

# 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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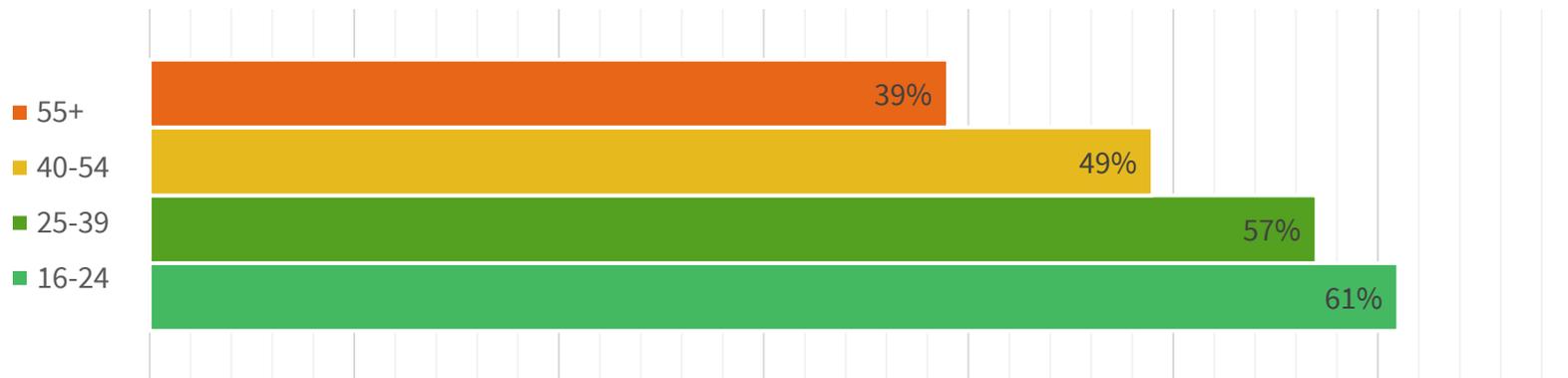
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# 49% of Brits show love to second hand presents

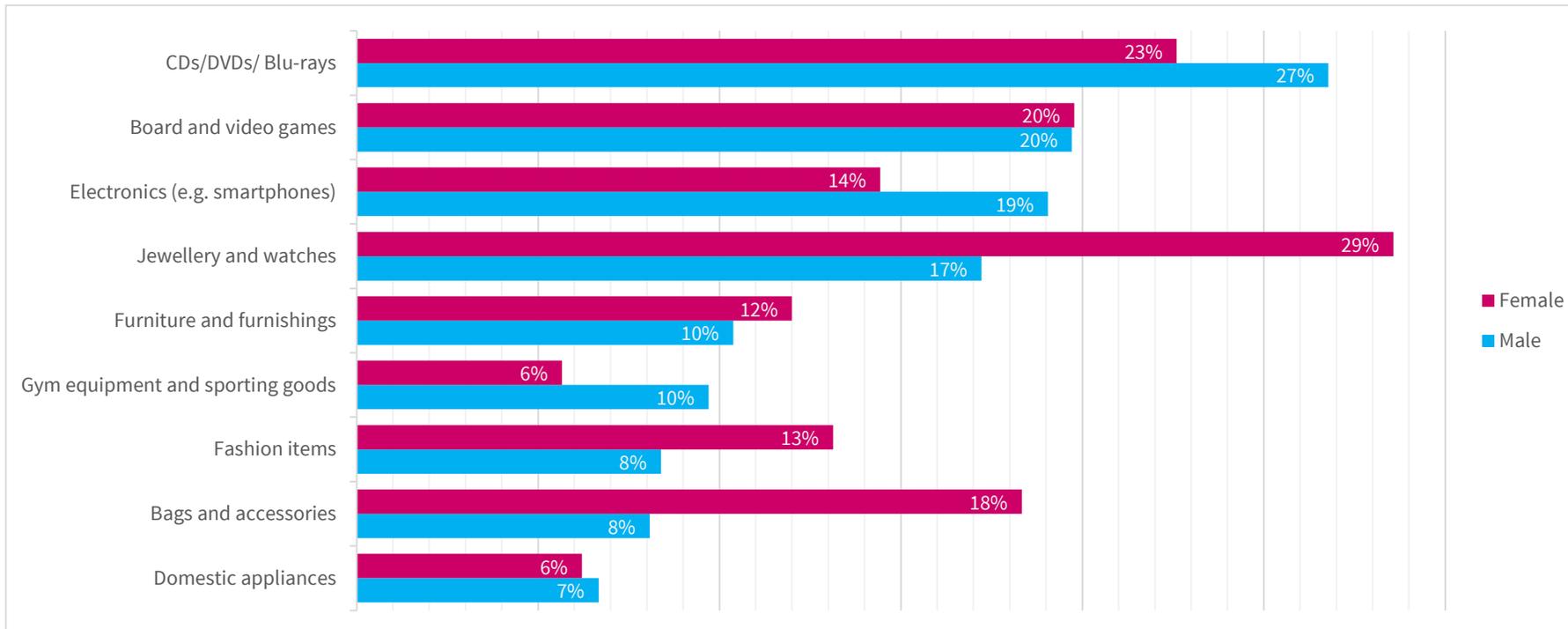
i One out of two Brits imagine placing pre-owned gifts under the Christmas tree.



► 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

i Free download for  
iOS and Android:

