

YouGov / Baber Smith Survey Results

Sample Size: 2117

Fieldwork: 11th - 14th 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	2117	916	1201	196	305	365	335	916	1185	932	529	312	193	263	488	126	206
All GB Adults	2117	1016	1101	254	347	399	375	741	1164	953	521	347	203	271	485	106	184

Which, if any, of the following retailers have you used in the past 12 months (i.e. since June 2009) to make a purchase? (Please tick all that apply)

Tesco	82%	81%	83%	80%	83%	82%	85%	80%	83%	81%	79%	77%	87%	81%	87%	82%	81%
Boots	73%	63%	81%	71%	72%	69%	75%	75%	79%	65%	72%	65%	73%	82%	77%	61%	72%
Asda	67%	63%	70%	68%	67%	72%	74%	60%	64%	70%	78%	60%	61%	54%	64%	73%	79%
Argos	66%	64%	68%	55%	67%	76%	76%	60%	66%	67%	67%	68%	68%	63%	64%	70%	70%
Sainsbury's	65%	63%	67%	71%	66%	66%	65%	62%	68%	61%	59%	60%	69%	82%	76%	50%	44%
Marks & Spencer	64%	57%	70%	53%	60%	61%	67%	69%	74%	52%	62%	47%	69%	77%	69%	55%	65%
Morrison's	55%	53%	58%	45%	55%	53%	56%	60%	57%	53%	66%	54%	47%	43%	50%	63%	64%
B&Q	54%	54%	54%	25%	45%	55%	62%	64%	59%	48%	57%	52%	52%	46%	57%	62%	54%
WH Smith	51%	50%	52%	53%	50%	49%	53%	50%	56%	45%	49%	42%	53%	63%	57%	40%	44%
Co-op	49%	48%	51%	43%	49%	46%	54%	51%	51%	47%	56%	46%	46%	32%	54%	46%	58%
Homebase	37%	36%	37%	15%	32%	39%	38%	44%	42%	30%	25%	36%	42%	40%	45%	31%	42%
Debenhams	31%	24%	37%	26%	38%	35%	32%	27%	36%	25%	30%	25%	34%	32%	33%	29%	39%
Halfords	28%	33%	23%	19%	36%	30%	28%	26%	30%	26%	22%	29%	31%	25%	34%	28%	27%
Lloyds Pharmacy	26%	23%	28%	18%	20%	24%	29%	29%	27%	24%	24%	28%	29%	15%	29%	25%	28%
HMV	25%	25%	25%	41%	39%	28%	23%	13%	23%	28%	27%	23%	26%	33%	22%	23%	22%
Waitrose	25%	25%	25%	24%	26%	25%	21%	27%	30%	19%	11%	18%	32%	43%	43%	9%	5%
John Lewis	25%	25%	24%	20%	25%	26%	22%	28%	32%	17%	19%	19%	32%	39%	28%	12%	23%
Ikea	24%	22%	27%	28%	30%	27%	25%	19%	27%	21%	22%	26%	21%	33%	21%	28%	25%
BHS	22%	15%	28%	14%	19%	23%	23%	25%	25%	18%	22%	22%	28%	24%	21%	15%	19%
Mothercare	9%	4%	13%	6%	16%	15%	5%	6%	10%	8%	8%	8%	11%	13%	8%	9%	6%
None of these	1%	2%	1%	3%	3%	2%	1%	0%	1%	1%	2%	0%	2%	1%	1%	3%	2%

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	Total	Working Status					Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2117	1020	306	115	420	60	196	1101	231	243	59	460
All GB Adults	2117	1090	279	138	345	69	196	1043	254	226	52	525

Which, if any, of the following retailers have you used in the past 12 months (i.e. since June 2009) to make a purchase? (Please tick all that apply)

