

YouGov / BSI Survey Results

Sample Size: 2206

Fieldwork: 14th - 16th June 2010

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	
Unweighted Base	2206	1018	1188	216	342	380	289	979	1302	904	503	345	213	297	578	95	175
All GB Adults	2206	1059	1147	265	366	442	362	772	1213	993	543	362	212	282	505	110	192

Thinking about the last time you had a car serviced...

How did you feel about the service you received from your garage?

Very happy	28%	25%	30%	14%	19%	25%	27%	38%	30%	25%	31%	32%	23%	17%	29%	30%	22%
Fairly happy	36%	39%	33%	25%	38%	35%	41%	36%	39%	32%	32%	33%	42%	34%	38%	40%	42%
Fairly unhappy	6%	8%	4%	4%	6%	9%	5%	5%	6%	6%	6%	7%	6%	6%	6%	4%	5%
Very unhappy	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	3%	2%	1%	2%	-	1%
Can't recall	4%	4%	3%	4%	5%	3%	4%	3%	4%	3%	5%	2%	3%	5%	4%	1%	2%
Not applicable – I have never had a car serviced in a garage	25%	22%	28%	52%	29%	25%	21%	17%	19%	33%	25%	23%	24%	37%	21%	24%	28%

And still thinking about the last time you had a car serviced...

Do you think you were charged more or less than you should have been, or was the amount about right?

Unweighted Base	1687	828	859	99	241	286	230	831	1067	620	387	271	168	195	469	72	125
All GB adults who have had a car serviced before	1646	825	821	127	260	331	285	643	978	668	408	280	162	177	398	83	138
More than I should have been	21%	23%	19%	24%	26%	23%	22%	17%	22%	20%	23%	20%	21%	20%	20%	21%	20%
About the right amount	66%	63%	69%	51%	58%	65%	67%	73%	66%	67%	62%	70%	69%	68%	67%	65%	64%
Less than I should have been	5%	6%	4%	12%	8%	4%	3%	4%	5%	5%	6%	3%	3%	4%	6%	5%	5%
Don't know/ can't recall	8%	7%	9%	14%	8%	9%	8%	7%	8%	9%	9%	7%	7%	9%	7%	9%	11%

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Sample Size: 2206

Fieldwork: 14th - 16th June 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2206	1054	277	1331	107	513	63	192	1145	272	203	68	502
All GB Adults	2206	1131	261	1392	124	404	71	216	1069	299	197	59	565

Thinking about the last time you had a car serviced...

How did you feel about the service you received from your garage?

Very happy	28%	26%	27%	26%	8%	43%	16%	23%	32%	26%	29%	52%	17%
Fairly happy	36%	39%	40%	39%	26%	32%	31%	28%	42%	35%	31%	23%	27%
Fairly unhappy	6%	7%	6%	7%	3%	5%	5%	3%	6%	5%	6%	4%	6%
Very unhappy	2%	2%	2%	2%	2%	1%	2%	1%	1%	3%	5%	-	1%
Can't recall	4%	4%	3%	4%	7%	3%	-	4%	3%	4%	1%	6%	4%
Not applicable – I have never had a car serviced in a garage	25%	22%	22%	22%	54%	16%	46%	42%	15%	27%	28%	15%	45%

And still thinking about the last time you had a car serviced...

Do you think you were charged more or less than you should have been, or was the amount about right?

Unweighted Base	1687	831	219	1050	48	438	33	118	987	197	148	59	282
All GB adults who have had a car serviced before	1646	883	203	1086	57	338	38	126	909	219	142	50	311
More than I should have been	21%	23%	24%	23%	28%	15%	26%	15%	18%	19%	29%	10%	29%
About the right amount	66%	65%	64%	65%	47%	73%	64%	64%	70%	66%	63%	74%	55%
Less than I should have been	5%	4%	4%	4%	12%	6%	10%	4%	4%	7%	4%	7%	6%
Don't know/ can't recall	8%	8%	8%	8%	13%	6%	-	18%	8%	8%	4%	9%	10%

	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
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All GB Adults	2206	1059	1147	265	366	442	362	772	1213	993	543	362	212	282	505	110	192

How confident, if at all, were you that your garage had actually done the work that you had paid for?

