

CONCERNED CONSUMERS SUMMARY -- August 2008

Populus interviewed 1,302 adults aged 18+ online between 15th and 18th August 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=594)

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.

	Aug-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	<i>Change since last month</i>	<i>Change since last year</i>
Google	70	70	71	68	74	70	68	76	73	71	71	72	+1	+2
Marks & Spencer	66	64	67	67	64	67	65	68	64	63	60	61	+1	-5
Tesco	63	63	62	60	60	58	59	63	59	59	59	60	+1	-3
Virgin	58	56	58	59	59	57	58	55	54	54	55	58	+3	+0
Apple	55	57	56	56	56	56	57	58	53	57	56	58	+2	+3
Disney	56	53	54	53	53	53	54	57	57	51	51	55	+4	-1
Ford	51	50	48	47	53	48	50	52	53	49	49	52	+3	+1
BT	48	45	46	45	46	46	46	49	46	47	48	51	+3	+3
Coca Cola	46	48	42	43	46	45	44	48	50	45	48	50	+2	+4
Vodafone	49	47	47	49	48	48	48	50	46	47	46	49	+3	-
HSBC	49	47	48	48	44	46	49	49	47	49	46	47	+1	-2
BP	46	44	45	44	45	43	42	46	41	40	40	43	+3	-3
British Airways	43	45	45	45	51	45	43	40	39	40	43	42	-1	-1
British Gas	43	42	44	44	40	36	40	42	40	37	39	39	-	-4
McDonald's	36	34	34	34	34	32	37	39	36	34	39	38	-1	+2

SECTOR FOCUS – Energy 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.

	Aug-07	Aug-08	Change
Good Energy	48	47	-1
Ecotricity	44	44	-
Powergen (E.ON UK)	47	44	-3
Southern Electric	44	44	-
Scottish Power	45	43	-2
EDF	42	43	+1
NPower	46	41	-5
United Utilities	42	41	-1
British Gas	43	39	-4
Scottish and Southern	44	n / a	n / a

Do you think energy companies are doing enough to address environmental issues?

	Aug-07	Aug-08	Change
Yes	14%	13%	-1%
No	86%	87%	+1%

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

	Aug-07	Aug-08	Change
Ecotricity	4.73	4.52	-0.21
Good Energy	4.76	4.51	-0.25
United Utilities	4.62	4.30	-0.32
SSE	4.33*	4.09	-0.24
Scottish Power	4.17	3.88	-0.29
EDF	4.47	3.85	-0.62
Powergen (E.ON UK)	4.06	3.72	-0.34
NPower	4.10	3.60	-0.50
British Gas	3.56	3.26	-0.30
Scottish and Southern	4.50	n / a	n / a

*Asked as Southern Electric

On a scale of 1 to 5, how important would you say the following factors are in determining your choice of energy supplier or your decision to stay with the same energy supplier? Where 1 means they are completely unimportant and 5 means they are very important indeed.

	Aug-07	Aug-08	<i>Difference</i>
Price	4.47	4.50	<i>+0.03</i>
Customer service	4.41	4.29	<i>-0.12</i>
How hard they are working to use resources effectively and reduce waste	4.21	4.02	<i>-0.19</i>
Their level of investment in renewable energy	4.17	4.03	<i>-0.14</i>
How hard they are working to address climate change	4.15	3.91	<i>-0.24</i>
The extent to which they help me become more environmentally efficient	4.12	3.93	<i>-0.19</i>
Their approach to biodiversity	4.11	3.89	<i>-0.22</i>
Product range	3.72	3.64	<i>-0.08</i>
Whether my family or friends recommend them	3.18	3.05	<i>-0.13</i>
It's the one I've always used and I can't be bothered to change	2.67	2.53	<i>-0.14</i>

Which of the following best describes your understanding of a "green" electricity tariff?