Tesco	82%	83%	86%	81%	77%	79%	82%	83%	83%	82%	76%	80%
Boots	73%	72%	82%	75%	73%	62%	66%	73%	72%	73%	67%	72%
Asda	67%	67%	73%	69%	59%	65%	70%	70%	73%	67%	64%	59%
Argos	66%	70%	65%	53%	58%	58%	76%	70%	70%	65%	61%	58%
Sainsbury's	65%	66%	69%	76%	58%	58%	61%	64%	63%	64%	64%	68%
Marks & Spencer	64%	65%	70%	51%	69%	54%	53%	66%	61%	61%	62%	61%
Morrison's	55%	55%	60%	43%	60%	44%	51%	60%	54%	58%	50%	46%
B&Q	54%	56%	59%	26%	61%	39%	53%	67%	50%	55%	59%	30%
WH Smith	51%	52%	51%	58%	50%	48%	44%	50%	49%	46%	53%	55%
Co-op	49%	51%	52%	50%	49%	34%	44%	51%	51%	49%	69%	43%
Homebase	37%	39%	36%	16%	43%	20%	34%	45%	34%	36%	29%	23%
Debenhams	31%	35%	34%	33%	23%	12%	24%	32%	35%	27%	20%	30%
Halfords	28%	33%	27%	12%	20%	27%	24%	33%	31%	24%	18%	20%
Lloyds Pharmacy	26%	24%	28%	17%	29%	23%	28%	28%	22%	28%	30%	21%
HMV	25%	29%	22%	38%	10%	28%	27%	20%	31%	17%	17%	36%
Waitrose	25%	24%	27%	27%	26%	24%	21%	23%	30%	24%	20%	26%
John Lewis	25%	26%	27%	21%	27%	12%	22%	26%	26%	20%	20%	25%
Ikea	24%	27%	25%	26%	16%	21%	22%	24%	33%	21%	12%	22%
BHS	22%	20%	29%	18%	24%	18%	23%	26%	21%	16%	29%	17%
Mothercare	9%	9%	15%	6%	5%	-	12%	11%	11%	8%	1%	4%
None of these	1%	2%	0%	2%	-	-	3%	1%	1%	1%	-	2%

	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	2117	916	1201	196	305	365	335	916	1185	932	529	312	193	263	488	126	206
All GB Adults	2117	1016	1101	254	347	399	375	741	1164	953	521	347	203	271	485	106	184

In your opinion, which three, if any, of the following are the most trustworthy retailers? (Please select up to three options)

Marks & Spencer	39%	33%	45%	30%	31%	33%	47%	45%	46%	31%	40%	32%	42%	42%	41%	28%	43%
John Lewis	26%	27%	24%	24%	24%	27%	21%	28%	32%	18%	18%	20%	33%	34%	32%	15%	26%
Boots	23%	16%	30%	25%	20%	19%	22%	28%	23%	23%	24%	28%	17%	30%	19%	19%	26%
Asda	20%	20%	20%	20%	23%	24%	22%	16%	17%	24%	28%	22%	12%	10%	15%	27%	28%
Tesco	19%	20%	18%	20%	20%	17%	21%	18%	16%	21%	18%	19%	15%	18%	20%	21%	19%
Argos	17%	17%	16%	11%	13%	21%	19%	16%	13%	21%	19%	16%	15%	15%	13%	28%	19%
Waitrose	15%	15%	14%	17%	13%	13%	15%	15%	18%	11%	8%	9%	18%	25%	24%	7%	3%
Sainsbury's	14%	15%	14%	15%	16%	15%	13%	14%	16%	13%	10%	18%	16%	16%	20%	9%	5%
Co-op	12%	13%	11%	10%	8%	9%	15%	15%	13%	11%	17%	10%	7%	8%	11%	10%	19%
Morrison's	10%	10%	10%	4%	8%	10%	7%	14%	9%	10%	15%	11%	4%	3%	6%	17%	13%
Debenhams	8%	6%	10%	10%	9%	9%	9%	7%	9%	7%	9%	8%	6%	7%	9%	10%	11%
B&Q	7%	8%	5%	2%	6%	5%	6%	9%	6%	8%	8%	7%	6%	5%	6%	9%	5%
Ikea	6%	7%	6%	8%	8%	8%	7%	4%	7%	5%	6%	6%	7%	5%	3%	12%	11%
WH Smith	6%	7%	4%	9%	9%	4%	4%	4%	6%	6%	6%	7%	6%	4%	6%	5%	4%
HMV	3%	3%	3%	10%	4%	3%	2%	0%	3%	3%	4%	1%	3%	6%	2%	4%	3%
Lloyds Pharmacy	3%	3%	2%	1%	2%	3%	4%	3%	3%	3%	4%	3%	2%	2%	3%	1%	3%
Halfords	2%	3%	2%	6%	2%	3%	2%	1%	1%	4%	3%	4%	2%	2%	2%	1%	2%
BHS	2%	1%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%
Homebase	2%	2%	2%	2%	2%	2%	0%	2%	1%	2%	1%	1%	3%	5%	1%	1%	1%
Mothercare	2%	0%	2%	2%	3%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	-	2%
None of these	3%	5%	1%	4%	4%	5%	3%	1%	3%	3%	3%	6%	5%	2%	2%	0%	1%
Don't know	14%	14%	13%	13%	15%	14%	14%	13%	12%	16%	11%	13%	17%	13%	16%	20%	11%

