

## YouGov / Limelight PR Survey Results

Sample Size: 950

Fieldwork: 21st - 23rd April 2009

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

In your own opinion which ONE retailer do you consider to be MOST trustworthy?

	Unweighted Base	968	466	502	101	171	165	190	341	465	503	248	150	81	108	242	50	89
<b>Split A</b>		950	448	502	109	154	164	193	330	519	431	250	161	81	109	219	47	84
Argos		5%	6%	5%	5%	7%	6%	5%	5%	4%	8%	6%	8%	6%	3%	4%	7%	3%
Asda		10%	9%	12%	13%	9%	12%	8%	11%	8%	13%	13%	9%	2%	7%	9%	7%	21%
Boots		11%	9%	14%	13%	10%	9%	14%	11%	9%	14%	13%	9%	10%	9%	11%	18%	14%
BHS		0%	0%	-	1%	-	-	0%	-	-	0%	0%	-	-	-	0%	-	-
Debenhams		1%	2%	1%	1%	3%	1%	1%	1%	1%	2%	1%	0%	-	3%	2%	-	1%
Gap		0%	-	0%	1%	-	0%	-	-	0%	0%	-	0%	-	1%	-	-	-
John Lewis		20%	22%	19%	12%	19%	27%	24%	18%	27%	13%	10%	15%	33%	38%	25%	18%	16%
Ikea		3%	5%	2%	4%	8%	2%	3%	2%	5%	2%	5%	3%	4%	4%	1%	8%	4%
Marks & Spencer		22%	22%	23%	24%	18%	19%	20%	27%	25%	20%	26%	26%	19%	23%	21%	17%	16%
Sainsbury's		5%	5%	4%	2%	2%	6%	4%	6%	4%	5%	4%	8%	2%	2%	6%	4%	1%
Tesco		10%	9%	10%	16%	14%	6%	6%	9%	9%	11%	12%	10%	12%	4%	10%	14%	7%
None of these		11%	12%	10%	8%	11%	12%	13%	10%	10%	12%	10%	11%	12%	6%	11%	9%	18%

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

Which three of the following are the main reasons why you think [Retailer] is the most trustworthy?  
[Please tick up to three answer options]

	870	413	457	93	154	147	167	309	423	447	224	136	73	101	217	46	73
Unweighted Base	848	395	453	100	138	145	168	298	469	379	224	144	71	103	195	43	69
<b>Split A who find a retailer trustworthy</b>																	
High quality products	39%	38%	41%	35%	39%	40%	44%	39%	42%	36%	31%	45%	42%	41%	45%	44%	33%
Good selection of products	34%	30%	37%	42%	38%	28%	29%	34%	34%	34%	38%	32%	34%	34%	34%	37%	18%
Low prices	14%	15%	13%	14%	16%	14%	12%	14%	11%	17%	12%	13%	15%	9%	15%	21%	20%
Good value for money	37%	38%	36%	37%	41%	33%	33%	39%	36%	38%	43%	28%	31%	30%	38%	44%	46%
Shops in convenient locations	14%	14%	14%	21%	10%	10%	13%	15%	11%	17%	15%	13%	6%	9%	15%	12%	23%
Shops of high standard (i.e. good layout etc.)	26%	27%	25%	33%	22%	22%	25%	27%	24%	27%	29%	24%	22%	29%	24%	12%	31%
Good refund and exchange policy	31%	28%	34%	13%	26%	33%	38%	35%	31%	31%	33%	35%	42%	30%	27%	17%	28%
Good reputation	55%	56%	54%	55%	53%	63%	56%	52%	57%	53%	52%	58%	61%	55%	55%	41%	61%
Knowledgeable staff	19%	21%	17%	17%	17%	19%	20%	19%	20%	17%	18%	13%	20%	20%	22%	25%	17%
Memorable advertising campaign	3%	2%	3%	8%	2%	3%	3%	1%	2%	3%	4%	1%	3%	3%	3%	-	1%
Ethical business practices	14%	15%	13%	14%	9%	17%	15%	15%	16%	11%	11%	16%	8%	15%	17%	20%	15%
Other	1%	2%	1%	1%	2%	0%	2%	0%	1%	1%	1%	0%	3%	3%	1%	-	-

Which ONE of the following retailers would you be MOST upset to see disappear from the UK high street?