	Unweighted Base	1687	828	859	99	241	286	230	831	1067	620	387	271	168	195	469	72	125
All GB adults who have had a car serviced before	1646	825	821	127	260	331	285	643	978	668	408	280	162	177	398	83	138	
Very confident	39%	37%	41%	35%	30%	38%	37%	45%	40%	38%	40%	41%	34%	30%	43%	48%	32%	
Fairly confident	48%	47%	48%	45%	52%	44%	53%	46%	47%	48%	44%	44%	57%	56%	46%	38%	53%	
Not very confident	7%	9%	6%	9%	11%	9%	6%	6%	8%	7%	8%	9%	6%	9%	6%	6%	8%	
Not at all confident	3%	3%	2%	5%	4%	4%	1%	2%	3%	3%	4%	3%	2%	2%	2%	3%	3%	
Can't recall	3%	4%	3%	6%	4%	5%	3%	2%	3%	4%	4%	2%	1%	4%	2%	5%	4%	

Which ONE of the following was your MAIN reason for choosing the garage that you used?

	Unweighted Base	1687	828	859	99	241	286	230	831	1067	620	387	271	168	195	469	72	125
All GB adults who have had a car serviced before	1646	825	821	127	260	331	285	643	978	668	408	280	162	177	398	83	138	
Reputation for honest billing	3%	3%	2%	5%	3%	3%	2%	2%	2%	3%	1%	4%	3%	3%	3%	2%	2%	
Reputation for quality of service	8%	8%	8%	4%	7%	9%	7%	9%	8%	8%	7%	8%	9%	8%	9%	6%	11%	
Qualified and skilled mechanics	7%	8%	6%	2%	6%	6%	6%	9%	7%	7%	8%	5%	10%	8%	7%	4%	4%	
It had a Kitemark	0%	0%	-	-	1%	-	-	-	0%	-	0%	1%	-	-	-	-	-	
I know them and trust them	37%	36%	38%	32%	30%	35%	39%	42%	37%	38%	38%	37%	28%	32%	42%	43%	37%	
It was the nearest one to my home/ work	12%	13%	11%	17%	15%	16%	13%	8%	12%	13%	12%	13%	13%	16%	10%	12%	14%	
Recommendation (e.g. from a friend/ colleague)	12%	10%	14%	20%	12%	13%	13%	10%	11%	13%	11%	14%	13%	13%	12%	16%	8%	
Cheapest	2%	2%	2%	2%	5%	1%	1%	2%	2%	3%	4%	1%	2%	2%	1%	4%	2%	
Other	16%	16%	16%	11%	15%	15%	17%	16%	18%	13%	16%	15%	18%	14%	15%	10%	21%	
Don't know	3%	3%	3%	8%	5%	2%	2%	2%	3%	3%	3%	3%	4%	4%	2%	4%	1%	

Total	Working Status							Marital Status				
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Very confident	39%	36%	43%	38%	27%	47%	30%	37%	42%	34%	39%	52%	32%
Fairly confident	48%	48%	46%	48%	49%	45%	59%	49%	47%	49%	47%	37%	49%
Not very confident	7%	9%	7%	8%	11%	5%	11%	3%	6%	9%	8%	4%	10%
Not at all confident	3%	3%	2%	3%	7%	2%	-	6%	2%	4%	5%	4%	4%
Can't recall	3%	4%	3%	4%	6%	1%	-	6%	3%	4%	2%	2%	5%

Which ONE of the following was your MAIN reason for choosing the garage that you used?

	1687	831	219	1050	48	438	33	118	987	197	148	59	282
Unweighted Base	1687	831	219	1050	48	438	33	118	987	197	148	59	282
All GB adults who have had a car serviced before	1646	883	203	1086	57	338	38	126	909	219	142	50	311
Reputation for honest billing	3%	3%	1%	2%	10%	2%	-	3%	2%	2%	3%	4%	4%
Reputation for quality of service	8%	7%	9%	8%	5%	10%	8%	9%	9%	7%	7%	4%	6%
Qualified and skilled mechanics	7%	6%	6%	6%	1%	9%	4%	7%	8%	7%	5%	9%	5%
It had a Kitemark	0%	0%	-	0%	-	-	-	-	0%	1%	-	-	-
I know them and trust them	37%	36%	34%	35%	25%	44%	50%	38%	39%	34%	33%	53%	34%
It was the nearest one to my home/ work	12%	15%	15%	15%	15%	7%	3%	7%	12%	14%	14%	8%	12%
Recommendation (e.g. from a friend/ colleague)	12%	13%	14%	13%	12%	9%	10%	12%	11%	13%	14%	14%	13%
Cheapest	2%	2%	1%	2%	11%	1%	7%	3%	1%	4%	3%	-	2%
Other	16%	16%	17%	16%	14%	16%	12%	16%	16%	15%	15%	8%	18%
Don't know	3%	3%	3%	3%	7%	1%	6%	5%	2%	3%	5%	1%	5%