Total	Working Status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2117	1020	306	115	420	60	196	1101	231	243	59	460
All GB Adults	2117	1090	279	138	345	69	196	1043	254	226	52	525

In your opinion, which three, if any, of the following are the most trustworthy retailers? (Please select up to three options)

Marks & Spencer	39%	38%	45%	31%	45%	30%	33%	42%	36%	38%	32%	36%
John Lewis	26%	27%	26%	23%	27%	18%	19%	26%	23%	24%	16%	26%
Boots	23%	21%	22%	25%	32%	22%	25%	24%	19%	27%	32%	23%
Asda	20%	20%	21%	22%	18%	13%	27%	19%	28%	21%	26%	18%
Tesco	19%	17%	21%	23%	20%	12%	20%	19%	15%	19%	14%	20%
Argos	17%	16%	18%	12%	17%	11%	23%	19%	10%	18%	20%	13%
Waitrose	15%	15%	15%	17%	15%	12%	10%	14%	16%	11%	11%	17%
Sainsbury's	14%	15%	14%	14%	17%	8%	11%	14%	13%	11%	21%	16%
Co-op	12%	13%	9%	12%	16%	3%	13%	12%	12%	12%	23%	13%
Morrison's	10%	10%	10%	3%	14%	2%	9%	11%	7%	12%	16%	7%
Debenhams	8%	10%	9%	9%	5%	3%	5%	8%	9%	8%	2%	10%
B&Q	7%	6%	6%	2%	10%	16%	7%	8%	5%	10%	9%	4%
Ikea	6%	7%	5%	6%	3%	5%	7%	6%	8%	5%	8%	7%
WH Smith	6%	6%	3%	10%	6%	2%	3%	5%	8%	6%	6%	7%
HMV	3%	3%	2%	11%	1%	2%	1%	1%	4%	2%	-	7%
Lloyds Pharmacy	3%	3%	3%	2%	4%	5%	2%	3%	3%	3%	2%	2%
Halfords	2%	3%	2%	4%	1%	3%	2%	2%	2%	1%	-	4%
BHS	2%	2%	4%	3%	1%	1%	1%	2%	-	2%	-	2%
Homebase	2%	1%	2%	3%	2%	3%	3%	2%	2%	2%	2%	2%
Mothercare	2%	1%	1%	1%	1%	-	4%	2%	3%	1%	-	0%
None of these	3%	3%	2%	3%	1%	5%	5%	3%	3%	3%	-	3%
Don't know	14%	13%	13%	14%	11%	29%	16%	14%	15%	15%	19%	12%

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	2117	916	1201	196	305	365	335	916	1185	932	529	312	193	263	488	126	206
All GB Adults	2117	1016	1101	254	347	399	375	741	1164	953	521	347	203	271	485	106	184

In general, which three, if any, of the following are the main reasons why you think that the retailers you have chosen are the most trustworthy? (Please select up to three options)

