

YouGov/Cognitomobile Survey Results

Sample Size: 2091

Fieldwork: 6th - 9th January 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 of the following best describes your home?

	2091	1006	1085	215	287	309	350	930	1133	958	485	295	211	240	477	109	224	50
Unweighted Base	2091	1006	1085	215	287	309	350	930	1133	958	485	295	211	240	477	109	224	50
All UK Adults	2091	1006	1085	251	344	358	394	744	1150	941	500	335	194	259	464	102	178	59
Own outright	28%	27%	29%	5%	6%	7%	21%	59%	33%	22%	30%	28%	25%	19%	30%	30%	30%	30%
Buying with a mortgage/ loan	39%	38%	40%	10%	46%	66%	56%	24%	45%	31%	40%	36%	45%	39%	41%	32%	38%	34%
Rented from local authority	5%	5%	6%	5%	6%	5%	5%	6%	4%	7%	5%	7%	7%	8%	3%	4%	6%	5%
Rented from private landlord	13%	13%	12%	31%	24%	11%	8%	4%	10%	16%	11%	13%	10%	18%	12%	12%	9%	25%
Rented from housing association	5%	5%	6%	4%	5%	6%	6%	6%	3%	9%	6%	6%	8%	4%	4%	2%	7%	5%
Live rent-free (including rent-free in relative/ friend's property)	7%	7%	6%	34%	9%	2%	2%	1%	4%	11%	8%	7%	4%	5%	7%	12%	6%	-
Other	3%	4%	2%	12%	4%	2%	3%	0%	2%	5%	1%	2%	3%	7%	2%	8%	3%	1%

Thinking about all types of customer service you have received since the START of December 2011... As a consumer and homeowner, how would you rate your experience of customer service over the winter and festive period?

	1461	712	749	32	148	229	268	784	921	540	361	204	151	144	343	72	153	33
Unweighted Base	1461	712	749	32	148	229	268	784	921	540	361	204	151	144	343	72	153	33
All UK Homeowners	1401	656	744	37	179	264	303	618	895	506	348	216	135	152	328	63	122	37
Very good	11%	10%	12%	6%	8%	9%	12%	13%	10%	13%	14%	6%	11%	5%	13%	17%	12%	11%
Good	44%	44%	43%	23%	47%	41%	41%	46%	44%	42%	42%	48%	46%	42%	43%	44%	40%	37%
Average	32%	32%	31%	50%	29%	35%	33%	29%	33%	30%	31%	29%	26%	42%	32%	26%	30%	37%
Poor	5%	6%	4%	3%	6%	5%	9%	4%	6%	5%	4%	5%	9%	5%	5%	8%	7%	3%
Very poor	1%	2%	1%	-	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	-	1%	1%
Don't know	7%	7%	7%	19%	9%	8%	4%	7%	6%	9%	8%	9%	6%	5%	5%	6%	10%	11%

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Now thinking about ALL occasions when you haven't been happy with the level of customer service you have received...

Which ONE, if any, of the following do you think is the MOST COMMON reason for poor customer service?

	Unweighted Base	1461	712	749	32	148	229	268	784	921	540	361	204	151	144	343	72	153	33
	All UK Homeowners	1401	656	744	37	179	264	303	618	895	506	348	216	135	152	328	63	122	37
Timeliness (e.g. how long it takes to solve a problem)		19%	20%	17%	31%	17%	14%	21%	19%	19%	17%	19%	22%	16%	19%	17%	11%	19%	24%
Not being able to solve my problem(s)		19%	20%	17%	10%	11%	23%	14%	22%	18%	19%	18%	13%	19%	25%	18%	12%	23%	22%
When staff aren't friendly/ polite		49%	46%	52%	39%	57%	53%	52%	46%	51%	47%	47%	47%	54%	41%	53%	67%	47%	51%
None of these		10%	10%	9%	17%	7%	7%	9%	12%	9%	11%	10%	15%	9%	9%	9%	9%	7%	-
Don't know		4%	3%	4%	4%	8%	4%	3%	2%	2%	5%	5%	3%	2%	5%	3%	1%	4%	4%

Thinking about the quality of customer service in the last 3 years...

To what extent, if at all, do you think that the quality of customer service has improved or worsened in the last 3 years?

	Unweighted Base	1461	712	749	32	148	229	268	784	921	540	361	204	151	144	343	72	153	33
	All UK Homeowners	1401	656	744	37	179	264	303	618	895	506	348	216	135	152	328	63	122	37
Improved a lot		3%	3%	3%	-	3%	1%	2%	5%	3%	4%	4%	2%	6%	1%	4%	2%	3%	3%
Improved a little		22%	22%	23%	21%	16%	21%	24%	24%	23%	21%	28%	22%	16%	22%	23%	20%	17%	21%
Stayed the same		35%	37%	32%	33%	37%	36%	33%	34%	35%	35%	33%	34%	34%	34%	37%	35%	37%	37%
Worsened a little		25%	25%	26%	18%	26%	28%	29%	23%	26%	24%	23%	27%	28%	26%	24%	37%	25%	31%
Worsened a lot		7%	7%	8%	-	7%	7%	8%	7%	8%	5%	6%	7%	8%	8%	8%	2%	9%	1%
Don't know		7%	5%	9%	28%	11%	7%	4%	6%	5%	10%	7%	8%	8%	9%	5%	5%	10%	8%