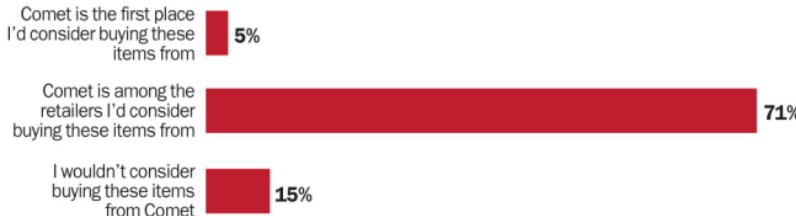


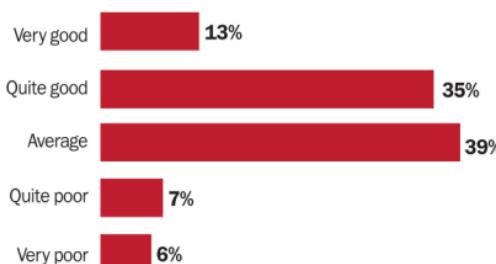
# ICM CONSUMER POLL COMET

**Q** Thinking about purchasing electrical products and white goods (eg, dishwasher, fridge, washing machine), which of the following statements best reflects your view of Comet?



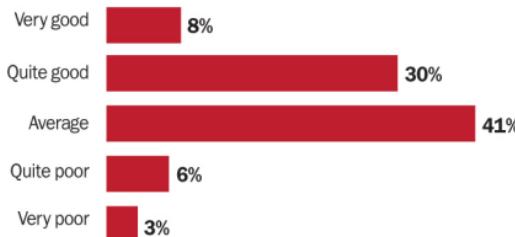
Comet is most commonly thought of alongside a variety of competitors when consumers are thinking of buying electricals or white goods. The brand is more likely to be top of mind for C2 consumers (7%). Those that wouldn't consider Comet do not vary much by demographic. Overall, men are slightly more likely than women to dismiss the brand (17% vs 13%).

**Q** How would you rate Comet's customer service?



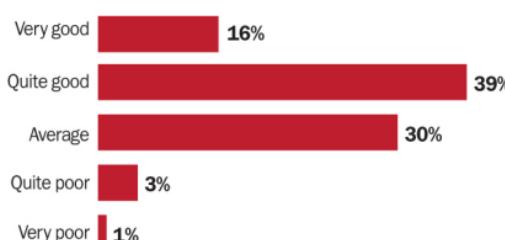
One in three consumers do not have any experience with Comet's customer service. Of those that can comment, almost half (48%) rate Comet's customer service as good, with only 13% rating it poorly. Women are significantly more likely to say the service is very good (11%). ABs are significantly more likely to be nonplussed by the service – 45% score it as average.

**Q** How would you rate Comet on value for money?



Comet's value for money is seen as average by four in 10 consumers. Women and older consumers (over 45s) are significantly more positive about Comet's value for money, with 40% and 41% respectively scoring it as good. Consumers aged 25 to 34 are more harsh – 12% think the brand is poor value for money. Interestingly, the brand is also seen as poorer value for money in Wales (13%).

**Q** How would you rate Comet's range of products to choose from?



Scoring highest of the three measures tested, Comet's product range is rated positively by 55% of consumers. Furthermore, less than 5% describe the product range as poor. While there are no gender differences in perception of range of products, 45- to 54-year-olds and consumers in the Northwest are more positive about the product range, with 60% and 63% respectively scoring it as good.