	Unweighted Base	762	1028	165	253	305	283	784	1025	765	454	260	157	229	409	101	180
All GB Adults which selected at least one brand above	1762	823	939	211	281	325	314	632	995	768	446	284	160	230	397	84	161
Good reputation	55%	55%	55%	57%	63%	49%	58%	51%	57%	51%	52%	54%	54%	56%	57%	53%	55%
High quality products	42%	40%	44%	51%	41%	40%	44%	41%	43%	41%	42%	40%	42%	49%	42%	35%	43%
Good value for money	42%	42%	43%	39%	36%	46%	36%	47%	40%	45%	42%	43%	45%	40%	40%	42%	49%
Good selection of products	33%	32%	33%	28%	34%	32%	36%	33%	34%	32%	32%	34%	25%	29%	36%	43%	33%
Good refunds and exchange policy	31%	27%	34%	18%	20%	32%	34%	37%	32%	29%	29%	30%	35%	25%	34%	30%	34%
Ethical business practices	18%	19%	17%	18%	19%	15%	19%	18%	20%	15%	19%	15%	16%	20%	18%	15%	20%
Knowledgeable staff	16%	18%	16%	15%	13%	15%	15%	20%	17%	15%	17%	17%	15%	20%	17%	9%	16%
Live up to the promises in their advertising	16%	17%	15%	13%	16%	20%	17%	15%	16%	16%	15%	15%	18%	21%	15%	18%	13%
Low prices	15%	17%	14%	18%	20%	17%	14%	12%	10%	22%	17%	16%	12%	16%	11%	25%	16%
Offer me extra incentives to shop with them	9%	8%	11%	12%	10%	8%	9%	9%	9%	10%	9%	9%	7%	11%	11%	9%	10%
Keeps in touch with me regularly	2%	1%	3%	2%	1%	2%	4%	3%	2%	2%	2%	2%	5%	2%	3%	5%	2%
Other	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	-	0%
Don't know	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	0%	-	-

Total	Working Status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2117	1020	306	115	420	60	196	1101	231	243	59	460
All GB Adults	2117	1090	279	138	345	69	196	1043	254	226	52	525

In general, which three, if any, of the following are the main reasons why you think that the retailers you have chosen are the most trustworthy? (Please select up to three options)

	Unweighted Base	1790	860	261	96	371	41	161	931	191	205	49	393
All GB Adults which selected at least one brand above		1762	907	235	115	304	45	156	869	206	186	42	444
Good reputation	55%	56%	53%	55%	52%	51%	53%	52%	54%	58%	47%	58%	
High quality products	42%	45%	36%	58%	37%	44%	35%	41%	38%	38%	45%	47%	
Good value for money	42%	40%	45%	40%	45%	51%	42%	42%	46%	48%	43%	38%	
Good selection of products	33%	34%	35%	29%	34%	14%	30%	34%	36%	29%	23%	32%	
Good refunds and exchange policy	31%	29%	33%	21%	34%	35%	39%	35%	25%	33%	39%	23%	
Ethical business practices	18%	19%	16%	22%	19%	9%	13%	17%	23%	17%	21%	18%	
Knowledgeable staff	16%	15%	16%	16%	21%	26%	13%	18%	11%	19%	13%	16%	
Live up to the promises in their advertising	16%	17%	17%	6%	16%	21%	16%	17%	16%	14%	19%	14%	
Low prices	15%	13%	17%	22%	15%	15%	20%	14%	12%	17%	16%	18%	
Offer me extra incentives to shop with them	9%	9%	10%	12%	9%	9%	8%	9%	12%	10%	10%	9%	
Keeps in touch with me regularly	2%	2%	2%	2%	3%	3%	4%	3%	3%	1%	1%	1%	
Other	1%	1%	2%	-	1%	2%	0%	1%	1%	-	-	1%	
Don't know	1%	1%	2%	-	1%	-	1%	1%	1%	1%	5%	1%	

	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	2117	916	1201	196	305	365	335	916	1185	932	529	312	193	263	488	126	206
All GB Adults	2117	1016	1101	254	347	399	375	741	1164	953	521	347	203	271	485	106	184

Which, if any, of the following Financial Services companies do you use? (Please tick all that apply)

