

CONCERNED CONSUMERS SUMMARY -- September 2008

Populus interviewed 1,063 adults aged 18+ online between 19th and 22nd September 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.populus.co.uk

Concerned Consumers (n=486)

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.

	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Change since last month	Change since last year
Google	72	70	71	68	74	70	68	76	73	71	71	72	71	-1	-1
Marks & Spencer	65	64	67	67	64	67	65	68	64	63	60	61	63	+2	-2
Tesco	64	63	62	60	60	58	59	63	59	59	59	60	60	=	-4
Virgin	61	56	58	59	59	57	58	55	54	54	55	58	58	=	-3
Apple	58	57	56	56	56	56	57	58	53	57	56	58	55	-3	-3
Disney	53	53	54	53	53	53	54	57	57	51	51	55	52	-3	-1
Vodafone	53	47	47	49	48	48	48	50	46	47	46	49	50	+1	-3
Ford	53	50	48	47	53	48	50	52	53	49	49	52	50	-2	-3
HSBC	49	47	48	48	44	46	49	49	47	49	46	47	50	+3	+1
BT	51	45	46	45	46	46	46	49	46	47	48	51	46	-5	-5
Coca Cola	48	48	42	43	46	45	44	48	50	45	48	50	45	-5	-3
British Airways	46	45	45	45	51	45	43	40	39	40	43	42	41	-1	-5
BP	48	44	45	44	45	43	42	46	41	40	40	43	41	-2	-7
McDonald's	37	34	34	34	34	32	37	39	36	34	39	38	38	=	+1
British Gas	N/A	42	44	44	40	36	40	42	40	37	39	39	37	-2	N/A

SECTOR FOCUS – Consumer Electrical Industry

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.

	September-07	September-08	Change
Sony	66	62	-4
Panasonic	62	60	-2
Nokia	-	59	-
Samsung	60	57	-3
Philips	61	57	-4
Canon	59	55	-4
Apple	58	55	-3
Dell	-	53	-
Nintendo	51	52	+1
Hitachi	54	52	-2
LG	-	49	-
HTC	-	40	-

Do you think the consumer electrical industry (makers of TVs, game consoles, computers, digital cameras etc) is doing enough to tackle social and environmental issues?

	September- 07	September- 08	Change
Yes	20%	14%	-6
No	80%	86%	+6

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

	September-07	September-08	Change
Sony	3.02	2.99	-0.03
Apple	2.95	2.97	0.02
Panasonic	2.94	2.93	-0.01
Philips	2.99	2.93	-0.06
Nokia	2.94	2.91	-0.03
Samsung	2.92	2.91	-0.01
Canon	2.92	2.89	-0.03
Dell	-	2.86	-
Hitachi	2.82	2.80	-0.02
LG	-	2.79	-
Nintendo	2.67	2.68	+0.01
HTC	-	2.58	-

Which of the following would you most like electrical goods companies to focus on?

	September-07	September-08	Change
Making sure their products use as little power as possible	22%	28%	+6
Making sure that all components of their products are recycled at the end of their life cycle	28%	26%	-2
Helping consumers change the way they use electrical items to make them more energy efficient	16%	19%	+3
Making sure that they minimise the environmental impact of the production process	17%	14%	-3
Making sure that all the materials which go into their products are sourced in an environmentally friendly manner	17%	13%	-4

Do you think you have enough environmental information to enable you to make an informed choice about which brand of electrical products to buy?

	September 07	September 08	Change
Yes	20%	18%	-2
No	80%	82%	+2

Would you find it useful to have the following when you buy an electrical product? [Those who answered yes]

	September 07	September 08	Change
Information on how much power the product uses (e.g. per hour)	97%	98%	+1
Information on recycling	96%	95%	-1
A 'carbon label' which tells you how much carbon the item generates over the course of an average lifecycle (production, transportation, use, disposal)	87%	86%	-1
Information on all of the chemicals which the product contains	78%	75%	-3

Would you be willing to sacrifice additional features on your electronic products if you knew it made them more environmentally-friendly?

Yes	88%
No	12%

Which of these issues are you most concerned about? (Please tick all that apply.)

	Total	Concerned Consumers	Unconcerned Consumers
Energy prices	84%	84%	85%
Food prices	82%	81%	84%
Petrol prices	69%	69%	70%
My pay rises not matching price rises	47%	45%	48%
The safety of my money in my bank(s)	44%	43%	44%
Paying my mortgage / rent	34%	35%	33%
Potentially higher interest rates	31%	32%	30%
Public transport prices	31%	29%	32%
House prices	29%	29%	30%
Repaying my overdraft / credit card	26%	27%	25%

Over the last 12 months, have you been doing these things...