Total	Gender		Age					Social Grade		Region						
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Now thinking about all of the times you have used a garage in the past (e.g. for a service or repair)...

How often, if at all, have you been satisfied with the service you received?

Always	15%	14%	15%	8%	9%	13%	17%	19%	14%	16%	18%	16%	10%	8%	15%	18%	13%
Most times	43%	45%	42%	25%	41%	43%	46%	50%	47%	39%	41%	47%	49%	36%	46%	41%	43%
Sometimes	14%	15%	14%	11%	13%	15%	17%	13%	15%	13%	13%	12%	15%	14%	17%	15%	11%
Rarely	4%	5%	3%	3%	7%	6%	3%	2%	5%	3%	4%	4%	5%	3%	4%	4%	4%
Never	1%	1%	1%	2%	1%	1%	-	0%	1%	1%	1%	1%	-	1%	0%	2%	-
Can't recall	3%	2%	3%	2%	5%	1%	3%	2%	2%	3%	2%	2%	2%	4%	2%	2%	4%
Not applicable - I have never used a garage before	21%	19%	23%	49%	24%	21%	14%	13%	16%	26%	21%	18%	19%	33%	16%	18%	24%

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If your car needed repair or bodywork, would you be more or less likely to use a garage that had a Kitemark than one without, or would it make no difference?

More likely to use a garage that had a Kitemark	35%	35%	35%	27%	34%	35%	37%	37%	36%	33%	33%	37%	33%	34%	38%	29%	35%
Neither more nor less likely	33%	35%	31%	21%	26%	33%	35%	39%	35%	30%	34%	32%	36%	26%	36%	36%	25%
Less likely to use a garage that had a Kitemark	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	-	2%	
Don't know	14%	12%	15%	14%	16%	13%	16%	13%	13%	15%	14%	16%	13%	11%	12%	25%	13%
Not applicable – I do not have a car	17%	16%	18%	36%	21%	18%	11%	11%	14%	21%	17%	13%	17%	28%	13%	10%	24%

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All GB Adults 2206	1131	261	1392	124	404	71	216	1069	299	197	59	565

Now thinking about all of the times you have used a garage in the past (e.g. for a service or repair)...

How often, if at all, have you been satisfied with the service you received?

Always	15%	13%	11%	13%	4%	24%	11%	15%	18%	12%	12%	23%	10%
Most times	43%	44%	49%	45%	31%	48%	36%	36%	50%	46%	40%	52%	29%
Sometimes	14%	17%	15%	17%	6%	12%	10%	7%	15%	15%	16%	6%	13%
Rarely	4%	5%	3%	5%	8%	2%	1%	3%	4%	4%	5%	-	4%
Never	1%	1%	1%	1%	2%	-	-	1%	0%	0%	2%	-	1%
Can't recall	3%	3%	2%	2%	-	2%	4%	4%	2%	2%	3%	7%	3%
Not applicable - I have never used a garage before	21%	18%	18%	18%	49%	12%	38%	33%	11%	21%	22%	13%	39%

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If your car needed repair or bodywork, would you be more or less likely to use a garage that had a Kitemark than one without, or would it make no difference?

More likely to use a garage that had a Kitemark	35%	37%	37%	37%	26%	38%	18%	30%	39%	33%	30%	34%	29%
Neither more nor less likely	33%	35%	32%	34%	17%	39%	26%	22%	37%	31%	34%	41%	23%
Less likely to use a garage that had a Kitemark	1%	2%	-	1%	4%	1%	2%	0%	1%	1%	2%	-	2%
Don't know	14%	13%	17%	14%	13%	12%	19%	17%	14%	16%	14%	11%	13%
Not applicable – I do not have a car	17%	14%	14%	14%	41%	10%	34%	31%	8%	19%	20%	14%	33%