

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 1

**Q.1 To what extent, if at all, are you excited about the prospect of the January Sales this year?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
NET: Excited	369 36%	108 22%	261 49%	79 70%	83 48%	83 41%	60 35%	38 25%	27 13%	85 33%	115 39%	80 37%	89 35%	99 37%	89 33%	99 40%	50 36%	31 35%
Very excited	(4) 79 8%	13 3%	66 12%	18 16%	26 15%	19 9%	11 7%	5 3%	- -	19 7%	26 9%	12 6%	22 9%	24 9%	16 6%	19 8%	13 9%	8 8%
Quite excited	(3) 290 28%	96 20%	195 37%	61 54%	57 33%	64 32%	48 28%	33 22%	27 13%	67 26%	89 30%	68 32%	66 26%	76 28%	73 27%	80 32%	38 27%	24 27%
Not very excited	(2) 353 35%	181 37%	172 32%	24 21%	60 35%	77 37%	61 35%	63 41%	70 34%	99 39%	100 34%	67 31%	86 34%	96 35%	103 39%	73 29%	55 39%	26 29%
Not at all excited	(1) 293 29%	199 41%	94 18%	10 9%	30 17%	41 20%	52 30%	52 34%	108 53%	71 28%	78 26%	66 31%	78 31%	76 28%	73 27%	76 30%	37 26%	32 35%
NET: Not excited	646 63%	380 78%	266 50%	33 30%	90 52%	118 58%	113 65%	115 75%	177 87%	170 67%	179 60%	133 62%	164 64%	172 63%	176 66%	149 60%	92 64%	57 64%
Don't know	5 *	2 *	3 1%	- -	1 1%	3 1%	1 *	- -	- -	- -	2 1%	1 *	2 1%	1 *	1 *	2 1%	0 0%	1 1%
Mean	2.15	1.84	2.44	2.78	2.46	2.30	2.11	1.94	1.60	2.13	2.21	2.12	2.13	4.35	6.34	6.40	4.43	2.08
Standard deviation	0.93	0.83	0.93	0.82	0.95	0.90	0.92	0.83	0.71	0.90	0.94	0.92	0.95	1.88	2.65	2.89	1.88	0.99
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.06	0.06	0.06	0.04	0.06	0.07	0.08	0.16	0.30	0.31	0.24	0.11

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Table 2

**Q.2 These days would you say that the January sales tend to be...?****Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
More special than they used to be 5-10 years ago	95 9%	33 7%	62 12%	24 22%	23 13%	15 7%	16 9%	12 8%	5 3%	26 10%	29 10%	17 8%	23 9%	21 8%	28 11%	24 10%	13 9%	9 9%
About the same as they were 5-10 years ago	219 22%	112 23%	108 20%	16 14%	50 29%	41 20%	33 19%	33 21%	48 23%	58 23%	46 16%	55 26%	60 24%	53 20%	58 22%	59 23%	23 16%	26 29%
Less special than they used to be 5-10 years ago	597 59%	279 57%	318 60%	59 53%	78 45%	137 67%	113 65%	97 64%	114 56%	153 60%	196 66%	115 53%	133 52%	159 59%	160 60%	142 57%	88 62%	49 54%
Don't know	108 11%	66 13%	42 8%	13 11%	24 14%	12 6%	12 7%	11 7%	37 18%	17 7%	24 8%	28 13%	38 15%	38 14%	19 7%	25 10%	19 13%	6 7%

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Table 3

**Q.3 To what extent do you think that discounting by retailers before Christmas reduces the appeal of the January Sales?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
NET: Reduces appeal	758	365	393	80	117	157	132	116	156	189	225	146	197	202	202	177	108	69
	74%	75%	74%	71%	67%	77%	76%	76%	76%	74%	76%	68%	77%	75%	76%	71%	76%	76%
Reduces appeal a little	336	148	188	43	69	68	51	38	67	76	102	71	88	101	89	75	41	30
	33%	30%	36%	39%	40%	34%	29%	25%	33%	30%	34%	33%	35%	37%	33%	30%	29%	33%
Reduces appeal at lot	421	217	204	36	47	89	82	78	89	113	123	75	109	101	113	102	67	39
	41%	44%	39%	32%	27%	43%	47%	51%	44%	44%	42%	35%	43%	37%	42%	41%	47%	43%
Does not reduce appeal at all	262	125	138	32	57	47	41	37	48	66	71	68	58	69	64	73	35	21
	26%	25%	26%	29%	33%	23%	24%	24%	24%	26%	24%	32%	23%	25%	24%	29%	24%	24%