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Buying luxury food	A lot less	34%	Less: 65%	32%	Less: 65%	35%	Less: 65%
	A little less	31%		33%		30%	
	About the same as usual	32%		30%		33%	
	A little more	3%	More: 3%	4%	More: 5%	2%	More: 2%
	A lot more	0%		1%		0%	
Making major purchases	A lot less	33%	Less: 58%	32%	Less: 61%	33%	Less: 56%
	A little less	25%		29%		23%	
	About the same as usual	35%		33%		37%	
	A little more	5%	More: 6%	4%	More: 6%	5%	More: 7%
	A lot more	2%		2%		1%	
Taking a holiday abroad	A lot less	38%	Less: 53%	36%	Less: 54%	39%	Less: 51%
	A little less	15%		19%		12%	
	About the same as usual	41%		39%		43%	
	A little more	5%	More: 6%	5%	More: 6%	5%	More: 5%
	A lot more	1%		1%		1%	
Putting money into investments	A lot less	36%	Less: 52%	33%	Less: 50%	39%	Less: 53%
	A little less	15%		17%		14%	
	About the same as usual	43%		44%		42%	
	A little more	5%	More: 6%	6%	More: 7%	4%	More: 5%
	A lot more	1%		1%		1%	

Over the last 12 months, have you been doing these things...[cont.]

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Going out to relax / socialise	A lot less	26%	Less: 51%	23%	Less: 52%	27%	Less: 51%
	A little less	26%		28%		23%	
	About the same as usual	42%		41%		43%	
	A little more	6%	More: 7%	7%	More: 7%	5%	More: 7%
	A lot more	1%		0%		1%	
Buying new household appliances	A lot less	25%	Less: 49%	27%	Less: 53%	23%	Less: 46%
	A little less	24%		25%		23%	
	About the same as usual	44%		42%		45%	
	A little more	6%	More: 7%	5%	More: 6%	7%	More: 8%
	A lot more	1%		1%		1%	
Borrowing money	A lot less	36%	Less: 49%	37%	Less: 49%	36%	Less: 48%
	A little less	12%		12%		12%	
	About the same as usual	38%		38%		39%	
	A little more	9%	More: 13%	10%	More: 13%	9%	More: 13%
	A lot more	3%		3%		4%	
Putting money in savings	A lot less	28%	Less: 48%	25%	Less: 46%	31%	Less: 49%
	A little less	19%		21%		18%	
	About the same as usual	39%		38%		39%	
	A little more	11%	More: 14%	12%	More: 16%	10%	More: 12%
	A lot more	3%		4%		2%	

Over the last 12 months, have you been doing these things...[cont.]

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Driving	A lot less	21%	Less: 47%	21%	Less: 51%	20%	Less: 43%
	A little less	26%		30%		23%	
	About the same as usual	49%		44%		53%	
	A little more	3%	More: 4%	4%	More: 5%	3%	More: 4%
	A lot more	1%		1%		1%	
Taking a holiday in the UK	A lot less	22%	Less: 32%	18%	Less: 30%	26%	Less: 34%
	A little less	10%		12%		8%	
	About the same as usual	49%		49%		49%	
	A little more	14%	More: 19%	16%	More: 21%	11%	More: 17%
	A lot more	5%		5%		5%	
Taking money out of investments	A lot less	21%	Less: 29%	19%	Less: 28%	22%	Less: 30%
	A little less	8%		9%		7%	
	About the same as usual	56%		56%		56%	
	A little more	10%	More: 15%	12%	More: 16%	9%	More: 15%
	A lot more	5%		3%		6%	
Taking money out of savings	A lot less	16%	Less: 25%	15%	Less: 26%	16%	Less: 24%
	A little less	9%		11%		8%	
	About the same as usual	46%		44%		47%	
	A little more	21%	More: 29%	22%	More: 30%	19%	More: 29%
	A lot more	9%		7%		9%	

Over the last 12 months, have you been doing these things...[cont.]

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Paying off debt	A lot less	13%	Less: 23%	13%	Less: 23%	13%	Less: 24%
	A little less	11%		10%		11%	
	About the same as usual	55%		55%		54%	
	A little more	18%	More: 22%	16%	More: 22%	19%	More: 22%
	A lot more	4%		6%		3%	
Taking public transport	A lot less	14%	Less: 19%	13%	Less: 19%	15%	Less: 20%
	A little less	5%		6%		4%	
	About the same as usual	55%		54%		56%	
	A little more	15%	More: 26%	16%	More: 27%	14%	More: 25%
	A lot more	11%		11%		10%	
Staying in to relax / socialise	A lot less	5%	Less: 10%	4%	Less: 10%	6%	Less: 11%
	A little less	5%		6%		5%	
	About the same as usual	43%		43%		43%	
	A little more	26%	More: 47%	29%	More: 47%	23%	More: 46%
	A lot more	21%		18%		23%	

And over the next 12 months do you expect to do these things...

