

CONCERNED CONSUMERS SUMMARY – MARCH 2008

Populus interviewed 1,194 adults aged 18+ online between 28th and 31st March 2008. The results have been weighted to be representative of all adults. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populuslimited.com.

(Concerned Consumers n=548)

CONCERNED CONSUMERS' THERMOMETER

Please rate the following companies on the basis of your overall impressions of their general behaviour. 100 means you would go out of your way to buy their products or services and advise others such as friends and family to do the same and 1 means you would avoid buying their products and services and advise others such as friends and family to do the same. 50 means you have no particular feelings either way. You can use any number from 1 to 100, the higher the number the more favourable your overall impressions are.

	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Change (last month)	Change (last year)
Google	68	71	66	71	73	70	70	71	68	74	70	68	-2	+0
Marks & Spencer	62	64	60	67	64	66	64	67	67	64	67	65	-2	+3
Tesco	60	59	58	64	61	63	63	62	60	60	58	59	1	-1
Virgin	54	59	55	57	57	58	56	58	59	59	57	58	1	+4
Apple	49	53	48	55	54	55	57	56	56	56	56	57	1	+8
Disney	47	48	50	54	51	56	53	54	53	53	53	54	1	+7
Ford	48	53	47	52	51	51	50	48	47	53	48	50	2	+2
HSBC	46	44	44	47	47	49	47	48	48	44	46	49	3	+3
Vodafone	44	49	46	50	48	49	47	47	49	48	48	48	0	+4
BT	47	47	45	50	51	48	45	46	45	46	46	46	0	-1
Coca Cola	43	42	44	52	49	46	48	42	43	46	45	44	-1	+1
British Airways	47	45	42	47	47	43	45	45	45	51	45	43	-2	-4
BP	45	46	42	48	47	46	44	45	44	45	43	42	-1	-3
British Gas	43	36	38	43	44	43	42	44	44	40	36	40	4	-3
McDonald's	31	29	31	36	35	36	34	34	34	34	32	37	5	+6

SECTOR FOCUS –SUPERMARKETS

Please rate the following companies on the basis of your overall impressions of their general behaviour. 100 means you would go out of your way to buy their products or services and advise others such as friends and family to do the same and 1 means you would avoid buying their products and services and advise others such as friends and family to do the same. 50 means you have no particular feelings either way. You can use any number from 1 to 100, the higher the number the more favourable your overall impressions are.

	Mar-07	Mar-08	<i>Difference</i>
Co-op	-	65	-
M&S	62	65	<i>+3</i>
Sainsbury's	58	64	<i>+6</i>
ASDA	60	62	<i>+2</i>
Morrisons	57	62	<i>+5</i>
Tesco	60	59	<i>-1</i>
Waitrose	53	55	<i>+2</i>
Somerfield	-	51	-

On a scale of 1 to 5, how well do you think each supermarket is doing at addressing social and environmental issues (e.g. child labour, working conditions, carbon footprint, use of resources etc)?

Co-op	3.49
M&S	3.29
Sainsbury's	3.17
Waitrose	3.11
Tesco	2.95
Asda	2.92
Morrisons	2.91
Somerfield	2.72

Do you think supermarkets are doing enough to address social and environmental issues?

Yes	22%
No	78%

On a scale of 1 to 5, how important would you say the following factors are in your choice of which supermarket chain you regularly shop at – where 1 means they are completely unimportant and 5 means they are very important indeed?

	Mar-07	Mar-08	<i>Difference</i>
Quality	-	4.39	-
Value for money	4.35	4.29	<i>-0.06</i>
How convenient they are to get to	4.12	4.05	<i>-0.07</i>
How transparent they are in the way they label products	-	4.04	-
Their efforts to reduce the use of plastic bags	-	3.87	-
How large a range of healthy products they stock	3.83	3.85	<i>+0.02</i>
How much of their food they source from local suppliers	3.71	3.83	<i>+0.12</i>
How green they are	3.59	3.73	<i>+0.14</i>
How well they treat and reward their employees	3.68	3.69	<i>+0.01</i>
How involved they are in the local community – e.g. donating	3.42	3.54	<i>+0.12</i>
How organic they are	3.16	3.33	<i>+0.17</i>

From everything you may have read or heard about them, how would you rate the following supermarkets on these attributes, on a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good?

