	9%	15%	5%	10%	6%	5%	9%	2%	1%	16%	-
Because I felt pressurised into it	7%	7%	7%	7%	11%	6%	11%	3%	5%	9%	8%	3%	8%	31%
Other	16%	18%	18%	18%	9%	13%	16%	15%	19%	19%	11%	12%	13%	-
Don't know	4%	5%	2%	4%	7%	3%	4%	4%	3%	3%	4%	4%	5%	-
Not applicable - I have never left an extra large tip	64%	60%	67%	61%	55%	73%	59%	69%	67%	56%	74%	78%	57%	69%

Which, if any, of the following items have you ever bought in a sale and not used? (Please tick all that apply)

	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
Unweighted Base	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
<b>All GB Adults</b>	2189	1162	272	1435	87	420	49	198	1068	287	204	59	565	6
Clothes	44%	47%	52%	48%	41%	34%	28%	46%	42%	49%	44%	46%	47%	52%
Shoes	24%	24%	35%	26%	26%	21%	21%	22%	21%	29%	27%	30%	26%	21%
Kitchen gadgets (e.g. toasted sandwich maker, coffee machine)	15%	14%	16%	15%	8%	14%	16%	15%	15%	20%	13%	19%	10%	31%
Computer equipment	5%	6%	4%	5%	4%	5%	9%	5%	5%	7%	4%	6%	6%	-
Sports equipment	6%	8%	5%	7%	10%	3%	4%	4%	6%	7%	2%	1%	9%	-
CDs or DVDs	16%	19%	13%	18%	12%	12%	13%	15%	13%	20%	12%	13%	21%	-
Other	2%	2%	2%	2%	2%	1%	4%	4%	2%	1%	1%	1%	2%	-
Don't know	3%	3%	2%	3%	2%	3%	4%	3%	3%	2%	3%	4%	3%	-
Not applicable - I have never bought an item in a sale and not used/ worn it	37%	34%	30%	33%	41%	46%	54%	38%	38%	32%	43%	29%	34%	48%

Which, if any, of the following items/ services have you ever compared prices on before purchasing? (Please tick all that apply)

	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
Unweighted Base	2189	1086	281	1367	61	521	49	191	1167	262	219	67	469	5
<b>All GB Adults</b>	2189	1162	272	1435	87	420	49	198	1068	287	204	59	565	6
Petrol	47%	49%	45%	48%	29%	52%	32%	41%	53%	47%	48%	43%	36%	48%
Travel/ holidays	64%	71%	58%	69%	52%	61%	37%	52%	69%	71%	61%	53%	55%	61%
Credit card interest rates	35%	40%	33%	39%	26%	29%	16%	26%	40%	38%	29%	29%	26%	29%
Food	43%	42%	42%	42%	46%	47%	46%	39%	43%	46%	41%	58%	41%	60%
Electrical gadgets	70%	72%	61%	70%	57%	75%	65%	68%	75%	71%	69%	74%	60%	69%
Household electrical items	72%	70%	69%	70%	51%	83%	56%	74%	80%	71%	75%	82%	55%	100%
Cars	53%	55%	50%	54%	33%	58%	36%	42%	62%	52%	46%	51%	37%	48%
Clothes	38%	39%	32%	37%	51%	36%	43%	41%	37%	39%	37%	36%	40%	36%
Electricity/ gas providers	57%	58%	58%	58%	29%	64%	40%	58%	68%	60%	55%	74%	36%	40%
Banks interest rates	31%	34%	27%	32%	42%	32%	17%	22%	33%	34%	24%	24%	30%	7%
Other	6%	5%	5%	5%	14%	3%	15%	10%	5%	6%	5%	4%	8%	-
Don't know	1%	1%	2%	1%	-	0%	-	2%	1%	0%	1%	2%	1%	-
Not applicable - I have never compared prices on any item/ service	3%	2%	3%	2%	3%	2%	13%	5%	2%	2%	5%	1%	5%	-

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189

Fieldwork: 28th - 30th July 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

In which, if any, of the following situations have you left an extra large tip (i.e. substantially more than you normally tip)? (Please tick all that apply)