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Table 4

**Q.4 Which of the following types of retailer do you think will have the most successful January Sales?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Electricals and entertainment	494 48%	261 53%	233 44%	39 34%	70 40%	92 45%	83 48%	82 54%	129 63%	120 47%	138 47%	107 50%	129 51%	136 50%	130 49%	116 46%	71 50%	42 46%
Fashion	446 44%	161 33%	285 54%	62 55%	100 57%	74 36%	74 43%	71 46%	65 32%	106 41%	151 51%	89 41%	101 39%	125 46%	109 41%	114 46%	57 40%	41 46%
Department stores	434 43%	208 42%	226 43%	40 36%	73 42%	80 39%	64 37%	73 48%	104 51%	106 42%	141 48%	102 48%	85 33%	125 46%	119 45%	93 37%	57 40%	40 45%
Homeware & furniture	262 26%	99 20%	163 31%	21 18%	40 23%	50 25%	47 27%	59 39%	46 22%	64 25%	73 25%	57 27%	68 27%	74 27%	75 28%	63 25%	29 21%	21 23%
General retailers e.g. Woolworths and WHSmith	236 23%	94 19%	142 27%	41 37%	50 29%	43 21%	36 21%	30 20%	36 18%	43 17%	56 19%	61 28%	77 30%	67 24%	58 22%	58 23%	33 23%	20 22%
Online	210 21%	126 26%	84 16%	35 31%	32 19%	48 24%	27 16%	33 21%	35 17%	55 22%	59 20%	38 18%	58 23%	51 19%	65 25%	49 20%	26 18%	19 21%
Other	22 2%	8 2%	13 3%	- -	4 2%	2 1%	8 4%	3 2%	5 2%	2 1%	2 1%	2 1%	15 6%	6 2%	3 1%	8 3%	2 2%	2 3%

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Table 5  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Yes	632 62%	317 65%	315 59%	71 63%	105 61%	132 65%	99 57%	100 65%	125 61%	199 78%	200 68%	136 63%	98 38%	187 69%	154 58%	160 64%	84 59%	48 54%
No	388 38%	173 35%	215 41%	41 37%	68 39%	72 35%	74 43%	53 35%	79 39%	56 22%	96 32%	78 37%	157 62%	85 31%	112 42%	91 36%	58 41%	41 46%

## Retail Week January Sales Survey

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Absolutes/col percents

Table 6  
**Marital Status**  
**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Single	241 24%	122 25%	119 22%	78 70%	69 40%	46 23%	23 13%	14 9%	10 5%	54 21%	92 31%	45 21%	50 20%	81 30%	58 22%	63 25%	25 18%	14 16%
Married or co-habiting	656 64%	314 64%	341 64%	34 30%	103 60%	133 65%	123 71%	100 66%	162 80%	187 73%	155 53%	156 73%	158 62%	163 60%	174 65%	163 65%	94 66%	62 69%
Widowed/ Separated/ Divorced	120 12%	52 11%	68 13%	- -	1 1%	23 11%	26 15%	39 25%	32 16%	14 6%	45 15%	14 6%	47 18%	28 10%	33 13%	23 9%	23 16%	13 14%
Refused	3 *	2 *	2 *	- -	- -	2 1%	2 1%	- -	- -	- -	3 1%	- -	- -	* *	1 *	2 1%	0 0%	1 1%

