

Second hand Santa is coming to town

Shpock's X-Mas study

**A representative survey of consumers' behaviour during Christmas period
and their attitude towards pre-owned gifts**

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Research design

- ▶ All figures, unless otherwise stated, are from YouGov Plc.
- ▶ Total sample size was 2117 adults.
- ▶ The survey was carried out online.
- ▶ The figures have been weighted and are representative of all GB adults (aged 18+).

Contact

- ▶ If you are interested in the survey or if you need any more specific information (e.g. age group, gender, region, working status) please contact:

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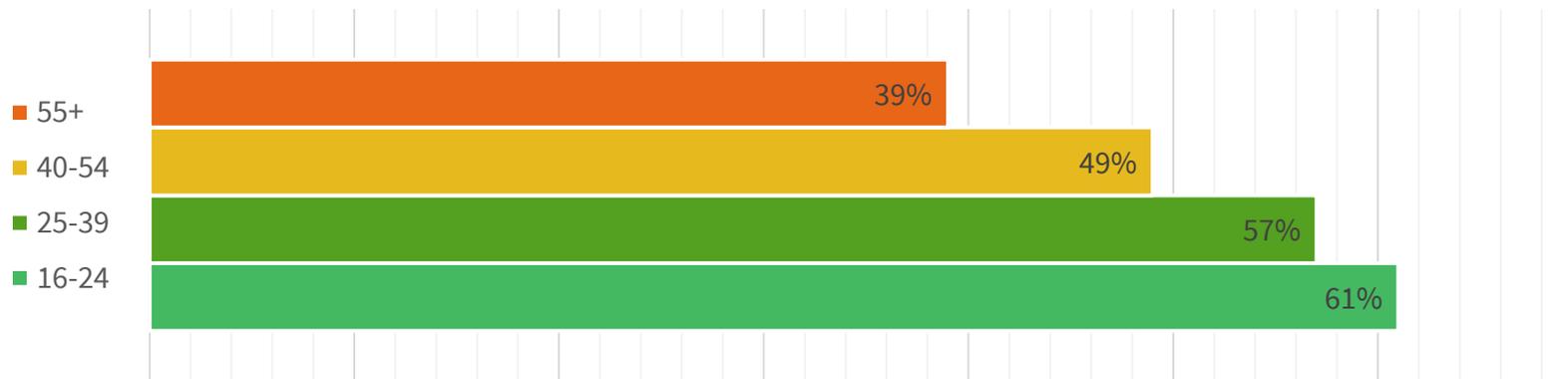
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49% of Brits show love to second hand presents

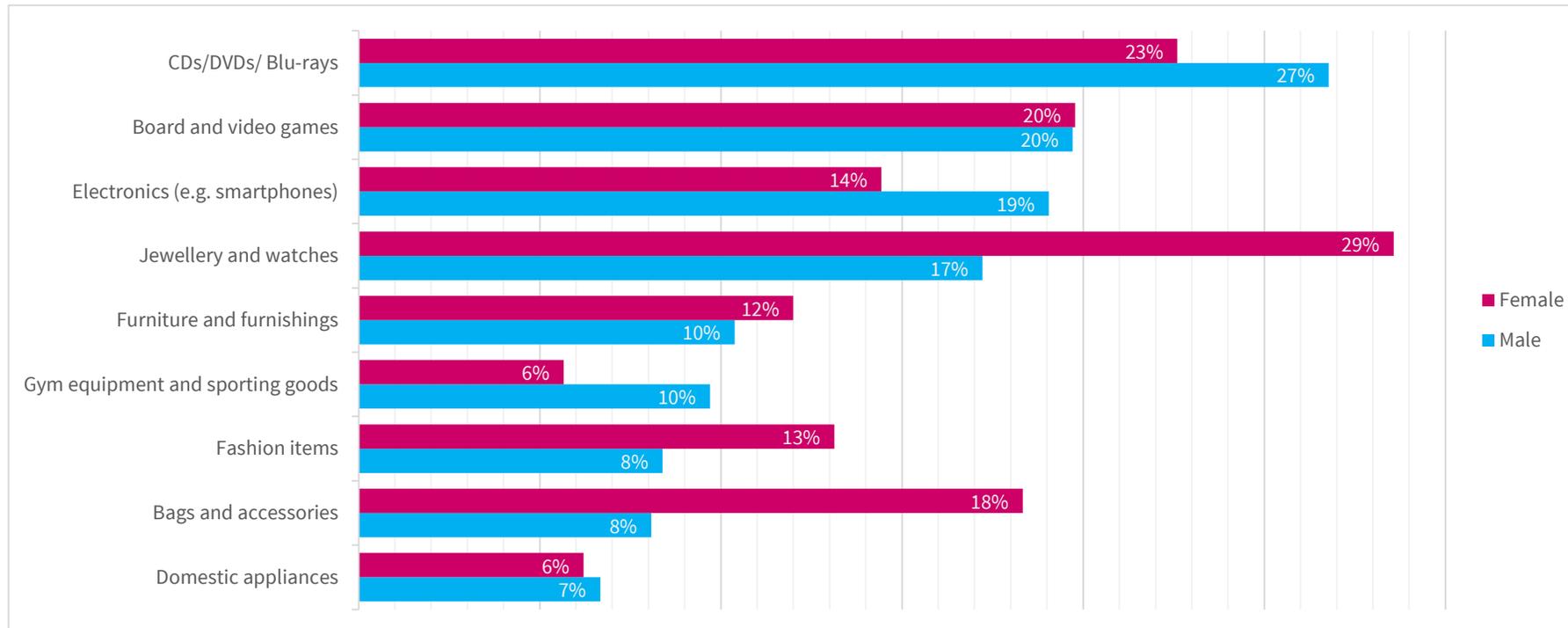
i One out of two Brits imagine placing pre-owned gifts under the Christmas tree.



► Especially young people appreciate the idea of giving pre-owned things as Christmas gifts



Which second hand products will be best received this Christmas?



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Almost a third of British women are happy with the idea of pre-owned jewellery as a gift at Christmas, with one in five men giving the thumbs up to second hand tablets, mobiles and other electronics.

What are the best reasons for buying second hand items?

64% „It doesn't have to be new, if the product is in great condition“

47% „I can find rare and unique things“

43% „I can save money for other purchases“

39% „I get branded goods at reduced price“

31% „I get state-of-the-art items without paying full price for them“

23% „It's more sustainable for the environment“

What's Shpock?

- ▶ Shpock („Shop in your POCKET“) is the boot sale app for beautiful things in your neighbourhood
- ▶ Launch in September 2012
- ▶ Within four years Shpock attracted more than 30 million downloads across Europe with several million items already listed on the app
- ▶ On Shpock you can discover almost everything: electronics, vintage clothing, furniture, sports equipment and much more - not to mention the items listed in the 'Free Stuff' selection
- ▶ Items are sorted by your current location, so you can browse through a vast variety of items
- ▶ Listing a product is completely free and takes no longer than 30 seconds

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