Halifax	23%	22%	24%	23%	28%	23%	22%	21%	25%	20%	26%	24%	23%	20%	21%	22%	24%
Santander (Abbey + Alliance & Leicester)	22%	23%	21%	12%	21%	19%	25%	26%	24%	20%	23%	19%	21%	24%	24%	17%	21%
Nationwide	21%	21%	21%	21%	16%	20%	23%	23%	22%	20%	13%	22%	21%	20%	32%	11%	22%
Barclays	20%	20%	20%	12%	23%	22%	19%	21%	21%	19%	18%	17%	31%	24%	24%	17%	8%
Lloyds TSB	20%	20%	20%	12%	20%	20%	19%	23%	20%	20%	18%	25%	17%	15%	21%	31%	19%
NatWest	18%	17%	18%	32%	21%	13%	14%	16%	17%	18%	17%	15%	21%	19%	25%	17%	1%
HSBC	14%	17%	11%	19%	24%	13%	10%	11%	16%	12%	14%	13%	15%	16%	17%	19%	3%
Aviva	14%	13%	14%	4%	9%	15%	19%	15%	18%	8%	13%	16%	14%	13%	13%	8%	14%
Tesco Finance	10%	10%	10%	2%	10%	13%	12%	10%	12%	8%	8%	9%	11%	8%	14%	12%	9%
Direct Line	8%	9%	7%	2%	8%	10%	10%	7%	10%	5%	6%	6%	10%	5%	9%	8%	14%
Royal Bank of Scotland (RBS)	8%	9%	7%	3%	6%	7%	9%	10%	9%	6%	7%	3%	4%	5%	5%	6%	33%
Co-operative Bank	7%	7%	8%	3%	5%	7%	10%	9%	9%	5%	7%	7%	6%	8%	7%	6%	9%
Legal & General	6%	8%	5%	1%	5%	7%	10%	7%	8%	4%	7%	4%	6%	8%	8%	2%	7%
M&S Money	6%	4%	8%	-	3%	4%	7%	10%	8%	3%	5%	3%	9%	5%	9%	2%	6%
Churchill Insurance	5%	5%	4%	2%	3%	5%	6%	6%	5%	5%	5%	5%	5%	5%	3%	7%	3%
First Direct	5%	5%	4%	1%	5%	6%	6%	5%	7%	2%	4%	3%	4%	8%	6%	1%	2%
Admiral Insurance	4%	5%	3%	7%	6%	4%	2%	2%	4%	3%	1%	2%	5%	6%	5%	4%	5%
Sainsbury's Bank	4%	3%	4%	1%	3%	4%	4%	5%	4%	3%	4%	4%	3%	5%	4%	2%	1%
Northern Rock	4%	3%	4%	1%	3%	4%	6%	4%	4%	3%	5%	5%	2%	2%	2%	3%	5%
Britannia	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	2%	3%	7%	1%	4%	4%	1%
None of these	9%	9%	10%	13%	7%	10%	6%	10%	8%	11%	11%	9%	8%	10%	8%	7%	11%

Total	Working Status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2117	1020	306	115	420	60	196	1101	231	243	59	460
All GB Adults	2117	1090	279	138	345	69	196	1043	254	226	52	525

Which, if any, of the following Financial Services companies do you use? (Please tick all that apply)

Halifax	23%	24%	24%	23%	22%	22%	19%	23%	26%	21%	20%	21%
Santander (Abbey + Alliance & Leicester)	22%	23%	22%	14%	26%	9%	18%	25%	21%	24%	24%	16%
Nationwide	21%	19%	23%	22%	25%	28%	19%	24%	16%	20%	24%	18%
Barclays	20%	19%	26%	17%	19%	26%	19%	20%	20%	21%	29%	19%
Lloyds TSB	20%	21%	17%	17%	22%	14%	18%	22%	14%	24%	19%	18%
NatWest	18%	15%	20%	31%	17%	27%	16%	15%	16%	14%	15%	26%
HSBC	14%	17%	16%	15%	11%	8%	5%	13%	20%	9%	17%	15%
Aviva	14%	15%	14%	4%	14%	9%	11%	18%	13%	13%	9%	5%
Tesco Finance	10%	11%	11%	2%	9%	8%	10%	13%	8%	11%	4%	5%
Direct Line	8%	9%	8%	4%	7%	7%	4%	10%	5%	7%	8%	4%
Royal Bank of Scotland (RBS)	8%	8%	7%	3%	10%	12%	4%	9%	8%	7%	9%	6%
Co-operative Bank	7%	8%	7%	3%	6%	7%	6%	7%	11%	12%	3%	5%
Legal & General	6%	8%	7%	-	5%	3%	3%	9%	5%	5%	2%	2%
M&S Money	6%	5%	8%	1%	11%	-	4%	7%	3%	8%	9%	3%
Churchill Insurance	5%	5%	5%	2%	5%	2%	4%	7%	2%	5%	3%	2%
First Direct	5%	5%	5%	-	7%	3%	1%	5%	4%	5%	7%	3%
Admiral Insurance	4%	5%	3%	2%	2%	9%	0%	3%	8%	2%	-	4%
Sainsbury's Bank	4%	4%	4%	1%	5%	-	2%	4%	4%	4%	2%	2%
Northern Rock	4%	4%	4%	0%	4%	4%	3%	4%	2%	4%	8%	2%
Britannia	3%	3%	5%	1%	4%	1%	3%	4%	3%	2%	3%	2%
None of these	9%	7%	9%	13%	10%	6%	21%	9%	11%	9%	12%	9%