	Asda		Co-op		M&S		Morrisons		Sainsbury's		Somersetfield		Tesco		Waitrose	
	Mar-07	Mar-08	Mar-07	Mar-08	Mar-07	Mar-08	Mar-07	Mar-08	Mar-07	Mar-08	Mar-07	Mar-08	Mar-07	Mar-08	Mar-07	Mar-08
How convenient they are to get to	3.33	3.26	-	3.24	3.14	3.16	3.15	3.24	3.41	3.38	-	2.80	3.81	3.68	2.36	2.34
How green they are	2.97	2.93	-	3.33	3.23	3.21	2.90	2.91	3.19	3.19	-	2.74	3.13	3.05	3.10	3.12
How involved they are in the local community - e.g. donating to charities, sponsorships etc.	3.04	3.10	-	3.13	2.73	2.82	2.79	2.85	3.18	3.22	-	2.65	3.27	3.27	2.72	2.67
How large a range of healthy products they stock	3.30	3.43	-	3.30	3.62	3.67	3.24	3.39	3.63	3.71	-	3.06	3.48	3.58	3.47	3.49
How much of their food they source from local suppliers	2.88	2.97	-	3.30	3.02	3.02	2.91	3.04	3.11	3.18	-	2.78	2.92	3.02	3.15	3.21
How organic they are	3.02	3.04	-	3.28	3.43	3.49	3.01	3.09	3.43	3.43	-	2.85	3.24	3.22	3.34	3.38
How transparent they are in the way they label products	-	3.40	-	3.45	-	3.64	-	3.31	-	3.64	-	3.06	-	3.54	-	3.40
How well they treat and reward their employees	3.13	3.17	-	3.23	3.47	3.51	2.98	3.08	3.20	3.22	-	2.90	3.11	3.18	3.27	3.31
Quality	-	3.42	-	3.36	-	4.16	-	3.47	-	3.81	-	3.08	-	3.54	-	3.75
Their efforts to reduce the use of plastic bags?	-	2.95	-	2.98	-	3.45	-	2.78	-	3.25	-	2.64	-	3.37	-	2.95
Value for money	3.73	3.84	-	3.30	3.18	3.07	3.47	3.59	3.37	3.30	-	3.07	3.68	3.63	2.97	2.95

Of the following factors, which would make you actively choose to shop at a particular supermarket chain?

	Mar-07	Mar-08	<i>Difference</i>
A commitment to apply Fair Trade standards to all its suppliers	73%	71%	-2%
A commitment not to ever use landfill sites and to make all packaging compostable	66%	69%	+3%
A commitment to remove all packaging from fruit and vegetables	60%	67%	+7%
A commitment to removing all chemicals from its food	74%	63%	-11%
A commitment to only stock meat that has been produced entirely in Britain	49%	47%	-2%
A commitment to become entirely carbon neutral	40%	42%	+2%
A commitment to only stock produce that is naturally in season (e.g. no strawberries in winter)	43%	41%	-2%
A commitment that it will never grow bigger than it is now (i.e. it will not open any more branches)	18%	17%	-1%

And which would make you the MOST likely to actively choose to shop at a particular supermarket chain?

	Mar-07	Mar-08	<i>Difference</i>
A commitment to removing all chemicals from its food	30%	25%	-5%
A commitment to apply Fair Trade standards to all its suppliers	25%	23%	-2%
A commitment not to ever use landfill sites and to make all packaging compostable	13%	17%	+4%
A commitment to only stock meat that has been produced entirely in Britain	12%	11%	-1%
A commitment to remove all packaging from fruit and vegetables	6%	11%	+5%
A commitment to become entirely carbon neutral	6%	8%	+2%
A commitment to only stock produce that is naturally in season (e.g. no strawberries in winter)	4%	3%	-1%
A commitment that it will never grow bigger than it is now (i.e. it will not open any more branches)	3%	1%	-2%

Thinking about the next year, are you likely to:

Buy food with less packaging	80%
Buy more locally produced goods	71%
Buy food that can guarantee a better deal for farmers and producers	66%
Buy healthier food	64%
Buy more Fair Trade products	59%
Buy food that can guarantee a smaller impact on the environment	59%
Look more carefully at the label before buying a product	59%
Buy more food from local shops	43%
Buy more organic food	34%

Has the debate about plastic bags reduced the amount you use them?

Yes	82%
No	18%

What have been, or would be, the most effective ways to reduce the number of plastic bags you use at supermarkets?

Being rewarded (e.g. reward points) for re-using plastic bags or using other bags (e.g. recycled paper bags, cotton bags)	72%
Supermarkets ceasing to offer plastic bags altogether	56%
Being made more aware of the environmental impact of plastic bags	43%
Being made to pay a medium amount (e.g. 20p) for using new plastic bags in supermarkets	28%
Being made to pay a small amount (e.g. 5p) for using new plastic bags in supermarkets	28%
Supermarkets limiting the number of plastic bags you can use	24%
Being made to pay a large amount (e.g. £1) for using new plastic bags in supermarkets	21%
Consumers should be allowed to use as many plastic bags as they need	4%

There is lots of talk at the moment about the economy – the stock market troubles, house prices, interest rates and so on. Which of the following best describes how you would be likely to respond if you had to cut back on your consumer spending?

	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08
I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra	51%	65%	59%	60%	65%	69%	63%	69%	65%
I would be more likely to buy products and services that represented the best value for money regardless of the company's ethical or environmental credentials	49%	35%	41%	40%	35%	31%	37%	31%	35%

In the absence of any other way of tackling the environmental impact of flying, if you had to choose, would you personally be prepared to:

	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sept-07	Oct- 07	Nov- 07	Dec-07	Jan-08	Feb-08	Mar-08
Fly less often	57%	53%	51%	53%	54%	55%	52%	57%	54%	59%	57%	56%
Pay more to fly each time	13%	14%	9%	12%	15%	13%	15%	14%	12%	13%	13%	11%
Neither	30%	33%	40%	35%	32%	33%	33%	30%	33%	28%	30%	33%

Following the recent turmoil in the financial markets the government may be called upon to help failing banks. Which of the following statements comes closest to your view?

Public money should never be used to save private companies that have made bad judgements	53%
As a last resort the government should step in if it will prevent an economic downturn	40%
As a last resort the government should step in even if it will not prevent an economic downturn	7%