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Buy luxury food	A lot less	32%	Less: 59%	31%	Less: 61%	33%	Less: 58%
	A little less	27%		29%		25%	
	About the same as usual	37%		36%		37%	
	A little more	3%	More: 4%	3%	More: 3%	4%	More: 5%
	A lot more	1%		0%		1%	
Make major purchases	A lot less	33%	Less: 56%	30%	Less: 59%	36%	Less: 54%
	A little less	23%		29%		18%	
	About the same as usual	38%		37%		39%	
	A little more	5%	More: 6%	4%	More: 4%	6%	More: 7%
	A lot more	1%		0%		1%	
Borrow money	A lot less	41%	Less: 54%	42%	Less: 57%	39%	Less: 52%
	A little less	14%		15%		13%	
	About the same as usual	38%		37%		39%	
	A little more	7%	More: 8%	5%	More: 7%	8%	More: 9%
	A lot more	2%		2%		1%	
Buy new household appliances	A lot less	28%	Less: 51%	28%	Less: 55%	29%	Less: 48%
	A little less	23%		27%		19%	
	About the same as usual	44%		40%		46%	
	A little more	5%	More: 6%	5%	More: 5%	4%	More: 6%
	A lot more	1%		0%		2%	

And over the next 12 months do you expect to do these things...[cont.]

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Put money into investments	A lot less	33%	Less: 48%	30%	Less: 48%	36%	Less: 48%
	A little less	15%		18%		13%	
	About the same as usual	44%		44%		43%	
	A little more	6%	More: 8%	7%	More: 8%	6%	More: 8%
	A lot more	2%		1%		3%	
Take a holiday abroad	A lot less	33%	Less: 48%	33%	Less: 50%	33%	Less: 46%
	A little less	14%		16%		13%	
	About the same as usual	45%		44%		46%	
	A little more	7%	More: 7%	6%	More: 7%	7%	More: 8%
	A lot more	1%		1%		1%	
Drive	A lot less	18%	Less: 43%	19%	Less: 50%	18%	Less: 38%
	A little less	25%		31%		20%	
	About the same as usual	51%		45%		56%	
	A little more	4%	More: 6%	4%	More: 5%	5%	More: 6%
	A lot more	1%		1%		1%	
Go out to relax / socialise	A lot less	19%	Less: 42%	18%	Less: 44%	20%	Less: 41%
	A little less	23%		26%		21%	
	About the same as usual	49%		48%		50%	
	A little more	7%	More: 9%	8%	More: 8%	7%	More: 9%
	A lot more	1%		1%		2%	

And over the next 12 months do you expect to do these things...[cont.]

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Put money in savings	A lot less	24%	Less: 42%	21%	Less: 40%	26%	Less: 44%
	A little less	19%		19%		19%	
	About the same as usual	42%		44%		40%	
	A little more	13%	More: 16%	14%	More: 16%	13%	More: 16%
	A lot more	3%		2%		3%	
Take money out of savings	A lot less	17%	Less: 34%	17%	Less: 37%	17%	Less: 31%
	A little less	17%		20%		14%	
	About the same as usual	47%		46%		48%	
	A little more	15%	More: 19%	15%	More: 17%	15%	More: 20%
	A lot more	4%		2%		5%	
Take money out of investments	A lot less	22%	Less: 34%	19%	Less: 35%	25%	Less: 33%
	A little less	11%		16%		8%	
	About the same as usual	55%		55%		55%	
	A little more	9%	More: 11%	8%	More: 10%	9%	More: 12%
	A lot more	2%		2%		3%	
Take a holiday in the UK	A lot less	19%	Less: 27%	18%	Less: 27%	20%	Less: 28%
	A little less	9%		9%		8%	
	About the same as usual	53%		52%		54%	
	A little more	15%	More: 20%	16%	More: 21%	14%	More: 19%
	A lot more	4%		5%		4%	

And over the next 12 months do you expect to do these things...[cont.]

		Total	Total Combined	Concerned	Concerned Combined	Unconcerned	Unconcerned Combined
Pay off debt	A lot less	13%	Less: 23%	11%	Less: 22%	14%	Less: 24%
	A little less	10%		11%		10%	
	About the same as usual	55%		56%		54%	
	A little more	16%	More: 22%	16%	More: 23%	16%	More: 22%
	A lot more	6%		6%		6%	
Take public transport	A lot less	12%	Less: 16%	10%	Less: 14%	13%	Less: 18%
	A little less	4%		4%		5%	
	About the same as usual	58%		58%		58%	
	A little more	17%	More: 26%	18%	More: 28%	16%	More: 24%
	A lot more	9%		10%		8%	
Stay in to relax / socialise	A lot less	3%	Less: 8%	4%	Less: 7%	2%	Less: 8%
	A little less	5%		4%		6%	
	About the same as usual	50%		48%		53%	
	A little more	23%	More: 42%	27%	More: 45%	20%	More: 39%
	A lot more	19%		18%		19%	

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?

	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	June-08	July-08	Aug-08	Sept-08
I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra	59%	60%	65%	69%	63%	69%	65%	63%	58%	56%	55%	55%	59%
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	41%	40%	35%	31%	37%	31%	35%	37%	42%	44%	45%	45%	41%

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:

	Jun-07	Jul-07	Aug-07	Sept-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	July-08	Aug-08	Sept-08
Fly less often	51%	53%	54%	55%	52%	57%	54%	59%	57%	56%	58%	50%	55%	53%	53%	58%
Pay more to fly each time	9%	12%	15%	13%	15%	14%	12%	13%	13%	11%	11%	10%	11%	11%	11%	11%
Neither	40%	35%	32%	33%	33%	30%	33%	28%	30%	33%	30%	40%	35%	35%	36%	30%