

YouGov Survey Results

Sample Size: 2084

Fieldwork: 5th - 10th April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which ONE UK-wide company or organisation do you believe provides the BEST customer service?
(Please write your answer in the box below) - For open ended responses please see sheet 'OE_1'

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
Amazon	5%	6%	5%	6%	4%	5%	7%	6%	6%	5%	5%	6%	7%	4%	7%	4%	3%	7%
Apple	1%	2%	0%	3%	3%	1%	1%	0%	1%	1%	1%	1%	2%	1%	2%	-	1%	5%
Argos	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	-	4%	-	3%
Asda	3%	3%	3%	2%	2%	3%	4%	3%	3%	3%	4%	3%	1%	2%	1%	6%	6%	5%
Boots	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
British Gas	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	2%	2%	1%	0%	-
BT	2%	2%	2%	1%	0%	1%	2%	3%	1%	3%	1%	-	1%	3%	2%	2%	6%	5%
First Direct	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	3%
John Lewis	9%	9%	8%	7%	7%	9%	9%	9%	12%	4%	6%	7%	13%	13%	11%	4%	7%	-
Marks and Spencer / M&S	5%	4%	6%	2%	3%	4%	5%	7%	6%	4%	8%	4%	4%	5%	4%	5%	3%	3%
O2	2%	2%	2%	4%	5%	1%	2%	1%	2%	2%	1%	1%	1%	4%	2%	4%	3%	7%
Orange	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	-	-	1%	3%	0%	-
Sainsbury's	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%	1%	1%	3%	2%	1%	-
Sky	2%	2%	2%	1%	1%	2%	4%	1%	2%	2%	3%	1%	1%	0%	2%	1%	3%	2%
Tesco	4%	5%	4%	3%	6%	5%	4%	4%	3%	5%	5%	5%	4%	4%	4%	2%	4%	10%
Virgin	3%	4%	3%	3%	2%	5%	3%	3%	4%	3%	2%	5%	2%	3%	4%	5%	5%	2%
Waitrose	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	0%	1%	1%	2%	2%	0%	0%	-
Other	27%	28%	27%	30%	28%	29%	26%	26%	28%	27%	28%	30%	26%	22%	26%	32%	34%	24%
None/Don't know	28%	26%	30%	28%	33%	29%	25%	27%	25%	32%	29%	31%	32%	31%	27%	23%	20%	23%

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Thinking about maintaining your home and your high value items, such as your heating system, computer equipment or car...
How likely, if at all, are you to buy additional products and services from these companies if they provide you with excellent customer service, either at the time of purchase or in the future?

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
Very likely	12%	12%	12%	13%	10%	11%	11%	13%	14%	9%	11%	9%	16%	12%	11%	13%	15%	17%
Fairly likely	42%	43%	40%	44%	48%	39%	38%	41%	41%	42%	43%	46%	36%	36%	44%	35%	44%	29%
Not very likely	22%	21%	22%	19%	20%	28%	22%	20%	21%	23%	21%	21%	20%	25%	23%	25%	17%	20%
Not at all likely	11%	11%	11%	6%	7%	9%	11%	15%	11%	11%	12%	9%	13%	8%	11%	10%	13%	13%
Don't know	14%	12%	16%	19%	14%	13%	17%	11%	13%	16%	14%	15%	16%	19%	11%	16%	11%	22%

Please imagine you were looking to buy a product/ service worth each of the following amounts, and had to decide between two companies.
Approximately what is the MAXIMUM percentage extra you would be willing to pay if you knew you would receive good customer service, compared to receiving average customer service? (Please tick one option on each row)

A product/ service worth £50 :

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
0% - i.e. nothing	48%	47%	48%	37%	44%	43%	54%	52%	49%	46%	50%	41%	44%	44%	52%	50%	46%	56%
1% to 4% more	20%	20%	20%	26%	21%	23%	19%	16%	19%	21%	22%	22%	21%	19%	17%	18%	22%	19%
5% to 9% more	10%	11%	8%	12%	9%	9%	11%	9%	10%	9%	8%	12%	13%	10%	10%	9%	7%	6%
10% to 14% more	6%	7%	4%	6%	4%	8%	5%	5%	7%	4%	6%	4%	7%	7%	4%	7%	5%	6%
More than 14% more	3%	3%	3%	2%	4%	2%	1%	3%	3%	2%	1%	2%	4%	1%	3%	7%	8%	-
Don't know	14%	12%	17%	17%	17%	16%	10%	14%	12%	18%	12%	19%	12%	19%	14%	10%	13%	13%

