

TNS Reveals Marks & Spencer as Great Britain's Favourite Shop

Contributed by TNS

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Retail Brand of the Year award, Retail Week Awards 2005

TNS, a leading global provider of market information, has unveiled Marks and Spencer as Britain's favourite retailer. 15,000 TNS FashionTrak consumer panellists were asked to nominate their favourite shop to visit, across all markets; M&S was the resounding winner with 8.7% of the total vote.

M&S showed particular strength and popularity among the over 55s achieving 14.4% of votes, reflecting both the loyalty of this age group and the powerful heritage of the M&S brand.

Fiona Bell, business director of TNS FashionTrak, comments: "The broad targeting of the product offering, together with the wide distribution of its outlets, are key factors in M&S winning this award. Despite recent criticism, it is clear that the store remains an institution and holds a special place in the hearts of the British public."

The research also shows that Asda was Britain's second most popular store with 5.8% of the vote followed by Debenhams, Tesco and Next respectively. There were differences of opinion between women regionally - whilst those in Scotland, the Midlands and the South all favoured M&S, those in the North opted for Asda. Younger shoppers (under 35s) who are more fickle in their purchasing habits, prefer retailers who focus on entertainment and high fashion, short-listing stores including HMV (4.1%) and Topshop (2.5%).

The research was conducted to determine the winner of the "Retail Brand of the Year" award, which was presented to M&S at last night's Retail Week Awards ceremony at the Grosvenor House Hotel, London (17th March 05).

About TNS:

TNS is a leading global provider of market information. We collect, analyse and interpret information to help our clients better understand the needs and wants of their customers. We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. We are also one of the leading providers of social and political polling. From our global network, which spans 70 countries, we provide local expertise and knowledge, together with internationally consistent information and analysis to multi-national organisations.

Further information on TNS can be found on www.tns-global.com.

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