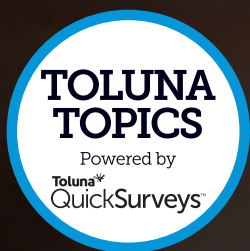


Black Friday comes too late for the majority of Christmas shoppers



Global clients of all sizes and industries partner with Toluna as their all-in-one provider for actionable consumer insights. With the world's largest social voting community of 13+ million members, our customers can brainstorm innovative ideas, uncover new business opportunities and answer marketing questions that transform their businesses.

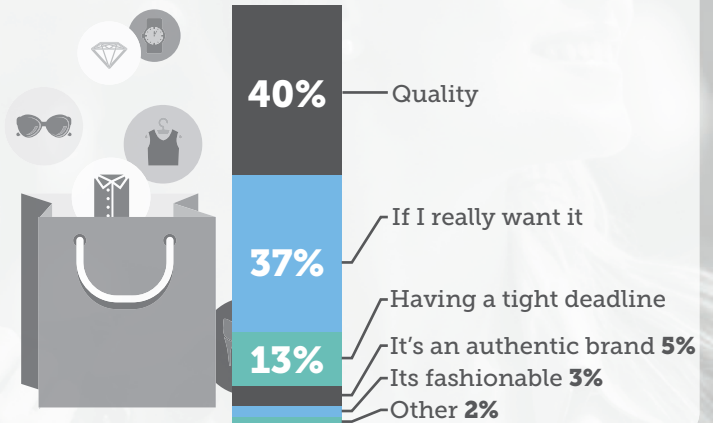
Real-Time Research
*Toluna Makes it Real*TM

Black Friday comes too late for the majority of Christmas shoppers, with almost two thirds of people (62%) preferring to start their seasonal shopping earlier than 24th November, when Black Friday occurs this year. This is according to new research conducted by IMRG, the UK online retail association, and digital insights company Toluna.

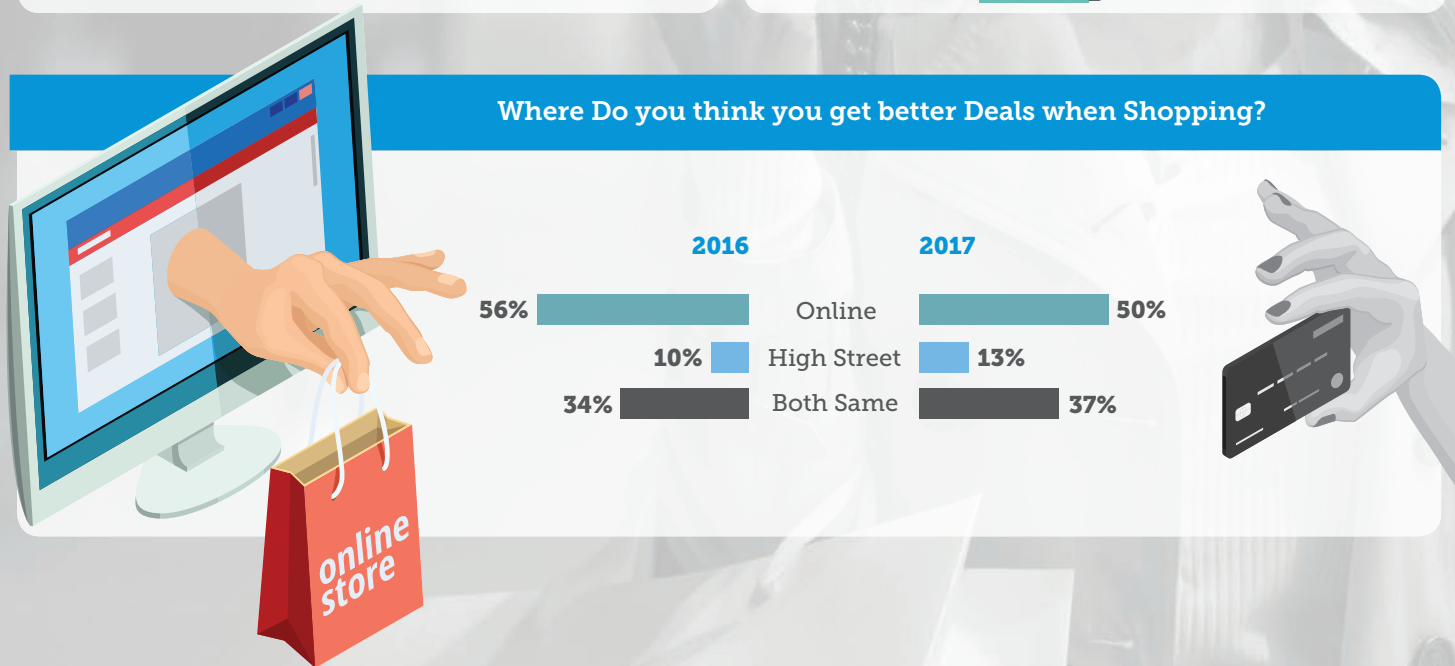
When Shopping, do you wait for discount sales to buy products?



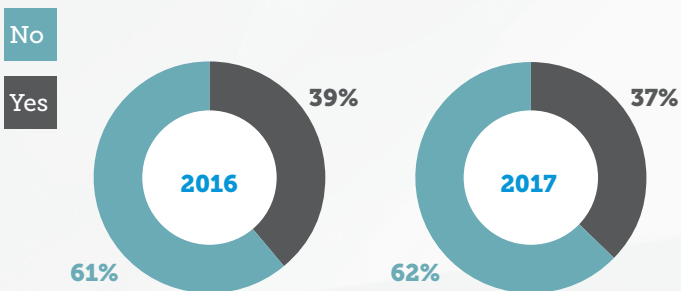
Why they would pay full price for a product



Where Do you think you get better Deals when Shopping?



Do you trust the discount claims made by brands during big sales?



How much money do you estimate you save in discount sales every year?