## Retail Week January Sales Survey

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Absolutes/col percents

Table 7  
**Tenure**  
**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Owned outright (without mortgage)	326 32%	182 37%	144 27%	24 21%	13 8%	31 15%	35 20%	83 54%	140 69%	106 42%	78 26%	77 36%	65 26%	93 34%	99 37%	74 29%	42 29%	19 21%
Owned with a mortgage or loan	418 41%	200 41%	218 41%	26 23%	104 60%	122 60%	94 54%	41 27%	32 16%	110 43%	135 46%	85 40%	88 34%	104 38%	99 37%	108 43%	74 52%	33 37%
Rented from Council	133 13%	49 10%	83 16%	17 15%	21 12%	24 12%	27 16%	20 13%	24 12%	11 4%	35 12%	33 15%	54 21%	25 9%	36 14%	32 13%	12 9%	26 29%
Rented from housing association	46 4%	16 3%	30 6%	11 10%	7 4%	12 6%	11 6%	3 2%	3 1%	4 2%	11 4%	9 4%	21 8%	13 5%	10 4%	16 6%	4 2%	3 4%
Rented from someone else	79 8%	33 7%	47 9%	28 25%	21 12%	14 7%	5 3%	6 4%	6 3%	20 8%	32 11%	9 4%	18 7%	27 10%	19 7%	18 7%	9 7%	6 7%
Rent free	18 2%	10 2%	8 2%	7 6%	6 4%	2 1%	2 1%	1 *	- -	3 1%	4 1%	2 1%	9 3%	8 3%	3 1%	3 1%	1 1%	2 2%

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Table 8  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Secondary/ high school/ NVQ 1-3	543 53%	234 48%	308 58%	39 35%	74 43%	117 57%	111 64%	84 55%	117 58%	76 30%	142 48%	148 69%	177 69%	132 48%	147 55%	135 54%	85 60%	44 49%
University degree or equivalent professional qualification/ NVQ4	303 30%	147 30%	156 29%	28 25%	72 42%	55 27%	46 26%	48 32%	53 26%	117 46%	95 32%	44 20%	48 19%	87 32%	78 29%	77 31%	38 27%	24 27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	100 10%	77 16%	23 4%	11 10%	21 12%	25 12%	9 5%	12 8%	23 11%	50 19%	31 10%	10 5%	10 4%	36 13%	24 9%	21 8%	12 9%	7 8%
Still in full time education	42 4%	11 2%	31 6%	32 28%	5 3%	3 1%	3 2%	- -	- -	8 3%	21 7%	6 3%	7 3%	12 4%	7 3%	9 3%	7 5%	8 9%
Refused	32 3%	20 4%	12 2%	2 2%	2 1%	4 2%	5 3%	9 6%	11 5%	5 2%	7 3%	6 3%	14 5%	6 2%	9 3%	9 4%	1 1%	7 8%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 9  
Thinking of grocery shopping which, if any, of the following applies to you?  
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
I am the main grocery shopper in the household	650 64%	218 45%	432 81%	65 58%	116 67%	148 72%	116 67%	106 69%	99 48%	134 53%	212 72%	131 61%	173 68%	185 68%	154 58%	160 64%	96 68%	54 60%
I regularly do the main grocery shop	260 25%	156 32%	104 20%	29 26%	35 20%	57 28%	38 22%	41 26%	60 30%	67 26%	73 25%	65 30%	54 21%	63 23%	82 31%	59 24%	29 20%	26 29%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	176 17%	132 27%	43 8%	15 14%	26 15%	26 13%	20 11%	26 17%	63 31%	66 26%	46 16%	26 12%	38 15%	50 18%	52 19%	35 14%	24 17%	15 17%
I do not do grocery shopping	48 5%	40 8%	9 2%	9 8%	14 8%	5 2%	11 6%	1 1%	10 5%	9 4%	13 4%	13 6%	13 5%	10 4%	16 6%	13 5%	4 3%	5 6%
Refused	9 1%	8 2%	1 *	6 6%	1 1%	- -	1 *	- -	1 *	4 2%	2 1%	2 1%	1 *	0 0%	3 1%	5 2%	0 0%	0 0%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 10