	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	2117	916	1201	196	305	365	335	916	1185	932	529	312	193	263	488	126	206
All GB Adults	2117	1016	1101	254	347	399	375	741	1164	953	521	347	203	271	485	106	184

In your opinion, which three, if any, of the following are the most trustworthy Financial Services companies? (Please select up to three options)

Nationwide	15%	15%	14%	14%	8%	17%	14%	17%	16%	14%	8%	13%	17%	16%	21%	9%	18%
Co-operative Bank	12%	13%	11%	9%	9%	11%	14%	13%	12%	11%	12%	8%	12%	13%	12%	11%	16%
Barclays	10%	10%	11%	14%	11%	10%	11%	9%	10%	11%	8%	12%	9%	15%	12%	12%	5%
Lloyds TSB	9%	9%	9%	9%	10%	7%	8%	11%	10%	8%	7%	11%	6%	5%	10%	16%	13%
Santander (Abbey + Alliance & Leicester)	9%	10%	8%	8%	9%	7%	11%	9%	8%	10%	10%	7%	6%	10%	9%	6%	12%
HSBC	9%	10%	8%	12%	11%	7%	7%	7%	9%	8%	10%	8%	7%	9%	10%	9%	3%
Halifax	8%	6%	10%	9%	11%	7%	7%	7%	8%	7%	10%	9%	8%	6%	6%	7%	10%
NatWest	8%	7%	8%	14%	7%	5%	7%	7%	6%	10%	8%	7%	8%	6%	11%	9%	2%
Aviva	5%	5%	5%	3%	3%	3%	7%	7%	7%	3%	6%	5%	5%	4%	6%	3%	4%
Tesco Finance	4%	5%	4%	3%	4%	4%	5%	5%	4%	5%	4%	5%	2%	4%	6%	5%	5%
M&S Money	4%	3%	5%	1%	1%	3%	4%	8%	6%	2%	5%	4%	6%	4%	5%	1%	2%
First Direct	4%	4%	4%	3%	3%	4%	4%	3%	5%	2%	3%	5%	2%	6%	5%	1%	1%
Churchill Insurance	3%	3%	3%	4%	0%	3%	3%	4%	3%	3%	3%	5%	2%	4%	1%	8%	2%
Britannia	3%	3%	3%	3%	2%	4%	4%	3%	3%	3%	3%	5%	7%	3%	2%	1%	2%
Direct Line	3%	4%	2%	2%	4%	2%	4%	4%	3%	3%	3%	2%	3%	2%	4%	7%	3%
Royal Bank of Scotland (RBS)	3%	2%	3%	2%	2%	1%	4%	4%	3%	3%	2%	2%	2%	1%	2%	2%	12%
Legal & General	2%	3%	2%	1%	1%	1%	3%	4%	3%	2%	2%	4%	3%	3%	2%	1%	1%
Sainsbury's Bank	2%	1%	2%	1%	1%	1%	1%	3%	2%	1%	1%	3%	2%	2%	3%	-	0%
Admiral Insurance	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	-	1%	2%	2%	1%	1%	2%
Northern Rock	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	2%	-	0%	0%	-	0%
None of these	15%	18%	13%	13%	17%	21%	17%	12%	16%	14%	19%	16%	17%	12%	14%	15%	13%
Don't know	30%	26%	34%	32%	32%	28%	27%	31%	27%	34%	30%	27%	32%	33%	29%	31%	32%

Total	Working Status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
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All GB Adults	2117	1090	279	138	345	69	196	1043	254	226	52	525

In your opinion, which three, if any, of the following are the most trustworthy Financial Services companies? (Please select up to three options)