	968	466	502	101	171	165	190	341	465	503	248	150	81	108	242	50	89
Unweighted Base	950	448	502	109	154	164	193	330	519	431	250	161	81	109	219	47	84
<b>Split A</b>																	
Argos	11%	13%	10%	12%	13%	11%	11%	10%	8%	15%	11%	14%	8%	8%	10%	18%	9%
Asda	11%	8%	13%	10%	12%	8%	11%	11%	10%	11%	13%	8%	5%	9%	10%	7%	19%
Boots	14%	11%	16%	14%	22%	14%	14%	9%	13%	14%	15%	16%	14%	12%	12%	15%	11%
BHS	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	0%	-	1%
Debenhams	4%	3%	4%	3%	7%	2%	1%	4%	3%	4%	4%	2%	10%	5%	2%	2%	2%
Gap	0%	1%	0%	0%	1%	0%	-	0%	0%	0%	0%	-	-	2%	-	1%	-
John Lewis	7%	9%	6%	5%	5%	13%	6%	7%	10%	4%	3%	6%	9%	16%	11%	1%	1%
Ikea	3%	4%	2%	7%	1%	3%	2%	3%	3%	3%	3%	2%	3%	4%	2%	8%	5%
Marks & Spencer	23%	22%	25%	16%	17%	20%	30%	27%	27%	19%	26%	22%	20%	23%	23%	15%	29%
Sainsbury's	6%	6%	5%	5%	4%	6%	4%	7%	6%	5%	3%	7%	10%	8%	7%	6%	-
Tesco	12%	12%	12%	20%	12%	13%	8%	11%	11%	13%	13%	11%	12%	8%	14%	21%	7%
None of these	9%	13%	5%	7%	6%	9%	12%	9%	7%	11%	7%	11%	7%	4%	9%	8%	17%

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

**Which three of the following are the main reasons why you would be most upset to see [Retailer] disappear from the UK high street? [Please tick up to three answer options]**

	Unweighted Base	886	410	476	96	159	151	169	311	435	451	228	135	76	103	220	46	78
<b>Split A who would be upset to see a retailer disappear</b>		867	392	474	101	145	150	171	300	483	384	231	144	75	105	199	43	70
High quality products		31%	30%	32%	35%	24%	30%	37%	31%	32%	30%	34%	31%	33%	27%	28%	26%	38%
Good selection of products		52%	44%	58%	65%	55%	49%	46%	50%	49%	55%	52%	50%	54%	41%	53%	69%	50%
Low prices		24%	23%	25%	29%	22%	25%	24%	23%	22%	27%	25%	24%	26%	20%	27%	20%	20%
Good value for money		46%	44%	47%	47%	48%	42%	43%	48%	45%	47%	49%	50%	44%	46%	41%	40%	48%
Shops in convenient locations		30%	29%	30%	31%	28%	30%	31%	29%	28%	33%	30%	29%	21%	26%	35%	21%	37%
Shops of high standard (i.e. good layout etc.)		19%	23%	16%	21%	14%	16%	24%	19%	19%	19%	20%	14%	26%	18%	17%	29%	15%
Good refund and exchange policy		22%	19%	24%	7%	14%	18%	25%	30%	23%	20%	23%	24%	23%	20%	17%	15%	26%
Good reputation		35%	37%	33%	26%	32%	38%	34%	37%	36%	33%	34%	38%	35%	41%	29%	32%	37%
Knowledgeable staff		8%	8%	8%	8%	8%	5%	10%	9%	10%	6%	9%	6%	9%	8%	9%	7%	7%
Memorable advertising campaign		1%	1%	1%	3%	1%	1%	2%	1%	1%	2%	0%	-	1%	0%	4%	3%	1%
Ethical business practices		7%	8%	6%	4%	5%	10%	4%	8%	8%	5%	6%	7%	3%	9%	10%	3%	-
Other		6%	8%	5%	2%	17%	6%	5%	4%	8%	4%	3%	3%	10%	11%	8%	12%	6%

Which ONE of the following retailers would you be MOST upset to see disappear from the UK high street?

	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	1011	488	523	100	196	168	183	364	489	522	230	161	100	125	247	51	97
<b>Split B</b>	1029	502	528	129	179	170	189	363	569	460	237	163	109	144	235	52	88
Argos	14%	15%	12%	18%	14%	20%	14%	8%	11%	17%	17%	19%	12%	11%	11%	11%	8%
Asda	12%	12%	12%	9%	13%	12%	11%	13%	9%	16%	19%	10%	8%	7%	7%	14%	21%
Boots	13%	11%	15%	18%	17%	9%	10%	13%	14%	11%	12%	9%	10%	13%	16%	15%	17%
BHS	2%	1%	2%	1%	1%	1%	1%	3%	1%	2%	2%	2%	4%	2%	1%	-	1%
Debenhams	3%	1%	4%	4%	3%	2%	2%	2%	2%	3%	4%	2%	1%	3%	3%	-	4%
Gap	1%	1%	0%	2%	1%	1%	-	0%	1%	1%	0%	-	1%	1%	1%	-	1%
John Lewis	6%	8%	5%	4%	6%	8%	9%	5%	7%	5%	4%	6%	9%	11%	6%	2%	3%
Ikea	2%	1%	3%	5%	3%	2%	1%	0%	2%	2%	1%	3%	1%	5%	1%	-	1%
Marks & Spencer	20%	18%	22%	18%	17%	14%	22%	25%	25%	15%	18%	17%	23%	25%	21%	18%	22%
Sainsbury's	6%	6%	6%	7%	4%	6%	5%	9%	7%	5%	6%	6%	7%	9%	9%	2%	1%
Tesco	14%	14%	13%	10%	13%	14%	14%	16%	14%	14%	7%	17%	22%	8%	16%	23%	14%
None of these	8%	11%	6%	6%	8%	12%	10%	8%	7%	10%	10%	11%	3%	7%	8%	14%	7%

