

## Survey Summary: Data on 690 Customer Brands

We asked questions about all of the following brands in Europe.

- A** Aachener und Munchener, Abbey, ABC, ABN AMRO Bank, ACN Mobile, ActivoBank, Aegon, Aftonbladet, AGF, AGIS, AH Mobiel, Åhlens, Albert Heijn/Albert.nl, Aldi, Aldi Talk, Alex, Algemeen Dagblad, Alice/Tiscali/ Liberty surf, Alleanza, allegro.pl, Alliance & Leicester, Allianz, Allianz TFI, AllTele, Amazon, AOL, Arcor, Arena, Argos , Arrakis, AS, ASDA, ASN Bank, Assicurazioni Generali, Aster City, Auchan, Aujourd'hui/Le Parisien, Aurora Assicurazioni, Avans, Avanza, AVUI, AWD, AXA, AXA Assicurazioni, AXA Assurances, AXA Banque, AXA Banque
- B** B&Q, Bahnhof, Banca Antonveneta, Banca Carige, Banca CR Firenze, Banca Fideuram, Banca March, Banca Mediolanum, Banca Monte dei Paschi di Siena, Banca Popolare di Lodi, Banca Popolare di Milano (Bipiemme), Banca Popolare di Novara, Banca Sella, Bancaja, Banco Bilbao Vizcaya Argentaria (BBVA), Banco di Napoli, Banco di Sicilia, Banco Pastor, Banco Popolare Verona Novara, Banco Popular, Banco Sabadell-Atlantico, BancoPosta, Banesto, Bank BPH (Bank Przemysłowo – Handlowy), Bank Millennium , Bank Ochrony Środowiska (BOS), Bank of Scotland, Bank PeKaO (Polska Kasa Opieki), Bank Zachodni WBK, Bankinter, Banque AGF, Banque HSBC (ex CCF), Banque Populaire, Barclaycard, Barclays Bank, Barclays Stockbrokers, Base, Bauhaus, Bauhaus, BBVA Seguros, BCC, Be, Ben, Benetton, Bershka, Biedronka, Bijenkorf, Bilbao Bizkaia Kutxa (BBK), BILD, Binck Bank, Blau, Blixtvik, BMW Bank, BNL, BNP Paribas, Bodybell, bol.com, Bol.de, Bonprix, Boots, Boursorama, Bouygues, Bouygues Telecom, Boxer, Bradford & Bingley, Bred, Bredband2, Bredbandsbolaget, Breizh Mobile, BricoCenter, Bruna, BT, BT Internet/Openworld, BT Vision, BT Yahoo, Budget Telecom, But, BW-Bank
- C** C&A, C1000, Cahoot, Caisse d'Epargne, Caixa de Catalunya, Caixa de Galicia, Caja de Ahorros del Mediterráneo (CAM), Caja España , Caja Madrid , Caja Rural, Caja Sur, Canal +, Canal Digital, CanalDigitaal, CanalSat / TPS, Caramelo, Carolina Herrera, Carphone Warehouse, Carrefour, Carrefour (finances), Carrefour / GS / DixDi, Carrefour Mobile, Casema, Caser, Casino, Cassa di Risparmio del Friuli Venezia Giulia, Cassa di Risparmio del Veneto, Castorama, Centraal Beheer Achmea, Cetelem, Chello / UPC, CIC, CINCO DÍAS, Citibank, Citibank Handlowy, Clas Ohlsson, Club Internet, Cofidis, Cofinoga, Coin, Colorama, Comdirect, Comet UK, ComHem, Commercial Union TFI, Commerzbank, Compuserve, Concepts, Conforama, Congstar, Conrad, Coop, Co-op, Coop / Ipercoop, COOP stormarknad, Coronel Tapioca, Cortal Consors, Cortefiel , Credem (Credito Emiliano), Crédit Agricole, Crédit du Nord, Crédit Mutuel, Creditplus Bank, Currys / Currys Digital, Cyfowy Polsat, Cyfra +, CZ
- D** DAB Bank (Direkt Anlage Bank), Dagens Nyheter, Daily Express, Daily Mail, Daily Mirror, Daily Record, Daily Star, Daily Telegraph, Danske Bank (Östgöta Enskilda Bank), Darty, Darty box, DDS, De Telegraaf, De Volkskrant, Debenhams, Debitel, Decathlon, Deichmann Schuh, Delta Lloyd, Demon, Deutsche Bank, Deutsche Telekom / T- Home, Dia, Dialog, DIARIO 16, Die Welt, Die Zeit, Digital Plus (Canal Satellite Digital / Vía Digital), Direct Line, Direct Line, Dirk van den Broek, djuice, DKB (Deutsche Kreditbank), Douglas, Dresdner Bank, DSB Bank, DSB Bank, DWS, Dynabyte, Dzienniki