	Aug-07	Aug-08	Difference
The electricity supplied to my house will be from renewable sources	35%	33%	-2%
The supplier increases the amount of renewable energy it generates in total	24%	27%	+3%
The supplier makes a contribution on my behalf to support new renewable energy development	29%	28%	-1%
The supplier is selling me the renewable energy that they have to generate by law, no additional renewable energy is being generated	12%	12%	-

What measures, if any, have you taken in the last 12 months to cut your energy bills at home?

Turned out lights	94%
Fitted low energy light bulbs	84%
Turned down thermostat	78%
Installed loft insulation	29%
Fitted double glazing	23%
Fitted new boiler	18%

Which of the following best describes your opinion of nuclear power?

	Aug-07	Aug-08	<i>Difference</i>
I support it entirely and think it is the best way to tackle climate change	17%	18%	+1%
I think it may have a role to play in our overall energy mix in the future	63%	65%	+2%
I oppose the use of nuclear power under any circumstance	20%	18%	-2%

Which of the following do you think should take most responsibility for addressing climate change?

	Aug-07	Aug-08	<i>Difference</i>
Government	49%	54%	+5%
Energy companies	20%	22%	+2%
Individuals	31%	24%	-7%

Do you think the UK has any chance of meeting its EU target for 20% of its total energy supply to come from renewables by 2020?

	Aug-07	Aug-08	<i>Difference</i>
Yes	32%	30%	-2%
No	68%	70%	+2%

Do you agree or disagree with the following statements? If you don't know, please say so.

I believe the price rises that many energy companies have recently passed on to their consumers are merely the companies profiteering from the current global market conditions	Agree	85%
	Disagree	6%
	Don't know	9%
I believe the Government should include new coal-fired power stations as part of the future energy mix for Britain	Agree	42%
	Disagree	29%
	Don't know	29%

Thinking about the next year, are you likely to do any of the following?

Change your electricity supplier due to price rises	41%
Cut your energy bills by improving the efficiency of your house (e.g. loft insulation, double glazing, new boiler etc.)	39%
Change your gas supplier due to price rises	36%
Move to a fixed price energy tariff (i.e. price fixed at current rates for next 2-3 years)	34%
Change your electricity supplier due to price rises	33%
Find out more about installing micro-generation technology on your house (e.g. solar panels, wind turbine etc.)	28%
None of the above	22%

Which of the following best describes your view of the environmental and health issues associated with GM crops?

I am not worried about the environmental and health issues associated with GM crops	20%
I am worried about the environmental and health issues associated with GM crops but not to the extent that it affects my support for GM crop production	34%
I am worried about the environmental and health issues associated with GM crops to the extent that I will not support GM crop production until they can be disproven	46%

People sometimes say that they would like to behave in a way that is more environmentally friendly (e.g. recycle more, drive more efficiently, use energy efficient light bulbs, fly less etc.). Please indicate how much more likely you would be to behave in an environmentally friendly way – using a 1 to 5 scale, where 5 means that you would be much more likely and 1 means that it would not be any more likely – if...

You knew that behaving in an environmentally friendly way saved you money	4.12
You could see more clearly the impact that your environmentally friendly behaviour had on your local environment	3.99
You could see more clearly the impact that your environmentally friendly behaviour had on the global environment	3.94
Behaving in an environmentally friendly way was easier to do	3.90
You had a clearer idea or better knowledge of what is better for the environment	3.83
More of your friends were behaving in an environmentally friendly way	2.73
Behaving in an environmentally friendly way was more fashionable	2.28

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
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%
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%

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
Fly less often	51%	53%	54%	55%	52%	57%	54%	59%	57%	56%	58%	50%	55%	53%	53%
Pay more to fly each time	9%	12%	15%	13%	15%	14%	12%	13%	13%	11%	11%	10%	11%	11%	11%
Neither	40%	35%	32%	33%	33%	30%	33%	28%	30%	33%	30%	40%	35%	35%	36%