



Fires

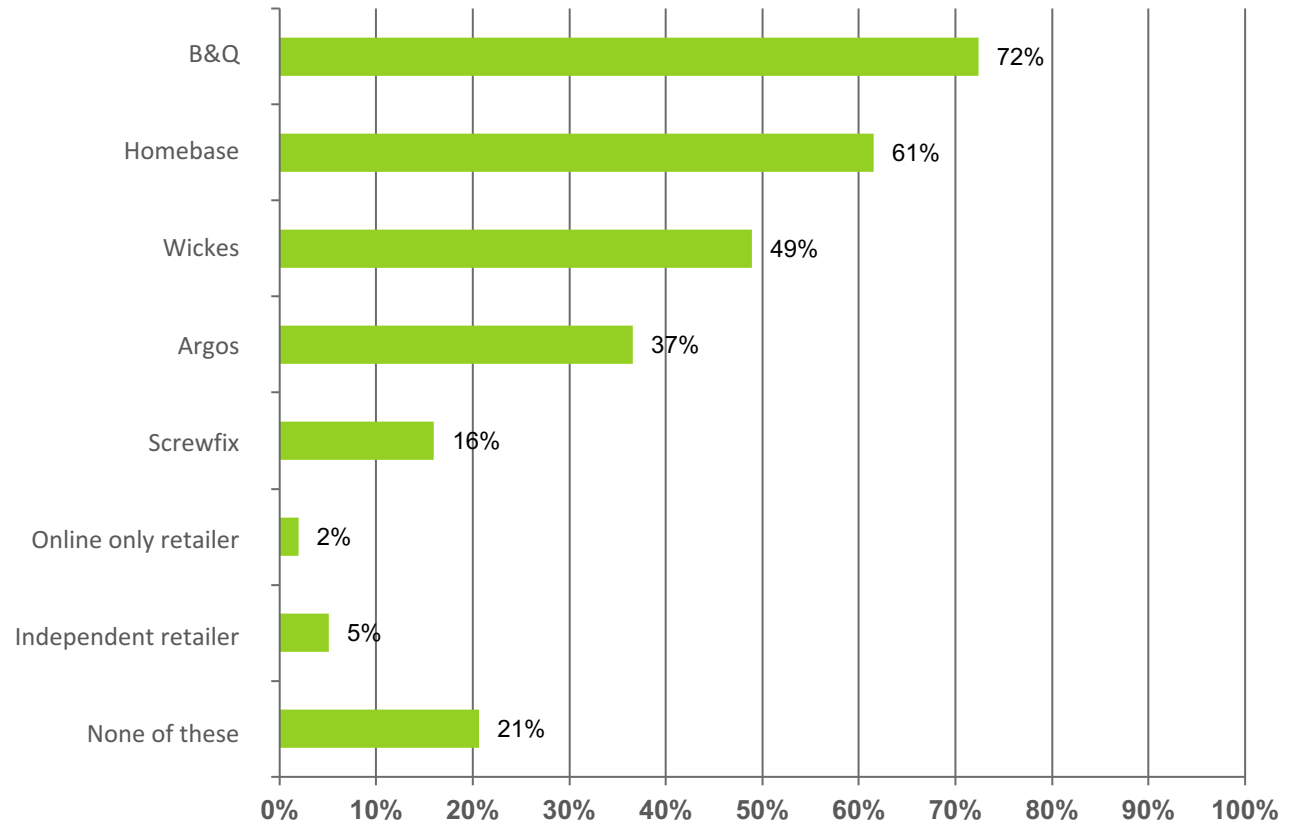
Conducted by YouGov on behalf of B&Q

Fieldwork Dates: 19th - 23rd June 2017



Fire surround retailer awareness

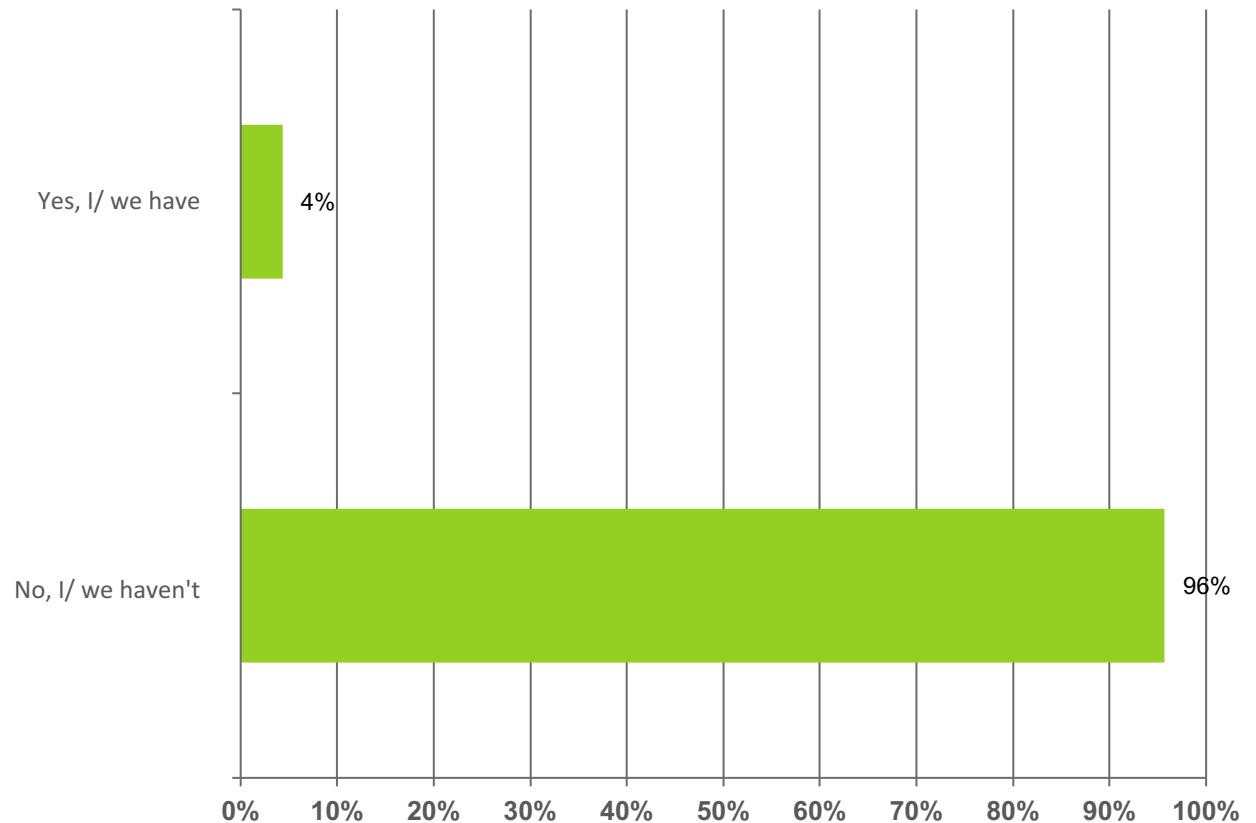
GBQ_Q1. For the following survey, please think about "fires and fire surrounds", this includes gas and electric fires and solid fuel stoves, fire surrounds. By "fire surround", we mean the area around a fireplace. The image below is an example of a fireplace that has a surround: Before taking this survey, which, if any, of the following retailers were you aware sell fires and/ or fire surrounds? (Please select all that apply and only select the retailers that you were specifically aware of selling fires/ surrounds. If your answer doesn't appear in the list, please type it in the 'other' box)



Unweighted base: All GB Adults (11251)