A product/ service worth £100 :

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
0% - i.e. nothing	41%	40%	42%	29%	39%	37%	47%	45%	42%	40%	44%	40%	36%	33%	42%	46%	43%	44%
1% to 4% more	26%	27%	26%	31%	28%	27%	26%	24%	26%	27%	27%	23%	30%	30%	26%	20%	23%	32%
5% to 9% more	12%	14%	10%	17%	10%	12%	12%	10%	13%	10%	10%	13%	13%	12%	12%	12%	11%	7%
10% to 14% more	5%	7%	4%	5%	4%	7%	5%	6%	7%	4%	5%	5%	6%	5%	5%	6%	9%	-
More than 14% more	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	0%	3%	0%	1%	6%	0%	4%
Don't know	15%	12%	17%	17%	18%	16%	10%	14%	12%	18%	12%	19%	12%	19%	14%	11%	14%	13%

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Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

A product/ service worth £250 :

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
0% - i.e. nothing	34%	34%	34%	27%	31%	32%	39%	36%	33%	35%	36%	36%	32%	25%	34%	41%	35%	33%
1% to 4% more	31%	31%	30%	34%	34%	32%	32%	27%	31%	30%	31%	28%	32%	31%	30%	30%	30%	47%
5% to 9% more	14%	15%	13%	14%	14%	12%	12%	15%	16%	12%	14%	11%	15%	16%	17%	8%	16%	3%
10% to 14% more	6%	6%	5%	5%	3%	7%	6%	5%	7%	4%	5%	6%	6%	8%	5%	8%	5%	-
More than 14% more	1%	1%	1%	2%	0%	1%	1%	1%	2%	1%	2%	0%	2%	0%	1%	3%	-	4%
Don't know	15%	13%	17%	18%	18%	16%	10%	15%	12%	18%	13%	19%	12%	20%	14%	11%	14%	13%

A product/ service worth £500 :

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
0% - i.e. nothing	32%	32%	32%	29%	28%	30%	37%	33%	29%	35%	33%	34%	29%	25%	32%	38%	36%	33%
1% to 4% more	29%	28%	29%	30%	29%	27%	28%	29%	31%	26%	28%	24%	35%	25%	30%	30%	30%	41%
5% to 9% more	16%	18%	14%	13%	21%	17%	15%	14%	17%	14%	17%	15%	14%	14%	18%	12%	12%	9%
10% to 14% more	7%	8%	6%	8%	5%	7%	7%	7%	8%	6%	6%	6%	7%	12%	5%	6%	7%	-
More than 14% more	2%	2%	2%	2%	1%	3%	2%	2%	3%	1%	3%	2%	3%	2%	2%	4%	1%	4%
Don't know	15%	13%	17%	18%	17%	16%	10%	15%	13%	18%	13%	19%	12%	22%	14%	11%	14%	13%

Based on recent experiences of customer service
that you've had, which ONE, if any, of the following
are you MOST likely to tell other people about?

Unweighted Base	2084	1017	1067	306	288	371	404	715	1158	926	487	256	198	315	486	116	176	50
All UK Adults	2084	1002	1082	250	318	398	376	742	1146	938	498	333	194	258	463	102	177	58
A good experience	11%	10%	11%	10%	9%	8%	9%	14%	11%	10%	10%	11%	9%	12%	10%	11%	13%	11%
A bad experience	38%	40%	36%	43%	52%	42%	39%	28%	40%	35%	40%	36%	36%	35%	40%	40%	36%	35%
Both equally	44%	41%	47%	32%	31%	44%	45%	53%	44%	44%	43%	42%	47%	45%	45%	46%	43%	44%
Neither	4%	5%	3%	6%	4%	2%	5%	3%	3%	5%	5%	4%	5%	3%	2%	1%	4%	10%
Don't know	4%	4%	3%	9%	4%	4%	2%	2%	2%	5%	3%	6%	4%	5%	3%	2%	3%	1%