



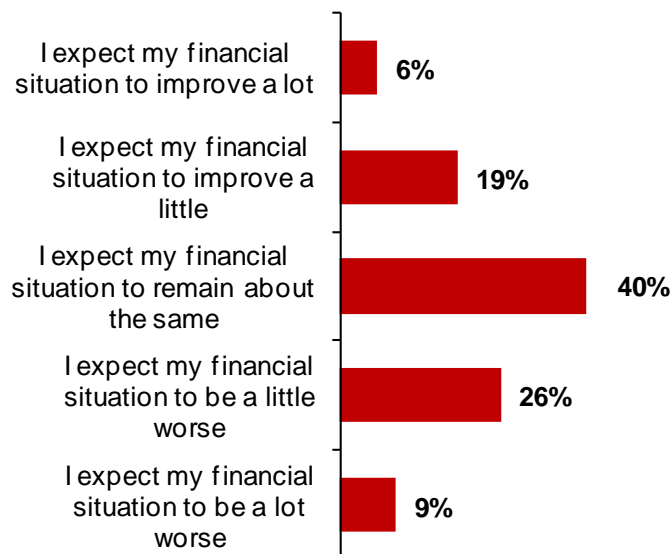
Retail Week - December 2011 Consumer Spending in 2012

Technical details: Sample size of 2030. F/W dates: 20th- 22nd December 2011
This survey was conducted online

Retail Week Poll - Consumer Spending in 2012 (December 2011)

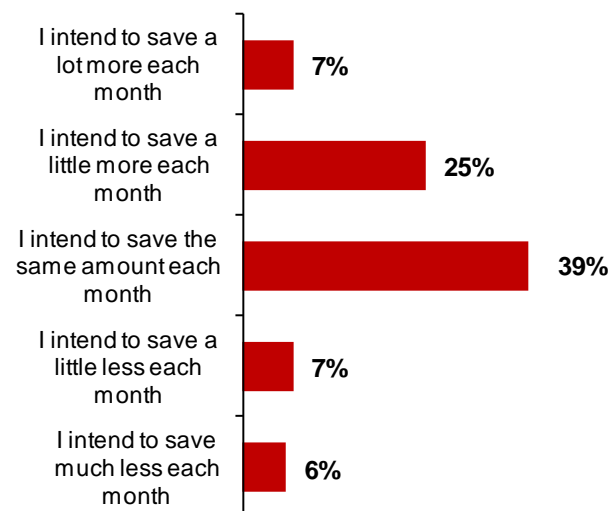


1. With 2012 approaching, which of the following statements best reflects how you feel about your financial situation for the year ahead?



4 in 10 consumers think their financial situation will get no better or worse over the next year. Generally consumers are slightly more negative than positive; 35% think their situation will get worse whilst 25% think it'll improve. Positivity decreases with age (42% of 18-24 year olds think it'll improve vs. 13% for 65+). ABs and C1s are also more positive (29% and 30% respectively think it'll improve)

2. Thinking about how much money you save each month, which of these statements best reflects your intentions in 2012?



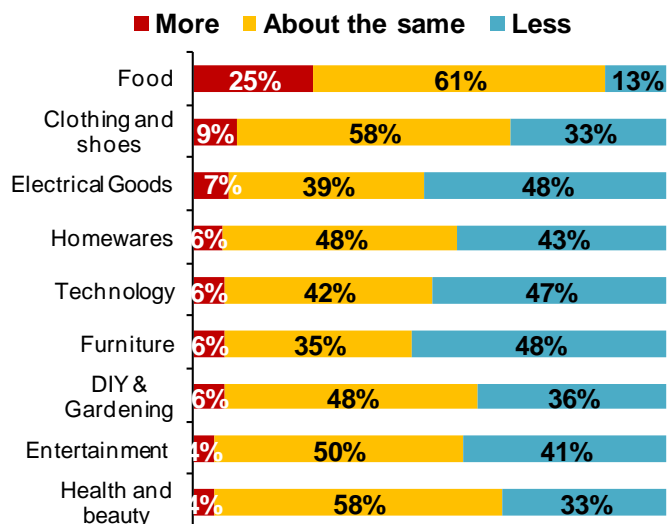
Similarly, 4 in 10 consumers expect that they'll save about the same amount each month next year than they have each month in 2011. Consumers are generally optimistic, only 13% think they'll save less. Again, positivity decrease with age (49% of 25-34 year olds think they'll save more next year vs. 16% of over 55s).



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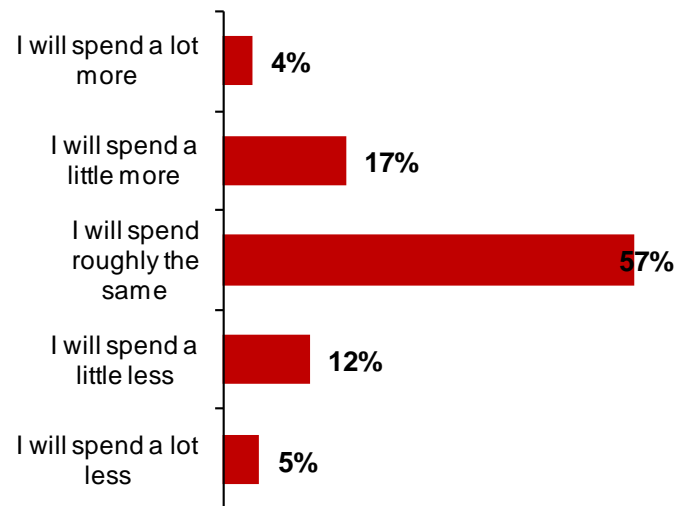


3. And when it comes to spending in shops, in 2012 are you likely to spend more, about the same or less on the following products than you did this year? I will probably spend...



Overall, consumers are hoping to spend about the same, or less, on most product categories. A quarter of consumers think they will spend more on food next year. This is driven by older consumers (29% of over 65s). Consumers are expecting to cut back most on electrical goods and furniture spend, whilst they are less willing to give up health and beauty product spend.

4. To what extent, if at all, do you intend to do more shopping online in 2012 with the aim to save money?



Consumers tend to think they will spend the same amount of money online next year when thinking about ways to save money. This suggests that consumers do not perceive the internet to be the only channel where savings can be made, likely reflecting the recent sales push by retailers on the high street. ABs are more likely to see themselves spending more online to save money (26% vs. 21% overall)