Fire surround purchases in last year

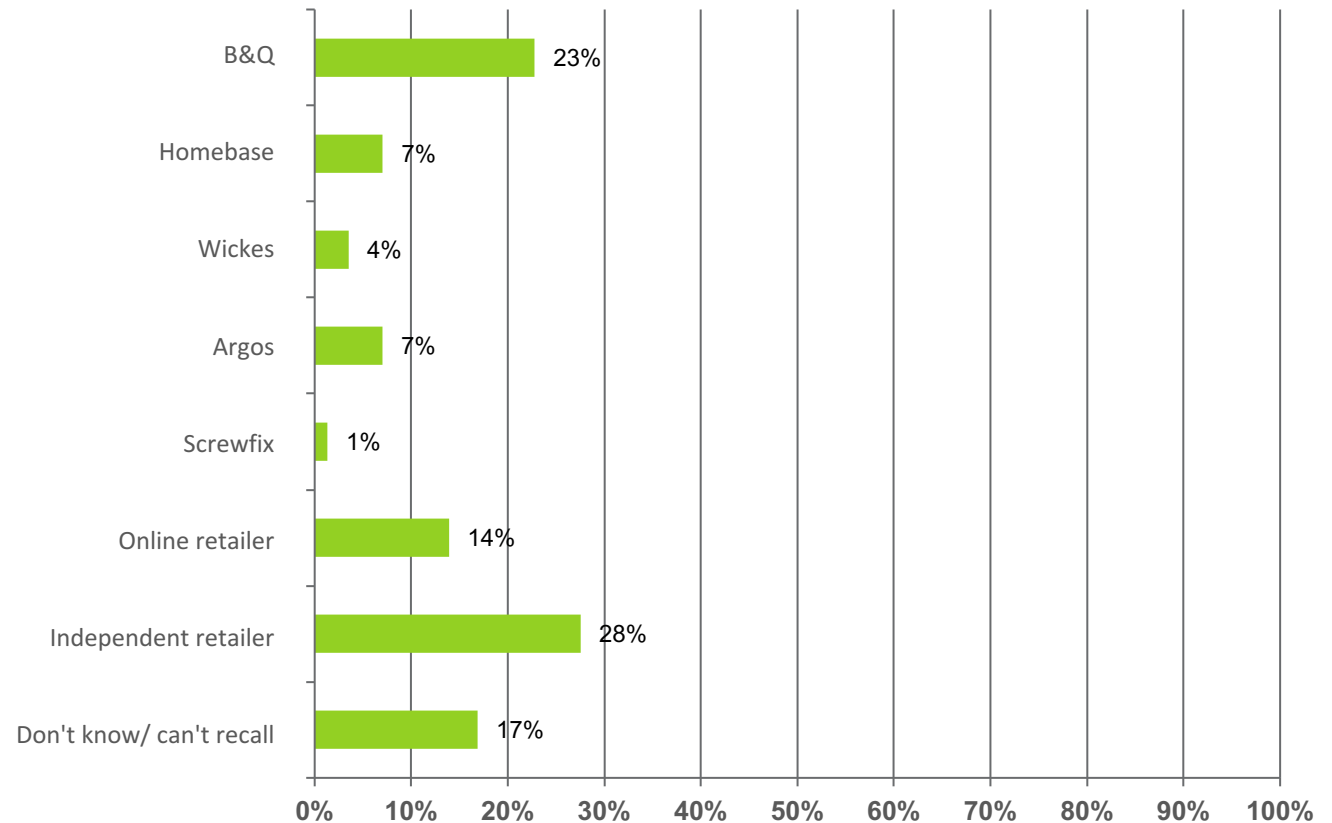
GBQ_Q3. As a reminder, by "fires and surrounds", we mean gas and electric fires, solid fuel stoves and fire surrounds (i.e. the area around a fireplace). Have you/ your household bought a NEW fire and/ or surround in the past year (i. e. since June 2016)?



Unweighted base: All GB Adults (11251)

Fire surround purchase retailer

GBQ_Q4. You said that you/ your household have purchased a fire and/ or surround in the past year... In which ONE of the following places did you purchase your fire/ surround? (If you have purchased the fire/ surround from more than one place, please think about where you spent the majority of money on the fire/ surround. If your answer doesn't appear in the list, please type it in the relevant "Other" box).