- E** E\*Trade, E.Leclerc, eBay, Eclipse Internet, Egg, EL CORREO ESPAÑOL, El Corte Ingles, EL DIARIO VASCO, EL MUNDO, EL PAÍS, EL PERIÓDICO DE CATALUNYA, El-Giganten, Ellos, Elon, Emmelunga, Empik - (newspaper, books, music), E-Plus, ERA, Esselunga, Essent kablecom, Etam, Etos, Euro AGD, Euro Bank, Euronic, Euskaltel, Evening Standard, EXPANSIÓN, Expert, Expressen
- F** Fakt, Fast-TV/skycom, Fastweb, FBTO, Fenix Directo, Fidelity, Fidelity Investments, Financial Times, Finaref, Findomestic Banca, Fineco, First Direct, Fnac, Fnac mobile, Folksam, Fondiaria-Sai, Fonditel Pensiones , Fonice, Fortis ASR/ASR Nederland, Fortis Bank, Fortis/Credit4me, France Soir, France Telecom, Frankfurter Allgemeine Zeitung, Frankfurter Rundschau, Free, free record shop, Freeaccess, Freemoda, Freenet, Friesland Bank, Frisia Financieringen
- G** GAN / Groupama, Gazeta Prawna, Gazeta Wyborcza, GE Finance, GE Money, GE Money Bank, Ge-Kås i Ullared, Genialloyd, Glocalnet, GMF, GMX, Göteborgs-Posten, GT/Expressen, GTFI
- H** H&M, Halebop, Halifax, Handelsblatt, HCC Net, Hema, Het Financieele Dagblad, Het Net, Het Parool, Heyah, Hi, HMV, Homebase, HomeChoice/VideoNetworks, HSBC Bank, HUK Coburg, HypoVereinsbank
- I** Ibercaja, ICA Banken, ICA Maxi, If, Ikanobanken, IKEA, Il Corriere della Sera, Il Corriere dello Sport, Il Giornale, Il Giorno, Il Mattino, Il Messaggero, Il Resto del Carlino, Il Secolo XIX, Il Sole 24 Ore, INA / Assitalia, ING, ING Bank, ING Bank Śląski, ING DiBa, ING Direct, ING TFI, Inne, Integrum / Bank Gospodarki Żywnościowej (BGŻ), Inteligo, Intelligent Finance (IF), Interpolis, Intersport, Intesa Sanpaolo, INVEST - BANK, InWind/Wind, Istkraft, It's/It's online
- J** Jazztel, John Lewis, Jumbo, Juteco, Jysk
- K** Kabel Deutschland, Kabel Deutschland (Kabel Digital Home), Kappahl, Karoo, Karstadt, KarstadtQuelle Bank, Kaufhof, Kaupthing Bank, KBC TFI, Kiabi, Klarmobil, Klinge, komputronik.pl (computers), KPN, KPN Mobiel, Kredyt Bank, Kruidvat, Kutxa, Kvällsposten
- L** L'Equipe, L'Humanité, L'Unità, La Banque Postale, La Caixa , La Camif, La Casa del Libro, La Croix, La Gazzetta dello Sport, La Nazione, LA NUEVA ESPAÑA, LA RAZÓN, La Redoute, La Repubblica, La Rinascente, La Stampa, La Tribune, LA VANGUARDIA, LA VOZ DE GALICIA, Landshypotek, Länsförsäkringar, Länsförsäkringar Bank, LCL (ex-Crédit Lyonnais), Le Figaro, Le Monde, Leclerc, Legal & General, Les Echos, LEVANTE, Libération, Libero/Infostrada, Lidl, Lindex, Linea Directa, Lloyd Adriatico, Lloyds TSB, Lloyds TSB Insurance, Lukas Bank, Lycos

- M** M6 Mobile, MAAF Assurances, Macif, MAIF, Mango (MNG), Mapfre Mutuallidat, MARCA, Marionnaud, Marks & Spencer Money, Marks and Spencer, marktplaats, MASmovil, Massimo Dutti, MATMUT, mBank, MBNA, Media Markt (domestic, electronic), Mediamarkt, Mediatiss, MediaWorld, Menaje del Hogar, Menzis, Mercadona, Mercedes-Benz Bank, Merlin, Metro, Metropol, MLP, M-Net, Mobilcom, Mothercare, Movistar, MSN, MultiBank, Multimedia, MUNDO DEPORTIVO, Mutua Madrileña
