Empathy Index Survey

Lady Geek

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Methodology

Fieldwork Dates

28th November – 1st December 2015

Data Collection Method

The survey was conducted via an online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All adults aged 18+ in Great Britain

Sample Size

1,015

Data Weighting

Data collected for each company were weighted to the profile of all adults in Great Britain. Data were weighted by gender, age and region. Targets for the weighted results were taken from 2011 Census data from the Office for National Statistics.

Scoring and Data Presentation

Respondents were asked to respond to 5 questions about 10 randomly selected companies. Mean scores for these 5 questions were components of the aggregate score. All mean scores have been centred around zero. Questions were ordered at random.

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Question Presentation

Preamble

"*You will now be asked a series of questions about 10 randomly selected companies/brands that have some presence in the Great Britain.*

For each company/brand you will be asked to score them on a scale between 1 and 5 on a particular aspect of their performance. Please consider these aspects carefully.

If you are unsure or not familiar with a company/brand please leave a score of 3"

Questions

Trust - Q1. On a scale of 1-5 how much do you trust [Company Name], where 1 means you completely distrust them and 5 means you completely trust them

Listen - Q2. On a scale of 1-5 how much do you feel that [Company Name] would listen to your views, if you chose to share them? Where 1 means that the company would ignore people's feedback, and 5 means that the company values people's opinions and would take their views into consideration

Values – Q3. On a scale of 1-5 how much does [Company Name] promote values that you agree with? Where 1 means you completely disagree with this company's values, and 5 means you completely agree with this company's values

Gravity – Q4. On a scale of 1-5 how much would you go out of your way to buy/use [Company Name]'s product/service? Where 5 means you would rather use this company, even if it were very inconvenient, and 1 means you would rather not use this company, even if it were very convenient to do so

Recommend - Q5. On a scale of 1-5 how likely are you to recommend [Company Name] and it's products/services to a friend? Where 5 means you would be very likely, and 1 means you would be very unlikely to do so

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Data were analysed and weighted by Survation and presented by Michael Turner and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1
Q1. Normal weightings
Q1. Empathy Index
Base: Base : All Respondents

	Total		Measures				
	n	Aggregate Score	Trust Score	Listen Score	Values Score	Gravity Score	Recommend Score
Unweighted Total	1015	1015	1015	1015	1015	1015	1015
Total	1015	1015	1015	1015	1015	1015	1015
Abercrombie & Fitch Co.	103	-1.51	-0.16	-0.34	-0.46	-0.20	-0.35
Airbus S.A.S	99	0.08	0.22	-0.03	-0.09	0.08	-0.10
ALDI Group	94	1.62	0.33	0.25	0.21	0.48	0.35
Amazon.com Inc.	104	2.93	0.66	0.40	0.72	0.34	0.81
American Express Company	117	-0.56	0.04	-0.06	-0.28	0.03	-0.29
Apple Inc.	95	1.31	0.42	0.14	0.19	0.28	0.28
Argos Limited	104	2.15	0.50	0.26	0.51	0.26	0.63
ASDA Group Limited	97	2.19	0.41	0.53	0.39	0.35	0.53
AstraZeneca plc	96	-0.74	-0.14	-0.20	-0.09	-0.15	-0.16
Audi	113	0.81	0.29	0.10	0.04	0.25	0.13
Aviva plc	96	-0.53	-0.02	0.02	-0.21	-0.05	-0.27
AXA UK	106	0.47	0.19	0.13	0.06	0.10	-0.01
BAE Systems plc (UK)	100	-0.10	0.05	-0.02	-0.10	0.02	-0.05
Bank of America	117	-2.05	-0.36	-0.42	-0.44	-0.37	-0.46
Barclays plc	94	-2.32	-0.47	-0.42	-0.42	-0.45	-0.55
BBC	85	0.37	0.34	0.02	-0.07	0.09	-0.01
BMW*	85	3.08	0.70	0.48	0.55	0.58	0.76
Boots UK	117	1.50	0.39	0.18	0.29	0.40	0.25
British Airways plc	91	2.42	0.45	0.32	0.46	0.50	0.69
British Sky Broadcasting Group plc	100	0.51	0.11	0.00	0.10	0.07	0.23
British Telecom Group plc (BT)	112	0.05	0.08	-0.01	-0.05	0.10	-0.07
Dell Inc.*	63	1.37	0.40	0.09	0.15	0.31	0.41
Direct Line	91	0.60	0.19	0.10	0.04	0.28	-0.01
Dixons Retail plc	102	-0.01	0.08	-0.05	0.00	-0.02	-0.02
Enterprise Rent-A-Car Company	96	-0.68	-0.05	-0.12	-0.19	-0.12	-0.21