	2189	1602	266	211	62	539	48
Unweighted Base	2189	1602	266	211	62	539	48
<b>All GB Adults</b>	<b>2189</b>	<b>1527</b>	<b>302</b>	<b>248</b>	<b>67</b>	<b>617</b>	<b>45</b>
To impress a partner/ new date	4%	3%	4%	11%	3%	7%	1%
To impress a business colleague	1%	1%	2%	3%	3%	3%	1%
Because I fancied the waitress/ waiter	8%	8%	8%	10%	5%	8%	8%
Because I felt pressurised into it	7%	6%	7%	10%	3%	7%	7%
Other	16%	16%	18%	15%	17%	17%	15%
Don't know	4%	4%	4%	5%	5%	5%	2%
Not applicable - I have never left an extra large tip	64%	65%	62%	59%	66%	61%	68%

Which, if any, of the following items have you ever bought in a sale and not used? (Please tick all that apply)

	2189	1602	266	211	62	539	48
Unweighted Base	2189	1602	266	211	62	539	48
<b>All GB Adults</b>	<b>2189</b>	<b>1527</b>	<b>302</b>	<b>248</b>	<b>67</b>	<b>617</b>	<b>45</b>
Clothes	44%	43%	47%	52%	36%	48%	47%
Shoes	24%	24%	28%	25%	16%	25%	28%
Kitchen gadgets (e.g. toasted sandwich maker, coffee machine)	15%	14%	16%	16%	14%	16%	24%
Computer equipment	5%	5%	8%	9%	-	7%	5%
Sports equipment	6%	5%	10%	9%	7%	9%	-
CDs or DVDs	16%	15%	18%	19%	16%	18%	23%
Other	2%	2%	3%	3%	2%	3%	2%
Don't know	3%	3%	2%	3%	2%	2%	3%
Not applicable - I have never bought an item in a sale and not used/ worn it	37%	38%	35%	30%	36%	33%	30%

Which, if any, of the following items/ services have you ever compared prices on before purchasing? (Please tick all that apply)

	2189	1602	266	211	62	539	48
Unweighted Base	2189	1602	266	211	62	539	48
<b>All GB Adults</b>	<b>2189</b>	<b>1527</b>	<b>302</b>	<b>248</b>	<b>67</b>	<b>617</b>	<b>45</b>
Petrol	47%	47%	49%	51%	36%	49%	22%
Travel/ holidays	64%	65%	59%	69%	49%	62%	70%
Credit card interest rates	35%	35%	33%	42%	33%	36%	21%
Food	43%	43%	43%	46%	34%	43%	30%
Electrical gadgets	70%	71%	67%	73%	53%	68%	64%
Household electrical items	72%	74%	65%	72%	65%	68%	64%
Cars	53%	51%	51%	62%	49%	55%	52%
Clothes	38%	37%	40%	42%	42%	41%	27%
Electricity/ gas providers	57%	57%	51%	68%	61%	59%	48%
Banks interest rates	31%	32%	33%	30%	25%	31%	23%
Other	6%	6%	7%	5%	3%	5%	4%
Don't know	1%	1%	0%	1%	6%	1%	2%
Not applicable - I have never compared prices on any item/ service	3%	3%	2%	2%	3%	2%	8%

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	Government Office Region							Government Office Region			
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

In which, if any, of the following situations have you left an extra large tip (i.e. substantially more than you normally tip)? (Please tick all that apply)

	2189	87	239	178	143	165	200	349	324	206	106	192
Unweighted Base	2189	87	239	178	143	165	200	349	324	206	106	192
<b>All GB Adults</b>	2189	96	250	193	162	197	210	280	307	195	109	190
To impress a partner/ new date	4%	4%	2%	5%	7%	3%	4%	6%	4%	4%	2%	2%
To impress a business colleague	1%	3%	-	1%	5%	2%	0%	3%	1%	1%	2%	2%
Because I fancied the waitress/ waiter	8%	5%	7%	8%	6%	8%	8%	10%	8%	10%	14%	6%
Because I felt pressurised into it	7%	11%	8%	4%	5%	7%	5%	11%	7%	4%	2%	5%
Other	16%	14%	17%	15%	13%	15%	15%	18%	16%	16%	18%	20%
Don't know	4%	8%	5%	4%	1%	4%	7%	5%	1%	4%	2%	3%
Not applicable - I have never left an extra large tip	64%	58%	62%	67%	70%	66%	65%	57%	68%	64%	61%	64%

Which, if any, of the following items have you ever bought in a sale and not used? (Please tick all that apply)

	2189	87	239	178	143	165	200	349	324	206	106	192
Unweighted Base	2189	87	239	178	143	165	200	349	324	206	106	192
<b>All GB Adults</b>	2189	96	250	193	162	197	210	280	307	195	109	190
Clothes	44%	46%	44%	40%	42%	45%	41%	48%	50%	44%	33%	44%
Shoes	24%	18%	26%	23%	26%	22%	20%	29%	27%	27%	20%	22%
Kitchen gadgets (e.g. toasted sandwich maker, coffee machine)	15%	17%	17%	10%	7%	15%	18%	14%	17%	14%	21%	11%
Computer equipment	5%	6%	7%	3%	1%	5%	7%	5%	7%	4%	10%	4%
Sports equipment	6%	8%	5%	6%	7%	8%	6%	5%	7%	7%	8%	4%
CDs or DVDs	16%	15%	15%	14%	12%	15%	19%	19%	17%	15%	16%	17%
Other	2%	-	-	2%	2%	2%	2%	2%	4%	2%	1%	2%
Don't know	3%	3%	5%	2%	2%	-	4%	3%	3%	3%	1%	2%
Not applicable - I have never bought an item in a sale and not used/ worn it	37%	35%	34%	38%	44%	37%	34%	33%	34%	38%	43%	40%

Which, if any, of the following items/ services have you ever compared prices on before purchasing? (Please tick all that apply)

	2189	87	239	178	143	165	200	349	324	206	106	192
Unweighted Base	2189	87	239	178	143	165	200	349	324	206	106	192
<b>All GB Adults</b>	2189	96	250	193	162	197	210	280	307	195	109	190
Petrol	47%	39%	44%	47%	49%	55%	50%	31%	52%	58%	49%	45%
Travel/ holidays	64%	44%	67%	61%	64%	60%	63%	69%	68%	68%	70%	61%
Credit card interest rates	35%	39%	36%	36%	34%	34%	32%	35%	35%	36%	40%	34%
Food	43%	34%	42%	38%	47%	46%	43%	38%	48%	47%	42%	42%
Electrical gadgets	70%	61%	67%	75%	70%	69%	71%	69%	75%	68%	64%	74%
Household electrical items	72%	65%	68%	73%	72%	74%	74%	68%	75%	72%	72%	74%
Cars	53%	49%	46%	55%	55%	54%	57%	39%	57%	61%	56%	53%
Clothes	38%	34%	37%	41%	41%	42%	37%	34%	41%	43%	26%	37%
Electricity/ gas providers	57%	54%	55%	55%	63%	61%	59%	50%	61%	59%	60%	55%
Banks interest rates	31%	28%	28%	33%	35%	31%	33%	31%	34%	27%	37%	29%
Other	6%	3%	4%	4%	6%	6%	5%	8%	6%	5%	8%	8%
Don't know	1%	2%	3%	3%	1%	1%	-	1%	0%	-	-	0%
Not applicable - I have never compared prices on any item/ service	3%	5%	4%	5%	1%	3%	-	3%	1%	3%	1%	4%

**YouGov/ DiscountVouchers.co.uk Survey Results**

Sample Size: 2189  
Fieldwork: 28th - 30th July 2010

Total	ITV Region								ITV Region					
	ITV London	ITV Central	ITV Anglia (East Anglia)	ITV Wales / West	ITV West Country (South West)	ITV Meridian (South)	ITV Granada (Lancashire)	ITV Tyne Tees (North East)	ITV Yorkshire	STV Central (Central Scotland)	STV North (North Scotland)	ITV Border	None	Don't know

In which, if any, of the following situations have you left an extra large tip (i.e. substantially more than you normally tip)? (Please tick all that apply)

	2189	480	297	153	144	119	225	233	102	197	137	36	17	27	22
Unweighted Base	2189	480	297	153	144	119	225	233	102	197	137	36	17	27	22
<b>All GB Adults</b>	2189	416	343	161	144	115	207	244	112	210	142	31	17	26	22
To impress a partner/ new date	4%	5%	5%	6%	4%	-	4%	2%	4%	5%	1%	-	-	10%	5%
To impress a business colleague	1%	2%	4%	-	2%	-	0%	-	2%	1%	2%	-	-	-	-
Because I fancied the waitress/ waiter	8%	12%	9%	6%	15%	6%	6%	7%	4%	7%	6%	4%	-	16%	-
Because I felt pressurised into it	7%	8%	8%	8%	3%	4%	4%	8%	10%	5%	4%	8%	-	7%	5%
Other	16%	17%	14%	12%	21%	14%	19%	19%	14%	13%	20%	17%	9%	16%	42%
Don't know	4%	4%	2%	7%	2%	6%	2%	4%	7%	4%	4%	-	13%	5%	-
Not applicable - I have never left an extra large tip	64%	60%	67%	66%	56%	69%	68%	61%	62%	69%	63%	75%	78%	52%	48%