Nationwide	15%	14%	14%	10%	18%	12%	16%	17%	11%	14%	12%	12%
Co-operative Bank	12%	13%	12%	8%	12%	5%	10%	11%	14%	14%	13%	11%
Barclays	10%	9%	11%	19%	12%	14%	9%	9%	9%	12%	8%	13%
Lloyds TSB	9%	10%	6%	10%	12%	4%	7%	8%	7%	12%	13%	10%
Santander (Abbey + Alliance & Leicester)	9%	9%	6%	12%	11%	3%	9%	9%	7%	7%	14%	9%
HSBC	9%	9%	9%	14%	7%	8%	6%	8%	9%	8%	5%	9%
Halifax	8%	8%	8%	13%	9%	1%	5%	8%	7%	6%	6%	9%
NatWest	8%	6%	7%	21%	10%	5%	5%	7%	5%	4%	5%	11%
Aviva	5%	5%	6%	3%	5%	4%	4%	7%	4%	4%	5%	3%
Tesco Finance	4%	5%	4%	3%	6%	5%	3%	5%	4%	5%	2%	3%
M&S Money	4%	3%	6%	1%	9%	1%	2%	5%	1%	6%	4%	4%
First Direct	4%	4%	4%	1%	4%	3%	-	3%	3%	5%	3%	3%
Churchill Insurance	3%	2%	3%	4%	4%	5%	5%	4%	1%	2%	4%	4%
Britannia	3%	4%	2%	3%	3%	2%	3%	4%	2%	3%	2%	3%
Direct Line	3%	4%	2%	1%	4%	1%	1%	4%	3%	2%	2%	2%
Royal Bank of Scotland (RBS)	3%	2%	3%	3%	4%	6%	2%	3%	2%	3%	-	2%
Legal & General	2%	2%	2%	-	4%	2%	2%	3%	2%	2%	4%	1%
Sainsbury's Bank	2%	1%	3%	1%	4%	1%	1%	2%	1%	2%	-	2%
Admiral Insurance	1%	1%	1%	3%	2%	6%	0%	1%	2%	1%	2%	2%
Northern Rock	1%	1%	1%	1%	1%	3%	-	1%	0%	0%	-	1%
None of these	15%	18%	15%	7%	9%	17%	18%	15%	18%	14%	11%	15%
Don't know	30%	28%	30%	31%	30%	34%	36%	29%	32%	34%	40%	29%

	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	2117	916	1201	196	305	365	335	916	1185	932	529	312	193	263	488	126	206
All GB Adults	2117	1016	1101	254	347	399	375	741	1164	953	521	347	203	271	485	106	184

In general, which three, if any, of the following are the main reasons why you think that the Financial Services companies you have chosen are the most trustworthy? (Please select up to three options)

	Unweighted Base	519	635	107	155	192	185	515	670	484	271	174	102	147	277	70	113
All GB Adults which selected at least one brand above	1154	564	591	140	176	208	210	422	661	495	269	199	104	149	276	57	101
Good reputation	51%	51%	51%	51%	48%	47%	55%	52%	54%	47%	49%	50%	47%	51%	53%	54%	55%
Good customer service	49%	46%	52%	42%	46%	43%	58%	51%	48%	50%	43%	51%	41%	53%	51%	35%	63%
Appropriate financial products for me	28%	28%	28%	22%	24%	22%	32%	33%	29%	27%	26%	26%	32%	22%	30%	39%	33%
Knowledgeable staff	19%	19%	18%	18%	17%	16%	14%	23%	18%	19%	24%	17%	12%	19%	17%	16%	20%
Good selection of services	18%	19%	18%	19%	18%	18%	17%	19%	20%	16%	20%	14%	19%	16%	20%	19%	22%
Ethical business practices	17%	18%	17%	13%	15%	19%	19%	18%	20%	14%	23%	9%	19%	17%	18%	12%	19%
Keeps in touch with me regularly	15%	14%	15%	15%	16%	13%	10%	17%	13%	17%	14%	14%	12%	11%	17%	17%	16%
Low charges	12%	14%	10%	12%	16%	14%	12%	9%	10%	14%	10%	9%	14%	17%	12%	12%	12%
Live up to the promises in their advertising	11%	12%	10%	9%	7%	12%	16%	10%	11%	11%	9%	15%	7%	17%	10%	12%	5%
Good returns on your money	8%	9%	8%	10%	10%	8%	3%	10%	9%	8%	6%	7%	12%	9%	10%	8%	7%
Offer me extra incentives to bank with them	5%	6%	5%	8%	5%	4%	6%	5%	5%	6%	5%	5%	8%	6%	5%	6%	3%
Other	3%	4%	3%	6%	4%	4%	2%	3%	3%	4%	3%	7%	2%	3%	3%	4%	1%
Don't know	3%	3%	4%	3%	3%	6%	4%	2%	2%	5%	4%	4%	3%	4%	3%	5%	1%