*Data for these companies are based on a low number of cases and should be treated with caution

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Unweighted Total	1015	1015	1015	1015	1015	1015	1015
Total	1015	1015	1015	1015	1015	1015	1015
Everything Everywhere Ltd. (EE)*	85	0.10	0.01	0.06	0.03	0.08	-0.08
Facebook	101	-1.75	-0.54	-0.61	-0.56	-0.46	0.40
Financial Times Group Ltd.	95	-1.19	0.17	-0.29	-0.61	-0.06	-0.40
First Direct	103	0.29	0.06	0.05	0.14	0.12	-0.07
Foxtons Estate Agents	98	-2.09	-0.41	-0.34	-0.48	-0.38	-0.49
GlaxoSmithKline plc	111	0.02	0.13	-0.16	0.06	0.01	-0.03
Google Inc.	91	1.97	0.44	0.18	0.41	0.34	0.60
Halfords Group plc	119	1.34	0.41	0.17	0.20	0.24	0.32
Hilton Hotels Corporation	97	0.72	0.35	0.18	-0.04	0.12	0.11
Honda	101	0.20	0.14	0.05	0.02	0.02	-0.03
HSBC Holdings plc	96	-1.04	-0.12	-0.17	-0.23	-0.19	-0.33
HTC	109	0.81	0.22	0.08	0.14	0.24	0.13
Hyundai	107	-0.15	0.08	0.05	-0.14	0.05	-0.19
IBM Corporation	96	-0.69	-0.08	-0.17	-0.11	-0.10	-0.22
Iceland Foods Group Limited	101	1.91	0.42	0.44	0.23	0.36	0.47
Ikea	98	1.91	0.55	0.31	0.21	0.43	0.43
J Sainsbury plc*	81	0.74	0.33	0.14	-0.03	0.22	0.08
Jaguar Land Rover	103	-0.28	0.23	-0.06	-0.23	0.02	-0.24
JD Sports Fashion Plc*	80	0.06	0.18	-0.06	-0.14	0.04	0.04
John Lewis Partnership plc	118	2.23	0.61	0.48	0.15	0.53	0.45
Lebara B.V.	112	-0.92	-0.13	-0.18	-0.19	-0.12	-0.30
Legal and General Group plc	99	0.94	0.33	0.18	0.14	0.27	0.02
Lexus	91	-0.71	-0.05	-0.04	-0.30	-0.05	-0.27
LG	94	0.49	0.21	0.05	0.02	0.10	0.10
LinkedIn	99	-1.22	-0.07	-0.25	-0.45	-0.05	-0.40