**How many cars are there in your household?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
None	206 20%	81 16%	125 24%	39 35%	40 23%	31 15%	37 22%	26 17%	32 16%	26 10%	67 22%	34 16%	80 31%	60 22%	39 15%	57 23%	22 15%	29 33%
1	444 43%	227 46%	217 41%	33 29%	66 38%	95 47%	58 33%	66 43%	126 62%	103 40%	139 47%	87 41%	115 45%	110 41%	116 44%	117 47%	67 47%	34 37%
2	288 28%	139 28%	149 28%	29 26%	52 30%	73 36%	57 33%	42 28%	34 17%	91 36%	71 24%	73 34%	52 21%	79 29%	80 30%	67 27%	43 30%	19 21%
3+	83 8%	44 9%	39 7%	12 10%	16 9%	5 2%	21 12%	18 12%	12 6%	35 14%	19 7%	21 10%	8 3%	22 8%	31 12%	11 4%	11 8%	8 9%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 11

**Are you the chief income earner in your household?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
NET: Yes	740	447	293	59	126	142	127	116	170	199	242	116	183	212	185	173	105	66
	73%	91%	55%	53%	73%	70%	73%	76%	83%	78%	82%	54%	72%	78%	70%	69%	74%	73%
Yes, solely	428	273	155	31	69	91	80	74	84	106	138	67	117	120	109	99	54	47
	42%	56%	29%	27%	40%	45%	46%	48%	41%	41%	47%	31%	46%	44%	41%	39%	38%	53%
Yes, jointly	312	174	138	29	57	51	47	43	86	94	104	49	66	92	77	74	51	19
	31%	36%	26%	26%	33%	25%	27%	28%	42%	37%	35%	23%	26%	34%	29%	29%	36%	21%
No	280	43	237	53	47	62	46	37	34	56	54	99	72	60	80	78	38	24
	27%	9%	45%	47%	27%	30%	27%	24%	17%	22%	18%	46%	28%	22%	30%	31%	26%	27%

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Absolutes/col percents

Table 12

**Which of the following best describes your current working status?**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Working full time (30+ hrs a week)	453 44%	277 57%	176 33%	42 38%	121 70%	122 60%	102 59%	57 37%	8 4%	133 52%	148 50%	89 41%	83 33%	127 47%	124 47%	105 42%	61 43%	37 41%
Working part time (8-29 hrs a week)	114 11%	25 5%	89 17%	23 20%	16 9%	23 11%	20 12%	21 14%	11 5%	18 7%	33 11%	36 17%	27 11%	37 14%	26 10%	23 9%	15 11%	13 15%
Not working but seeking work or temporarily unemployed/sick	31 3%	11 2%	20 4%	5 4%	4 3%	7 3%	10 6%	4 3%	1 *	3 1%	8 3%	8 4%	13 5%	7 2%	5 2%	12 5%	4 3%	3 4%
Not working/Not seeking work	44 4%	16 3%	28 5%	5 4%	4 2%	11 5%	8 5%	16 11%	- -	3 1%	8 3%	7 3%	26 10%	9 3%	16 6%	12 5%	3 2%	4 5%
Retired	229 22%	146 30%	83 16%	- -	- -	3 1%	4 2%	39 26%	183 90%	75 29%	57 19%	41 19%	57 22%	58 21%	61 23%	61 24%	34 24%	16 18%
Student	44 4%	12 2%	32 6%	30 27%	7 4%	3 1%	4 2%	- -	- -	10 4%	21 7%	3 2%	9 3%	11 4%	8 3%	12 5%	8 5%	5 6%
House person/ Housewife/ Househusband	105 10%	3 1%	102 19%	8 7%	21 12%	35 17%	25 14%	16 10%	* *	13 5%	21 7%	30 14%	41 16%	23 8%	27 10%	26 11%	17 12%	11 12%

