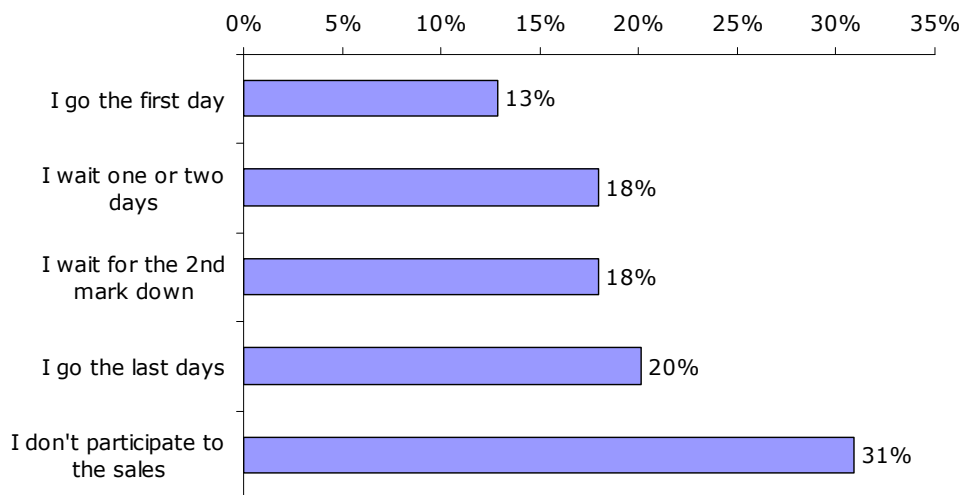


## GfK Poll:

### "Are you a hunter for the winter sales?"

Does everyone participate at the winter sales? Through our thesis of the week in the beginning of January 2010, we received a surprising picture about who embarks on the first days during the sales period. The images on the television news that show long queues at the entrances or slip roads to and from shopping centers already do suspect that the whole country is in motion.

Shopping associations and distribution organizations spoke of huge successes this year. But after the first full week, figures were put in perspective. GfK wanted a fairly precise idea about the number of buyers who actually makes purchases the first days, and who waits until the second or third markdowns. Perhaps there are people who completely avoid the sales crowds? GfK took a poll via its ConsumerJury panel to find out.



The large crowd on the first days is 31% of our Belgian population (15-years and older). Only 13% goes shopping the 1<sup>st</sup> day. The other 18% sales hunters waits and goes the second or third day. Over 38% of the respondents rather wait until the more 'heavy' discounts. They shop when the second or third cut price is announced. 20% goes shopping the very last days. Surprisingly: almost 31% avoids shopping during the sales period.

In the age group of 50 till 59, we find relatively the highest number of shoppers who wait for additional markdowns (53% of this group). Especially young consumers love the sales: of all our respondents younger than 29, only 19% does not go shopping at all during the sales period.

More information on ConsumerJury: [www.consumerjury.be](http://www.consumerjury.be).