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Unweighted Total	1015	1015	1015	1015	1015	1015	1015
Total	1015	1015	1015	1015	1015	1015	1015
Lloyds Banking Group plc	111	-1.28	-0.20	-0.30	-0.28	-0.23	-0.27
Marks and Spencer Group plc	101	2.60	0.62	0.43	0.42	0.56	0.57
Mastercard	115	1.37	0.45	0.01	0.38	0.18	0.35
Mercedes-Benz	122	0.70	0.43	-0.01	-0.09	0.27	0.11
METRO Bank	107	-0.78	-0.12	-0.02	-0.29	-0.05	-0.29
Microsoft Corporation	114	2.57	0.51	0.41	0.59	0.43	0.62
Mini	113	0.21	0.16	0.07	-0.08	0.11	-0.05
Nationwide Building Society	111	1.44	0.39	0.30	0.17	0.42	0.17
Nike	101	1.03	0.29	0.09	0.13	0.13	0.39
Nissan	113	1.53	0.45	0.29	0.17	0.38	0.25
O2	94	0.36	0.15	0.10	-0.03	0.07	0.07
Ocado Group plc	108	-0.96	-0.02	-0.13	-0.42	-0.10	-0.30
PC World	113	0.43	0.15	0.02	0.10	0.10	0.07
Peugeot*	81	0.41	0.22	0.09	-0.02	0.10	0.02
Porsche	111	0.11	0.27	-0.06	-0.13	0.07	-0.05
Pret A Manger Holdings Ltd.	95	-0.09	0.10	0.05	-0.18	0.03	-0.08
Rolls-Royce Group plc	106	0.98	0.54	-0.04	0.11	0.28	0.09
Ryanair	110	-4.01	-0.74	-0.90	-0.77	-0.79	-0.82
Samsung	110	3.21	0.76	0.43	0.67	0.56	0.79
Santander UK plc	106	0.06	0.02	-0.05	-0.04	0.12	0.02
Selfridges Retail Limited	114	0.73	0.31	0.23	-0.10	0.17	0.13
Skoda	109	-0.12	0.20	0.00	-0.23	0.09	-0.18
Sony Corporation	95	2.85	0.67	0.39	0.60	0.48	0.70
Sony Xperia	116	1.73	0.43	0.24	0.30	0.39	0.38
Standard Life	101	-0.51	0.03	-0.12	-0.15	-0.10	-0.16

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Unweighted Total	1015	1015	1015	1015	1015	1015	1015
Total	1015	1015	1015	1015	1015	1015	1015
Starbucks Corporation	103	-3.04	-0.57	-0.51	-0.65	-0.68	-0.63
TalkTalk	100	-1.36	-0.19	-0.35	-0.26	-0.19	-0.37
Tesco plc	103	1.47	0.20	0.30	0.27	0.18	0.52
Tesla	117	-0.92	-0.10	-0.10	-0.27	-0.11	-0.35
The Carphone Warehouse Group PLC	98	-1.15	-0.21	-0.13	-0.34	-0.21	-0.26
The NET-A-PORTER Group	95	-0.10	0.04	0.01	-0.05	0.05	-0.16
The Procter & Gamble Company	103	1.65	0.31	0.29	0.30	0.31	0.43
The Royal Bank of Scotland Group plc	91	-2.88	-0.56	-0.58	-0.66	-0.43	-0.64
Three	105	-0.90	-0.12	-0.08	-0.28	-0.05	-0.36
Toyota	97	0.76	0.33	0.10	0.02	0.27	0.04
Travelodge Hotels Ltd.	110	1.94	0.57	0.37	0.28	0.35	0.37
TRIDOS Bank	104	-1.39	-0.20	-0.18	-0.41	-0.22	-0.38
TUI Travel PLC	103	0.07	0.08	0.05	-0.07	0.05	-0.05
Twitter	105	-3.70	-0.68	-0.70	-0.98	-0.52	-0.82
UBER	90	-0.61	-0.11	-0.12	-0.15	-0.01	-0.22
Unilever*	86	1.28	0.36	0.28	0.23	0.21	0.19
Virgin Active Ltd.	96	-0.13	0.11	0.07	-0.25	0.11	-0.17
Virgin Atlantic	108	1.36	0.38	0.29	0.19	0.30	0.20
Virgin Media Inc.	90	0.21	0.06	0.07	-0.01	0.10	0.00
Visa Europe	94	0.65	0.33	0.03	0.08	0.09	0.11
Vodafone Limited	97	-0.97	0.02	-0.25	-0.35	-0.01	-0.39
VW (Volkswagen Group)	113	1.51	0.40	0.30	0.21	0.34	0.27
Waitrose Limited	103	1.66	0.52	0.35	0.10	0.43	0.26
Wholefoods	92	0.92	0.26	0.14	0.11	0.36	0.06
Yahoo! Inc.	98	-0.11	0.02	0.01	-0.23	0.09	-0.01

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