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Absolutes/col percents

Table 13

**Which of the following best describes the current working status of the chief income earner?**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Working full time (30+ hrs a week)	607 60%	297 61%	310 58%	78 69%	147 85%	163 80%	130 75%	71 46%	18 9%	162 63%	172 58%	143 67%	129 51%	168 62%	159 60%	149 59%	83 58%	49 55%
Working part time (8-29 hrs a week)	71 7%	25 5%	45 9%	8 7%	4 2%	15 7%	10 6%	20 13%	14 7%	9 4%	29 10%	14 7%	18 7%	25 9%	20 7%	12 5%	8 6%	6 6%
Not working but seeking work or temporarily unemployed/sick	26 3%	6 1%	20 4%	- -	7 4%	7 3%	7 4%	5 3%	1 *	1 1%	6 2%	3 2%	15 6%	5 2%	8 3%	5 2%	4 3%	3 4%
Not working/Not seeking work	32 3%	12 3%	19 4%	5 4%	1 *	7 3%	9 5%	11 7%	- -	3 1%	9 3%	3 1%	17 7%	7 3%	8 3%	8 3%	4 3%	4 5%
Retired	228 22%	139 28%	88 17%	2 2%	3 2%	1 1%	8 5%	42 28%	171 84%	77 30%	54 18%	45 21%	52 20%	51 19%	62 23%	63 25%	35 25%	17 19%
Student	25 2%	7 1%	18 3%	17 15%	4 2%	3 1%	2 1%	- -	- -	2 1%	17 6%	2 1%	4 2%	4 2%	4 2%	7 3%	5 4%	4 4%
House person/ Housewife/ Househusband	32 3%	3 1%	29 6%	2 2%	9 5%	8 4%	8 4%	5 3%	- -	1 *	9 3%	3 1%	19 8%	11 4%	5 2%	6 3%	3 2%	6 7%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 14

**Do you have any children aged 18 or under?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
No	713 70%	379 77%	334 63%	95 85%	94 54%	74 36%	110 63%	143 93%	196 96%	183 72%	229 78%	139 65%	161 63%	197 72%	179 67%	190 76%	94 66%	52 58%
NET: Yes	300 29%	107 22%	193 36%	17 15%	75 43%	129 63%	61 35%	10 7%	8 4%	72 28%	66 22%	73 34%	90 35%	75 28%	81 31%	58 23%	48 34%	37 42%
Yes: Aged under 5	95 9%	26 5%	69 13%	9 8%	48 27%	34 17%	3 2%	1 *	- -	23 9%	28 9%	22 10%	22 9%	24 9%	25 9%	24 9%	14 10%	8 9%
Yes: Aged 5-10	135 13%	49 10%	86 16%	8 7%	35 20%	70 34%	20 12%	3 2%	- -	27 11%	23 8%	36 17%	49 19%	39 14%	29 11%	26 10%	23 16%	19 22%
Yes: Aged 11-15	134 13%	51 10%	83 16%	- -	19 11%	77 38%	34 19%	5 3%	- -	25 10%	23 8%	34 16%	52 20%	32 12%	35 13%	28 11%	17 12%	22 24%
Yes: Aged 16-18	81 8%	28 6%	53 10%	1 1%	1 *	33 16%	33 19%	6 4%	8 4%	22 9%	12 4%	23 11%	24 9%	21 8%	27 10%	14 6%	9 7%	10 11%
Refused	7 1%	4 1%	3 1%	- -	4 2%	* *	3 2%	- -	- -	* *	1 *	2 1%	4 1%	0 0%	5 2%	2 1%	0 0%	0 0%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 15

