

CONCERNED CONSUMERS SUMMARY – JANUARY 2008

Populus interviewed 1,422 adults aged 18+ online between 25th and 28th January 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=657)

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

SECTOR FOCUS – HOLIDAY 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.

Virgin Holidays	52
CenterParcs	51
Expedia	51
Thomas Cook	50
First choice	46
BA Holidays	45
Airtours	45
Butlins	44
Responsibletravel.com	42
Mark Warner	41

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

Yes	18%
No	82%

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

CenterParcs	3.22
Virgin Holidays	2.95
Responsibletravel.com	2.86
Butlins	2.81
Expedia	2.77
Thomas Cook	2.76
First Choice	2.75
BA Holidays	2.70
Mark Warner	2.67
Airtours	2.61

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

CenterParcs	3.18
Responsibletravel.com	2.89
Virgin Holidays	2.84
Butlins	2.83
Expedia	2.68
Thomas Cook	2.68
First Choice	2.64
Mark Warner	2.64
BA Holidays	2.61
Airtours	2.56

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

Social issues	49%
Environmental issues	51%

Do you think you normally have enough information about the environmental and social impacts of holidays to enable you to make an informed choice about which holiday to choose?

Yes	15%
No	85%

Would you find it useful to have the following when you buy a holiday?

Information on health and safety standards	91%
Information on the impact the holiday will have on the destination's local economy	88%
Information on the use of local suppliers and employees	88%
Information on the local environmental impact of the holiday (e.g. water use, waste management etc)	86%
A 'carbon label' which tells you the total carbon footprint of a holiday (transport, hotel, leisure activities etc)	78%

Will you take any of the following actions as a result of concern for society and/ or the environment?

Make an effort to find out more about the environmental and social impact of holidays	79%
Choose holidays that are designed to be 'responsible', 'low-impact' or 'eco-friendly'	78%
Take more holidays in the UK	73%
Choose holiday destinations which can be reached by train or boat rather than flying	65%
Choose to offset the carbon impact of the holiday	62%
Take fewer holidays	50%
Choose working holidays on which you actively contribute to society and the environment (e.g. volunteering to clear waste, help to build a school)	40%
Choose an Agritourism holiday (visiting and working on a farm)	27%

Have you recently scaled back any holiday plans as a result of the current economic climate?

Yes	31%
No	69%

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
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%
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%

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

Are you worried that you might lose your job this year because of the tougher economic climate?

Very worried	3%
Quite worried	18%
Not worried at all	79%