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

Which three of the following are the main reasons why you would be most upset to see [Retailer] disappear from the UK high street? [Please tick up to three answer options]

	Unweighted Base	929	433	496	93	180	151	167	338	456	473	209	144	96	116	228	45	91
<b>Split A who would be upset to see a retailer disappear</b>		942	445	497	122	165	150	170	335	529	413	213	145	106	134	216	45	82
High quality products		34%	34%	35%	33%	34%	29%	37%	36%	36%	32%	34%	34%	29%	35%	35%	40%	39%
Good selection of products		55%	51%	59%	62%	54%	66%	47%	53%	55%	56%	54%	58%	50%	51%	57%	68%	57%
Low prices		25%	26%	24%	32%	29%	28%	26%	19%	19%	33%	28%	32%	27%	17%	23%	25%	23%
Good value for money		50%	47%	54%	33%	49%	51%	56%	54%	47%	54%	49%	56%	48%	48%	50%	50%	53%
Shops in convenient locations		27%	27%	27%	30%	30%	27%	21%	28%	29%	25%	27%	21%	37%	33%	24%	29%	24%
Shops of high standard (i.e. good layout etc.)		21%	22%	20%	20%	16%	18%	26%	22%	21%	20%	18%	19%	26%	19%	23%	18%	23%
Good refund and exchange policy		16%	14%	17%	1%	11%	12%	18%	23%	17%	14%	17%	15%	20%	14%	14%	22%	12%
Good reputation		29%	33%	25%	30%	28%	28%	29%	28%	31%	26%	30%	29%	27%	25%	29%	21%	34%
Knowledgeable staff		7%	7%	6%	2%	5%	5%	7%	11%	7%	6%	6%	8%	7%	7%	7%	8%	4%
Memorable advertising campaign		1%	1%	1%	3%	1%	-	1%	0%	0%	1%	-	1%	-	2%	1%	-	1%
Ethical business practices		6%	7%	6%	4%	8%	5%	6%	7%	8%	4%	6%	4%	6%	11%	7%	7%	3%
Other		5%	5%	5%	12%	7%	7%	4%	1%	6%	4%	3%	3%	8%	8%	6%	4%	3%

In your own opinion which ONE retailer do you consider to be MOST trustworthy?

	Unweighted Base	1011	488	523	100	196	168	183	364	489	522	230	161	100	125	247	51	97
<b>Split B</b>		1029	502	528	129	179	170	189	363	569	460	237	163	109	144	235	52	88
Argos		5%	6%	4%	4%	6%	9%	5%	3%	4%	6%	5%	9%	6%	0%	5%	9%	4%
Asda		9%	9%	10%	9%	10%	10%	9%	9%	6%	13%	16%	11%	7%	2%	6%	9%	13%
Boots		12%	10%	15%	10%	14%	9%	15%	12%	11%	13%	15%	12%	8%	10%	11%	18%	11%
BHS		0%	1%	0%	1%	0%	-	0%	0%	-	1%	-	-	2%	-	0%	-	1%
Debenhams		2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	-	2%	3%	0%
Gap		0%	0%	0%	2%	-	1%	-	-	-	1%	-	-	2%	-	0%	-	-
John Lewis		19%	21%	17%	15%	19%	19%	21%	20%	25%	13%	14%	14%	24%	34%	24%	6%	10%
Ikea		2%	3%	1%	0%	6%	1%	3%	1%	2%	1%	2%	2%	-	4%	2%	-	2%
Marks & Spencer		22%	22%	22%	21%	19%	20%	24%	24%	25%	18%	21%	20%	22%	20%	23%	33%	25%
Sainsbury's		5%	4%	6%	9%	5%	3%	4%	5%	5%	5%	6%	6%	2%	9%	4%	-	3%
Tesco		9%	9%	8%	12%	7%	8%	7%	9%	7%	11%	5%	13%	15%	5%	7%	9%	13%
None of these		14%	13%	15%	14%	13%	21%	10%	13%	13%	15%	14%	11%	11%	15%	16%	13%	18%