**What was your age on your last birthday?****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
18-24	112 11%	44 9%	69 13%	112 100%	-	-	-	-	-	31 12%	44 15%	21 10%	17 7%	29 11%	32 12%	33 13%	12 8%	7 7%
25-34	173 17%	66 14%	107 20%	-	173 100%	-	-	-	-	42 16%	64 22%	31 15%	37 15%	52 19%	46 17%	42 17%	23 16%	10 11%
35-44	204 20%	77 16%	127 24%	-	-	204 100%	-	-	-	39 15%	58 20%	43 20%	64 25%	58 21%	41 15%	51 20%	28 20%	26 29%
45-54	173 17%	87 18%	86 16%	-	-	-	173 100%	-	-	41 16%	36 12%	47 22%	49 19%	42 15%	43 16%	41 16%	25 17%	22 25%
55-64	153 15%	77 16%	76 14%	-	-	-	-	153 100%	-	37 15%	47 16%	30 14%	39 15%	36 13%	49 19%	31 12%	24 17%	13 14%
65+	204 20%	139 28%	65 12%	-	-	-	-	-	204 100%	65 26%	47 16%	42 20%	49 19%	55 20%	55 21%	52 21%	30 21%	12 14%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 16  
**Gender**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Male	490	490	-	44	66	77	87	77	139	158	121	100	111	130	139	115	62	44
	48%	100%	-	39%	38%	38%	50%	50%	68%	62%	41%	47%	44%	48%	52%	46%	44%	49%
Female	530	-	530	69	107	127	86	76	65	97	175	114	144	142	127	136	80	45
	52%	-	100%	61%	62%	62%	50%	50%	32%	38%	59%	53%	56%	52%	48%	54%	56%	51%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 17

Which of the following ITV regions do you live in?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Anglia	92 9%	49 10%	43 8%	14 13%	17 10%	16 8%	13 8%	14 9%	18 9%	31 12%	33 11%	13 6%	16 6%	1 *	91 34%	0 0%	0 0%	0 0%
Border	14 1%	5 1%	9 2%	1 1%	2 1%	6 3%	1 1%	3 2%	1 1%	4 1%	1 *	6 3%	4 1%	0 0%	0 0%	7 3%	0 0%	7 8%
Central	167 16%	87 18%	80 15%	17 15%	30 17%	29 14%	30 18%	30 20%	31 15%	39 15%	54 18%	34 16%	41 16%	10 4%	149 56%	2 1%	6 4%	0 0%
Grampian	18 2%	8 2%	10 2%	- -	4 2%	2 1%	7 4%	4 2%	2 1%	5 2%	7 2%	1 *	5 2%	0 0%	0 0%	0 0%	0 0%	18 20%
Granada	113 11%	47 10%	66 13%	15 13%	17 10%	28 14%	19 11%	15 10%	19 9%	26 10%	31 10%	27 13%	29 11%	1 *	1 *	110 44%	1 1%	0 0%
London (Carlton/LWT)	169 17%	85 17%	84 16%	21 18%	34 20%	30 15%	29 17%	27 18%	28 14%	49 19%	51 17%	40 18%	29 11%	156 57%	14 5%	0 0%	0 0%	0 0%
Meridian	113 11%	50 10%	63 12%	8 7%	17 10%	28 14%	14 8%	15 10%	32 16%	29 11%	28 10%	25 12%	31 12%	104 38%	0 0%	0 0%	9 7%	0 0%
Scottish (STV)	65 6%	35 7%	30 6%	7 6%	7 4%	20 10%	15 9%	6 4%	11 5%	11 4%	21 7%	9 4%	23 9%	0 0%	0 0%	0 0%	0 0%	65 73%
Tyne Tees	47 5%	24 5%	22 4%	5 4%	8 4%	10 5%	6 3%	4 3%	15 7%	6 3%	14 5%	9 4%	18 7%	0 0%	0 0%	47 19%	0 0%	0 0%
Wales (HTV)	51 5%	21 4%	30 6%	4 4%	10 6%	8 4%	4 2%	14 9%	10 5%	15 6%	17 6%	8 4%	11 4%	0 0%	0 0%	0 0%	51 36%	0 0%
West (HTV)	44 4%	16 3%	28 5%	4 4%	9 5%	9 4%	10 6%	5 3%	6 3%	11 4%	12 4%	11 5%	9 4%	0 0%	0 0%	0 0%	44 31%	0 0%
Westcountry	33 3%	14 3%	19 4%	4 3%	3 2%	9 4%	5 3%	3 2%	9 4%	4 2%	4 1%	10 4%	15 6%	0 0%	0 0%	2 1%	31 22%	0 0%
Yorkshire	95 9%	50 10%	45 8%	14 12%	16 9%	10 5%	19 11%	13 8%	23 11%	25 10%	24 8%	22 10%	24 9%	0 0%	12 5%	83 33%	0 0%	0 0%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 18  
**Social class**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
AB	255	158	97	31	42	39	41	37	65	255	-	-	-	75	72	58	33	16
	25%	32%	18%	27%	24%	19%	24%	24%	32%	100%	-	-	-	28%	27%	23%	23%	18%
C1	296	121	175	44	64	58	36	47	47	-	296	-	-	78	86	67	36	29
	29%	25%	33%	39%	37%	29%	21%	30%	23%	-	100%	-	-	29%	32%	27%	25%	33%
C2	214	100	114	21	31	43	47	30	42	-	-	214	-	65	46	56	33	14
	21%	20%	22%	19%	18%	21%	27%	19%	21%	-	-	100%	-	24%	17%	22%	24%	15%
DE	255	111	144	17	37	64	49	39	49	-	-	-	255	54	61	69	40	30
	25%	23%	27%	15%	21%	31%	28%	26%	24%	-	-	-	100%	20%	23%	28%	28%	34%

