

Profile Peek:

Seasonal Shoppers: Black Friday, Cyber Monday & Amazon Prime Day

Who shops on discounted tech days?

● Seasonal Shoppers ● National Representative



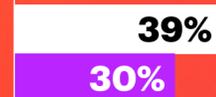
Marital Status: Married



Employment Status: Working (full time or part time)

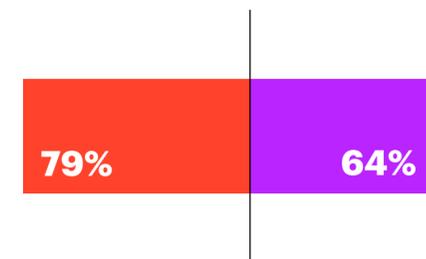


Disposable monthly Income: Slightly higher proportion have £250 to £1,249 personal discretionary income

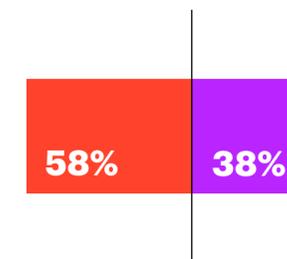


Attitudes towards shopping

● Seasonal Shoppers ● National Representative



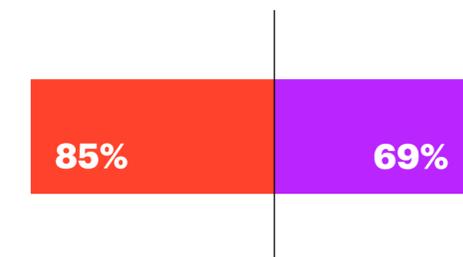
Find Online shopping makes their life easier



Consider themselves an expert at Online bargains/deals



Feel that they sometimes spend a little extra on things they don't necessarily need



Feel they more likely to try a new brand when it offers a promotion

Attitudes towards technology

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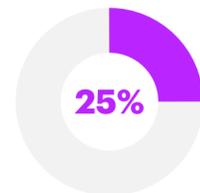
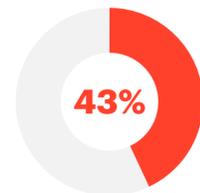


Feel that they are usually interested in trying the latest technology products, services, and apps.



Feel that Augmented and/or Virtual Reality allows people to experience products and services before they buy them.

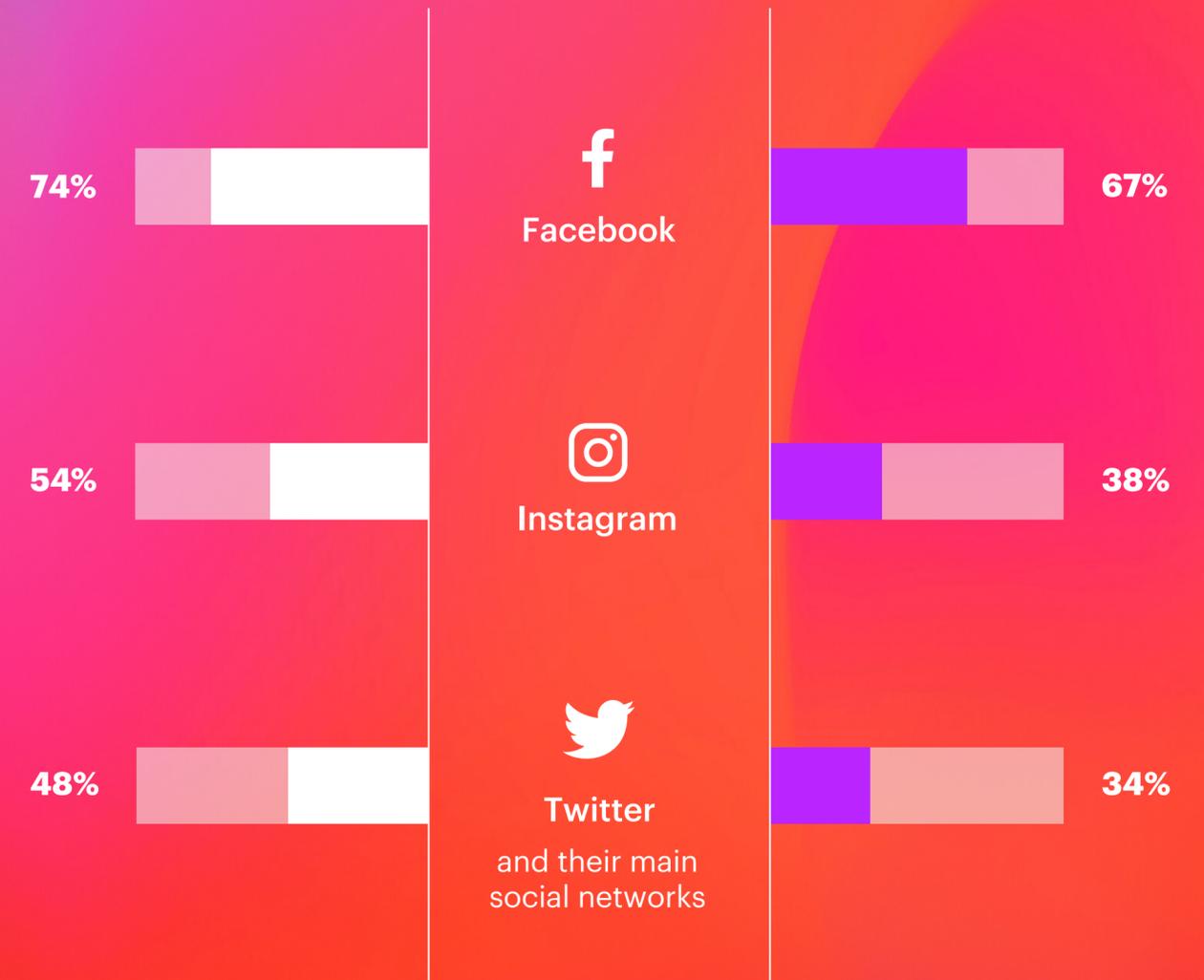
What marketing attracts this audience?



Mentioned that their purchase decisions are influenced by e-mails directly from brands or companies.

What social media is this audience using?

● Seasonal Shoppers ● National Representative



For more information, visit

Data as of 2nd August, 2022. This data has been gathered from Profiles, YouGov's audience profiling and segmentation platform collecting 300,00 variables on 350,000 panellists. YouGov is a global provider of analysis and data generated by consumer panels in more than 40 markets. As the market research pioneer of Multilevel Regression with Poststratification (MRP) for accurate predictions at a granular level, our data consistently outperforms others on accuracy, as concluded by Pew Research. Combine that with our advanced analytical technology, powered by crunch.io, and we are able to generate the most accurate, complete, and dynamic portrait of the world.