Who do you think is more likely to do the BEST job of looking after your money for you, a traditional Financial Services company (e.g. Barclays, Aviva) or a Retail company (e.g. Tesco, John Lewis)?

Financial Services company a lot more	19%	20%	19%	29%	23%	19%	15%	17%	19%	20%	18%	22%	17%	22%	18%	21%	19%
Financial Services company a bit more	20%	21%	20%	25%	21%	20%	20%	19%	22%	19%	20%	18%	19%	18%	24%	15%	22%
They are both about the same	26%	26%	25%	17%	23%	25%	28%	29%	28%	23%	23%	21%	27%	25%	29%	32%	31%
Retail company a bit more	5%	5%	5%	5%	3%	6%	6%	4%	6%	4%	3%	8%	7%	6%	4%	1%	2%
Retail company a lot more	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%	1%	3%	1%
Don't know	28%	26%	30%	23%	28%	30%	30%	29%	25%	33%	34%	29%	29%	26%	24%	28%	25%

Total	Working Status						Marital Status				
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base 2117	1020	306	115	420	60	196	1101	231	243	59	460
All GB Adults 2117	1090	279	138	345	69	196	1043	254	226	52	525

In general, which three, if any, of the following are the main reasons why you think that the Financial Services companies you have chosen are the most trustworthy? (Please select up to three options)

	Unweighted Base 1154	551	167	69	251	28	88	619	116	129	28	253
All GB Adults which selected at least one brand above	1156	583	155	85	208	34	91	585	127	117	26	294
Good reputation	51%	52%	54%	44%	49%	38%	56%	51%	46%	54%	63%	50%
Good customer service	49%	50%	50%	39%	51%	44%	45%	52%	48%	59%	51%	40%
Appropriate financial products for me	28%	26%	30%	21%	36%	23%	28%	30%	23%	33%	24%	26%
Knowledgeable staff	19%	17%	15%	19%	30%	3%	13%	18%	17%	28%	26%	15%
Good selection of services	18%	17%	17%	23%	18%	28%	17%	20%	18%	11%	2%	19%
Ethical business practices	17%	20%	17%	15%	15%	4%	14%	15%	30%	16%	20%	17%
Keeps in touch with me regularly	15%	13%	9%	20%	20%	19%	14%	14%	13%	13%	34%	16%
Low charges	12%	12%	9%	13%	9%	25%	14%	12%	12%	10%	6%	13%
Live up to the promises in their advertising	11%	11%	10%	9%	11%	15%	15%	12%	6%	15%	9%	10%
Good returns on your money	8%	8%	10%	9%	9%	6%	1%	8%	3%	7%	10%	11%
Offer me extra incentives to bank with them	5%	5%	4%	9%	6%	12%	4%	5%	7%	4%	-	5%
Other	3%	3%	2%	4%	2%	4%	6%	3%	1%	5%	-	4%
Don't know	3%	3%	4%	5%	1%	8%	8%	4%	3%	-	-	3%

Who do you think is more likely to do the BEST job of looking after your money for you, a traditional Financial Services company (e.g. Barclays, Aviva) or a Retail company (e.g. Tesco, John Lewis)?

Financial Services company a lot more	19%	19%	16%	30%	19%	23%	14%	15%	20%	20%	19%	26%
Financial Services company a bit more	20%	21%	19%	26%	19%	18%	17%	21%	17%	19%	19%	22%
They are both about the same	26%	26%	25%	19%	29%	27%	25%	28%	27%	23%	27%	22%
Retail company a bit more	5%	5%	6%	4%	5%	2%	2%	5%	4%	5%	2%	5%
Retail company a lot more	1%	1%	2%	-	3%	-	3%	2%	0%	1%	-	2%
Don't know	28%	27%	31%	22%	26%	30%	39%	28%	32%	32%	33%	24%