## Retail Week January Sales Survey

### Fieldwork : December 14th 2006

Absolutes/col percents

Table 19  
Regions  
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1020	460	560	75	167	202	223	197	156	423	280	160	157	277	243	284	131	85
Weighted base	1020	490	530	112	173	204	173	153	204	255	296	214	255	272	266	251	142	90
Scotland	90 9%	44 9%	45 9%	7 6%	10 6%	26 13%	22 13%	13 8%	12 6%	16 6%	29 10%	14 6%	30 12%	0 0%	0 0%	0 0%	0 0%	90 100%
North East	46 5%	24 5%	22 4%	5 4%	8 4%	10 5%	6 3%	4 3%	14 7%	6 2%	14 5%	9 4%	18 7%	0 0%	0 0%	46 18%	0 0%	0 0%
North West	117 12%	48 10%	69 13%	15 13%	19 11%	29 14%	19 11%	15 10%	20 10%	28 11%	30 10%	28 13%	31 12%	0 0%	0 0%	117 47%	0 0%	0 0%
Yorkshire & Humberside	87 9%	43 9%	44 8%	14 12%	16 9%	12 6%	16 9%	12 8%	18 9%	24 10%	23 8%	19 9%	21 8%	0 0%	0 0%	87 35%	0 0%	0 0%
West Midlands	93 9%	46 9%	47 9%	10 9%	20 12%	11 5%	17 10%	16 11%	19 9%	15 6%	34 11%	17 8%	27 11%	0 0%	93 35%	0 0%	0 0%	0 0%
Wales	52 5%	22 4%	30 6%	4 4%	10 6%	9 4%	4 3%	14 9%	10 5%	16 6%	17 6%	8 4%	11 4%	0 0%	0 0%	0 0%	52 37%	0 0%
Eastern	98 10%	50 10%	47 9%	14 13%	14 8%	20 10%	13 8%	18 12%	18 9%	34 14%	31 10%	14 6%	19 7%	0 0%	98 37%	0 0%	0 0%	0 0%
London	128 13%	60 12%	68 13%	20 18%	28 16%	21 10%	21 12%	18 12%	20 10%	32 12%	39 13%	33 15%	25 10%	128 47%	0 0%	0 0%	0 0%	0 0%
South East	143 14%	70 14%	74 14%	9 8%	24 14%	37 18%	21 12%	17 11%	35 17%	43 17%	39 13%	32 15%	29 12%	143 53%	0 0%	0 0%	0 0%	0 0%
South West	90 9%	40 8%	50 9%	8 7%	13 8%	19 9%	20 12%	10 6%	20 10%	17 7%	18 6%	26 12%	29 11%	0 0%	0 0%	0 0%	90 63%	0 0%
East Midlands	75 7%	42 9%	32 6%	8 7%	11 6%	10 5%	14 8%	15 10%	18 9%	22 9%	22 7%	15 7%	16 6%	0 0%	75 28%	0 0%	0 0%	0 0%