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

Which three of the following are the main reasons why you think that [Retailer] is the most trustworthy? [Please tick up to three answer options]

	Unweighted Base	877	427	450	86	175	135	161	320	432	445	201	142	88	109	211	44	82
<b>Split B who find a retailer trustworthy</b>	<b>883</b>	<b>435</b>	<b>448</b>	<b>110</b>	<b>156</b>	<b>134</b>	<b>169</b>	<b>314</b>	<b>494</b>	<b>389</b>	<b>205</b>	<b>145</b>	<b>97</b>	<b>122</b>	<b>196</b>	<b>46</b>	<b>73</b>	
High quality products	40%	37%	42%	50%	40%	45%	41%	34%	41%	38%	40%	36%	39%	45%	40%	40%	42%	
Good selection of products	26%	24%	29%	22%	31%	19%	26%	29%	23%	30%	26%	26%	26%	25%	24%	47%	21%	
Low prices	11%	11%	10%	16%	10%	8%	14%	9%	5%	18%	11%	10%	13%	8%	11%	8%	16%	
Good value for money	31%	30%	32%	22%	26%	25%	31%	38%	31%	31%	33%	33%	29%	26%	29%	40%	29%	
Shops in convenient locations	9%	8%	10%	12%	6%	7%	10%	10%	7%	12%	10%	10%	8%	9%	6%	7%	14%	
Shops of high standard (i.e. good layout etc.)	19%	23%	15%	23%	9%	20%	24%	19%	19%	19%	19%	17%	15%	16%	26%	12%	16%	
Good refund and exchange policy	34%	32%	37%	17%	30%	38%	34%	41%	37%	31%	34%	35%	39%	24%	36%	40%	37%	
Good reputation	56%	54%	57%	55%	59%	64%	49%	55%	58%	53%	57%	60%	51%	56%	61%	56%		
Knowledgeable staff	24%	23%	25%	19%	30%	19%	25%	26%	27%	21%	23%	23%	26%	30%	22%	25%	24%	
Memorable advertising campaign	2%	2%	3%	4%	3%	3%	1%	1%	2%	2%	2%	4%	2%	1%	1%	3%	3%	
Ethical business practices	19%	21%	17%	10%	21%	21%	18%	21%	22%	16%	15%	18%	16%	28%	20%	11%	23%	
Other	3%	4%	2%	4%	5%	3%	4%	1%	3%	2%	2%	3%	3%	5%	4%	-	-	

Which ONE of the following is your favoured method of shopping for fashion items?

	Unweighted Base	1979	954	1025	201	367	333	373	705	954	1025	478	311	181	233	489	101	186
<b>All GB adults</b>	<b>1979</b>	<b>950</b>	<b>1029</b>	<b>237</b>	<b>334</b>	<b>333</b>	<b>382</b>	<b>693</b>	<b>1088</b>	<b>891</b>	<b>487</b>	<b>325</b>	<b>190</b>	<b>253</b>	<b>453</b>	<b>99</b>	<b>172</b>	
Local high street	17%	15%	19%	20%	20%	14%	16%	17%	18%	16%	17%	14%	15%	22%	17%	17%	19%	
Town shopping centre	32%	28%	36%	38%	31%	32%	30%	32%	32%	32%	30%	32%	37%	37%	32%	27%	32%	
Out of town retail park (e.g. Bluewater/ Brent Cross)	12%	13%	11%	13%	14%	13%	15%	9%	12%	13%	15%	13%	11%	11%	10%	11%	11%	
Discounted outlets (e.g. Bicester Village)	6%	7%	4%	2%	6%	6%	7%	6%	7%	4%	7%	7%	5%	2%	6%	8%	3%	
Online	15%	14%	15%	12%	13%	21%	13%	14%	16%	14%	14%	15%	13%	11%	16%	20%	16%	
Temporary 'Swap Shops'	0%	0%	0%	0%	0%	0%	-	-	0%	0%	0%	-	-	-	0%	-	-	
Catalogue	5%	2%	7%	3%	3%	3%	5%	6%	3%	6%	4%	5%	7%	3%	5%	5%	5%	
Other	4%	4%	4%	3%	4%	3%	4%	4%	4%	3%	3%	5%	4%	5%	4%	2%	2%	
Don't know	10%	15%	5%	8%	9%	7%	10%	12%	8%	12%	10%	10%	7%	9%	10%	11%	10%	

All figures, unless otherwise stated, are from YouGov Plc.