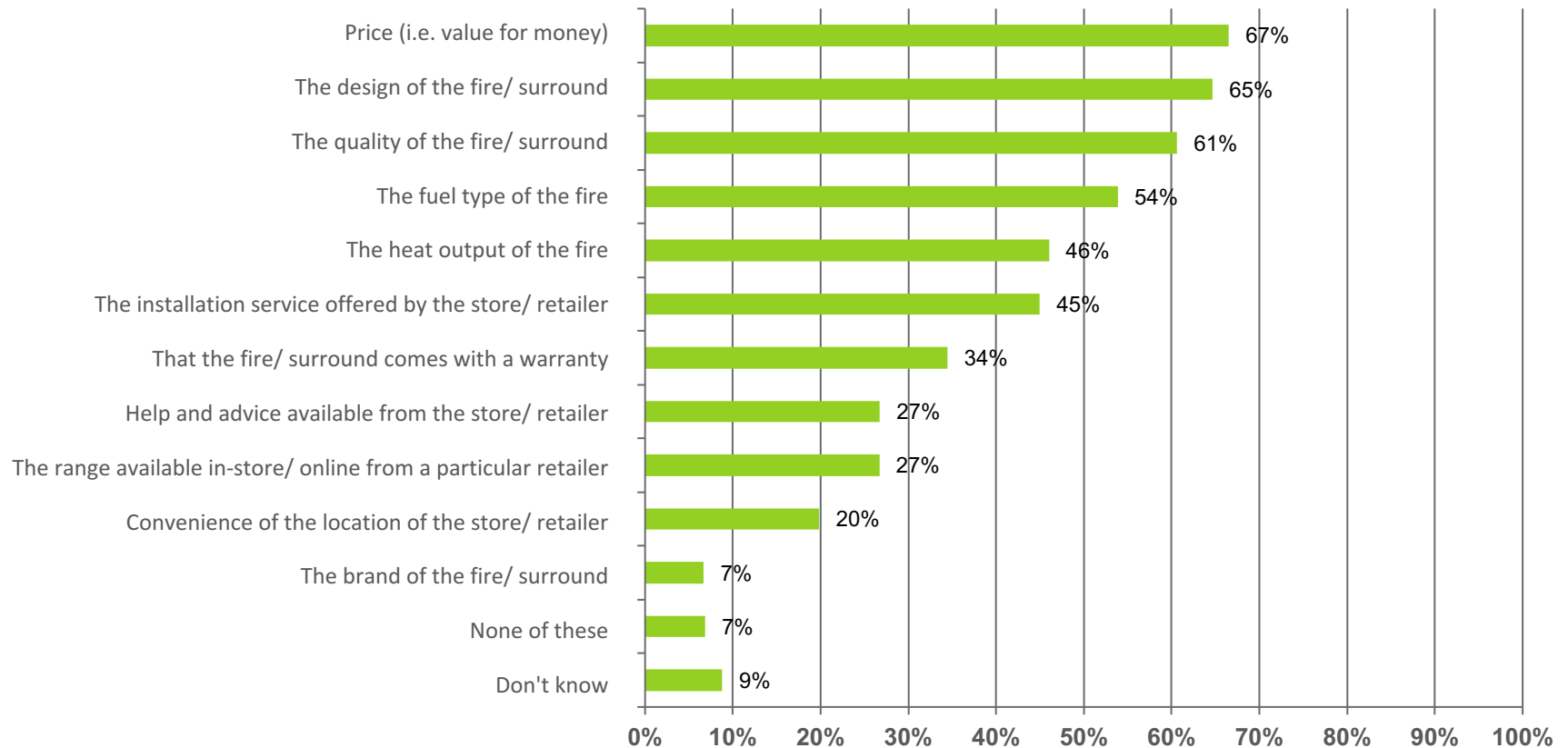


Unweighted base: All GB Adults who have purchased a fire/ surround in the past year (475)



Fire surround feature importance

GBQ_Q5. Which, if any, of the following are/ would be important to you when buying a fire or surround? (Please select all that apply)



Unweighted base: All GB Adults (11251)



Qualitative research at YouGov - YouSay

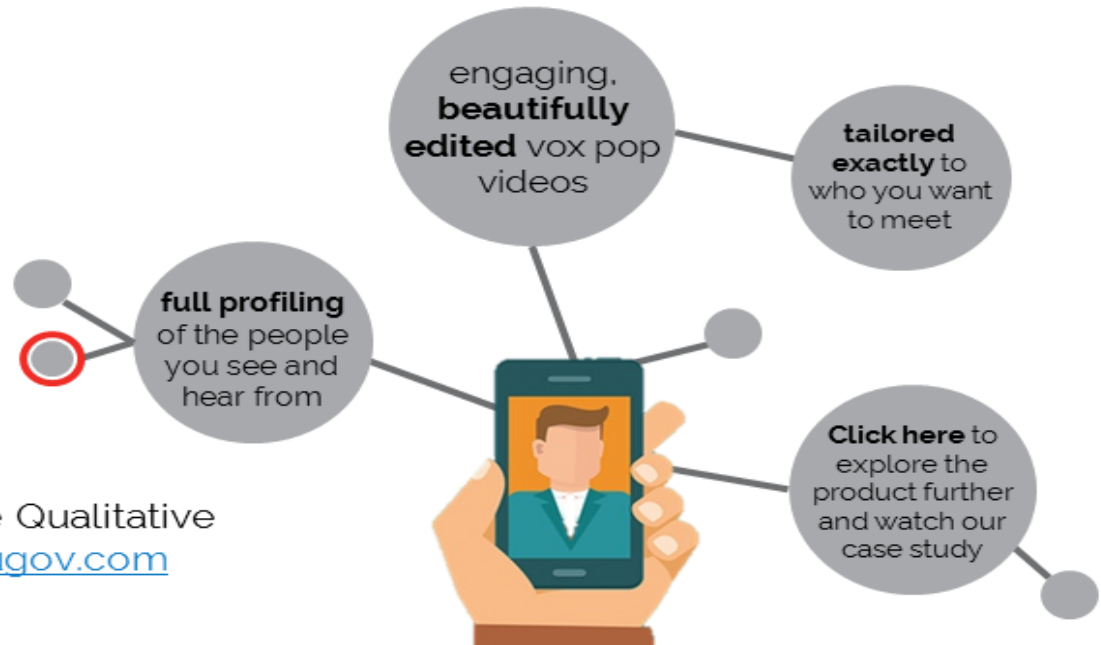
Omnibus is a great way to generate statistics, and those all-important open-ended responses from your audience can add the human-interest side to make your research story more real.

But what if you could **really see and hear these people?**

What if you could show your potential new client their typical would-be customer, to bring your pitch to life?

Well, now you can!

YouGov's **YouSay** is our brand new innovation that enables you to actually meet the people behind the numbers. The easy to view short videos feature YouGov panellists self-recording their opinions as video Selfies, and include:



For more information, contact the Qualitative Research Team on jane.carn@yougov.com or call 020 7012 6094.

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