Which, if any, of the following items have you ever bought in a sale and not used? (Please tick all that apply)

	2189	480	297	153	144	119	225	233	102	197	137	36	17	27	22
Unweighted Base	2189	480	297	153	144	119	225	233	102	197	137	36	17	27	22
<b>All GB Adults</b>	2189	416	343	161	144	115	207	244	112	210	142	31	17	26	22
Clothes	44%	46%	46%	42%	36%	47%	53%	43%	49%	37%	47%	31%	46%	16%	38%
Shoes	24%	26%	25%	19%	23%	23%	28%	27%	22%	23%	23%	18%	14%	17%	39%
Kitchen gadgets (e.g. toasted sandwich maker, coffee machine)	15%	15%	14%	16%	19%	10%	17%	16%	17%	11%	9%	17%	22%	3%	12%
Computer equipment	5%	7%	4%	6%	9%	2%	5%	6%	7%	3%	5%	3%	10%	8%	7%
Sports equipment	6%	5%	9%	5%	9%	5%	7%	4%	8%	5%	5%	5%	7%	-	6%
CDs or DVDs	16%	20%	14%	14%	15%	14%	18%	15%	16%	13%	20%	13%	20%	8%	21%
Other	2%	3%	2%	2%	1%	1%	4%	-	-	2%	3%	-	-	-	4%
Don't know	3%	4%	1%	3%	2%	3%	4%	5%	3%	2%	0%	6%	5%	2%	8%
Not applicable - I have never bought an item in a sale and not used/ worn it	37%	34%	39%	36%	43%	38%	29%	34%	34%	40%	36%	49%	45%	65%	37%

Which, if any, of the following items/ services have you ever compared prices on before purchasing? (Please tick all that apply)

	2189	480	297	153	144	119	225	233	102	197	137	36	17	27	22
Unweighted Base	2189	480	297	153	144	119	225	233	102	197	137	36	17	27	22
<b>All GB Adults</b>	2189	416	343	161	144	115	207	244	112	210	142	31	17	26	22
Petrol	47%	39%	52%	51%	53%	59%	53%	44%	42%	45%	42%	55%	61%	37%	35%
Travel/ holidays	64%	71%	64%	59%	73%	63%	66%	68%	50%	59%	59%	73%	51%	52%	59%
Credit card interest rates	35%	33%	33%	34%	36%	39%	35%	37%	39%	37%	34%	34%	38%	26%	27%
Food	43%	38%	45%	46%	44%	48%	52%	43%	36%	37%	46%	39%	37%	46%	44%
Electrical gadgets	70%	70%	70%	71%	68%	68%	77%	66%	65%	73%	74%	78%	73%	42%	61%
Household electrical items	72%	68%	74%	78%	74%	69%	77%	68%	69%	73%	74%	77%	71%	67%	60%
Cars	53%	47%	55%	56%	59%	56%	58%	47%	53%	52%	51%	57%	54%	48%	51%
Clothes	38%	36%	40%	32%	30%	49%	41%	37%	41%	41%	37%	42%	17%	40%	56%
Electricity/ gas providers	57%	55%	61%	55%	62%	64%	62%	54%	56%	55%	53%	59%	72%	30%	55%
Banks interest rates	31%	31%	33%	35%	35%	26%	31%	29%	30%	31%	27%	40%	23%	26%	44%
Other	6%	7%	5%	4%	8%	2%	5%	4%	4%	5%	8%	9%	8%	20%	28%
Don't know	1%	0%	1%	-	-	1%	-	3%	2%	3%	0%	-	-	2%	-
Not applicable - I have never compared prices on any item/ service	3%	2%	2%	1%	1%	4%	1%	3%	4%	5%	4%	-	10%	5%	9%