- N** Naf Naf, Nasz Dziennik, National Savings & Investments, Nationale Nederlanden, Nationwide Building Society, NatWest, Neckermann, Nederlands Dagblad, Nederlandse Staatscourant, Net on Net, Netia, NetTrade, Neuf (Cegetel), Neuf Mobile, Next, NOMI (technical, building materials), Nordea, Nordisk mobiltelefon, NordNet, Norisbank, Northern Rock, Norwich Union, NRC Handelsblad, nrc.next, NRJ mobile, Numericable / Noos
- O** O2, O2 Broadband, OBI (technical, building materials), Ocaso, Ohra, Online (Orange), Ono, Onoff, Optimal telecom, Orange , Otto, Överskottsbolaget, Oviess
- P** Parkiet, Parlino, Patagon, PC World, Pimkie, Pioneer PEKAO TFI, Pipex, Pixmania, PKO/Credit Suisse TFI, Planet Internet, Play, Plus, Plus GSM, Plusnet, Polbank EFG, POLOmarket, POP, Postbank, Poste Mobile, Powszechna Kasa Oszczędności Bank Polski (PKO BP), Premiere, Prenatal, Promod, Przegląd Sportowy, PSD Bank, Pull & Bear, Puls Biznesu, PZU TFI
- Q** Quelle
- R** R/Euskaltel/Telecable, R+V Versicherung, Rabo Mobiel, Rabobank, RAC, Raiffeisen Bank Polska, Raketnet, RAS, Real, Reformatorisch Dagblad, Regio Bank, Resurs Bank, Rix Telecom/RixPort80, Robeco, Rossmann, Royal Bank of Scotland, RVS, Rzeczpospolita
- S** Sainsbury's, Sainsbury's Bank, Sami Swoi, Santa Lucia, Santander, Santander Consumer Bank, SARA Assicurazioni, Saturn, SBAB, Scarlet, Schlecker, SEB, Selftrade España, Sense, Séphora, SFR, Siba, Signal Iduna, Simpleo (formerly Debitel), Simplus, Simyo, Skandia, Skandiabanken, SKY, Sky Broadband, SkyTalk, Smile, SNS Bank, SNS Reaal, Société Générale, Sofinco, Sparbanken (fristående), Sparda Banken, Sparkasse, SPORT, Sport, SPP Försäkring, Spray, Stadium, Stadsnät t ex via kommunala energibolag, Standa, Standard Life, Strato, Süddeutsche Zeitung , Super Eva/Dadanet, Super Express, Svenska Dagbladet, Svenska Handelsbanken, Swedbank (ex-FöreningsSparbanken), Sydsvenskan
- T** Tak-tak, Talk Talk (Carphone Warehouse, One tel), Talkline, Tango, TAZ (Die Tageszeitung), Tchibo, TeamBank/ easyCredit, Tele 2, Telecable, Telecom, Telefónica, Telefonica/Teeline, Telekomunikacja Polska, Telenor, Telfort, Telia, Telia AB, Terra, Tesco, Tesco internet access, Tesco Personal Finance, Thalia, The AA, The Co-operative Bank, The Guardian, The Independent, The Phone House, The Scotsman, The Sun, The Times, Tim, TIN.it/Telecom Italia, Tiscali, T-Mobile (D1), T-Mobile (inclusief Orange), T-Mobile/One2One, T-Online, Topshop, Toro Assicurazioni, Trouw, Trybuna
- U** UBI Banca Popolare di Bergamo, UK Online, Unicaja, UniCredit Banca, UniCredit Banca di Roma, Unipol, United Internet (1&1, GMX), Unive Verzekering, Universal mobile, Universal Telecom, Uno, Uno-e, UPC, Upim, Urende
- V** V&D, VEDES, Ventelo, Versatel, VGZ, Virgilio, Virgin Media, Virgin Money, Vodafone, Volksbanken und Raiffeisenbanken, Volkswagen ank
- W** Waitrose, Wasa Kredit, Wehkamp, WHSmith, Wind, Wind/Infostrada, Woolwich
- X** XS4ALL
- Y** Yahoo! Italia, Yoigo, Yorkshire Bank/Clydesdale Bank, Yves Rocher
- Z** Żabka ( Groceries ), Zara, Zeelandnet, Zen Internet, Ziggo, Zilveren Kruis Achmea, Zurich, Zuritel
- Other** @Home, 1 & 1, 12Move, 1822 Direkt, 3 (tre), 3 (Tre), 3/Three