

CONCERNED CONSUMERS SUMMARY – FEBRUARY 2008

Populus interviewed 1,827 adults aged 18+ online between 22nd and 25th February 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=837)

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	Sept - 07	Oct- 07	Nov - 07	Dec -07	Jan -08	Feb -08	Change
Google	68	71	66	71	73	70	72	70	71	68	74	70	-4
Marks & Spencer	62	64	60	67	64	66	65	64	67	67	64	67	+3
Tesco	60	59	58	64	61	63	64	63	62	60	60	58	-2
Virgin	54	59	55	57	57	58	61	56	58	59	59	57	-2
Apple	49	53	48	55	54	55	58	57	56	56	56	56	-
Disney	47	48	50	54	51	56	53	53	54	53	53	53	-
Ford	48	53	47	52	51	51	53	50	48	47	53	48	-5
British Airways	47	45	42	47	47	43	46	45	45	45	51	45	-6
Vodafone	44	49	46	50	48	49	53	47	47	49	48	48	-
BT	47	47	45	50	51	48	51	45	46	45	46	46	-
Coca Cola	43	42	44	52	49	46	48	48	42	43	46	45	-1
BP	45	46	42	48	47	46	48	44	45	44	45	43	-2
HSBC	46	44	44	47	47	49	49	47	48	48	44	46	2
British Gas	43	36	38	43	44	43	-	42	44	44	40	36	-4
McDonald's	31	29	31	36	35	36	37	34	34	34	34	32	-2

SECTOR FOCUS – HOME & GARDEN COMPANIES

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.

B&Q	61
John Lewis	59
M&S Home	59
Homebase	58
Ikea	58
Habitat	50
MFI	46
Magnet	46
DFS	41

Do you think home and garden companies are doing enough to tackle social and environmental issues?

Yes	36%
No	64%

On a scale of 1 to 5, how well do you think each home & garden company is doing at addressing social issues? – Where 1 means not well at all and 5 means exceptionally well.

John Lewis	3.17
M&S Home	3.14
Ikea	3.12
B&Q	3.07
Homebase	2.98
Habitat	2.88
Magnet	2.63
MFI	2.61
DFS	2.53

On a scale of 1 to 5, how well do you think each home & garden company is doing at addressing environmental issues? Where 1 means not well at all and 5 means exceptionally well.

Ikea	3.06
John Lewis	3.04
M&S Home	3.02
B&Q	2.95
Homebase	2.87
Habitat	2.79
MFI	2.59
Magnet	2.58
DFS	2.52

If you had to choose, which of these do you think it is more important for home & garden companies to address?

Social issues	45%
Environmental issues	55%

How concerned are you about the following?

The use of child labour in the production of home and garden products	Very concerned	59%
	Quite concerned	30%
	Fairly unconcerned	9%
	Not at all concerned	2%
The working conditions of employees throughout the supply chain	Very concerned	31%
	Quite concerned	49%
	Fairly unconcerned	16%
	Not at all concerned	4%
The impact home and garden stores have on local communities	Very concerned	18%
	Quite concerned	49%
	Fairly unconcerned	28%
	Not at all concerned	6%
The way home and garden stores use natural resources such as wood	Very concerned	31%
	Quite concerned	48%
	Fairly unconcerned	19%
	Not at all concerned	2%
The CO2 emissions associated with the manufacture and transportation of home and garden products	Very concerned	32%
	Quite concerned	48%
	Fairly unconcerned	18%
	Not at all concerned	2%
Potential health dangers of the chemicals used in house and garden products	Very concerned	47%
	Quite concerned	40%
	Fairly unconcerned	11%
	Not at all concerned	2%

On a scale of 1 to 5, how important would you say the following factors are in determining your choice of home or garden products? Where 1 means they are completely unimportant and 5 means they are very important indeed.

Quality	4.23
Social factors such as whether the product has been manufactured using child labour	3.97
Price	3.96
Comfort / ease of use	3.91
The environmental impact of the resources used (e.g. whether the timber was sustainably sourced)	3.87
Design	3.70
The amount of CO2 emitted through the production and transportation of the product	3.57

Have you heard of the Forest Stewardship Council (FSC)?

Yes	32%
No	68%

Do you think home and garden manufacturers should have to take away your old furniture and dispose of it in a responsible way (e.g. by recycling or reusing it)?

Yes	86%
No	14%

Do you think the focus on home improvements in popular culture encourages people to buy furniture that they do not really need?

Yes	89%
No	11%

Does the level of packaging on an Easter Egg influence your decision about which to buy?

Yes, packaging is one of the most important factors in my choice and I always avoid Easter Eggs with excessive packaging	28%
I try and avoid overly-packaged Easter Eggs but packaging is one factor amongst many	47%
I don't think about packaging at all when I decide which Easter Egg to buy	19%
Don't know	7%

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
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%
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%

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
Fly less often	57%	53%	51%	53%	54%	55%	52%	57%	54%	59%	57%
Pay more to fly each time	13%	14%	9%	12%	15%	13%	15%	14%	12%	13%	13%
Neither	30%	33%	40%	35%	32%	33%	33%	30%	33%	28%	30%