

CONCERNED CONSUMERS SUMMARY -- NOVEMBER 2007

Populus interviewed 1263 adults aged 18+ online between 23rd and 26th November 2007. 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=590)

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	Change
Google	68	71	66	71	73	70	72	70	71	+1
Marks & Spencer	62	64	60	67	64	66	65	64	67	+3
Tesco	60	59	58	64	61	63	64	63	62	-1
Virgin	54	59	55	57	57	58	61	56	58	+2
Apple	49	53	48	55	54	55	58	57	56	-1
Disney	47	48	50	54	51	56	53	53	54	+1
Ford	48	53	47	52	51	51	53	50	48	-2
BT	47	47	45	50	51	48	51	45	46	+1
Coca Cola	43	42	44	52	49	46	48	48	42	-6
Vodafone	44	49	46	50	48	49	53	47	47	-
BP	45	46	42	48	47	46	48	44	45	+1
HSBC	46	44	44	47	47	49	49	47	48	+1
British Airways	47	45	42	47	47	43	46	45	45	-
British Gas	43	36	38	43	44	43	-	42	44	+2
McDonalds	31	29	31	36	35	36	37	34	34	-

SECTOR FOCUS – FOOD & DRINK OUTLETS

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.

Subway	51
Costa Coffee	49
Pizza Hut	45
Starbucks	45
Wild Bean Cafe	45
Pret a Manger	44
KFC	39
Burger King	35
McDonald's	34

Do you think the following sectors are doing enough to tackle social and environmental issues?

Coffee shops (e.g. Starbucks, Costa Coffee)	Yes	36%
	No	64%
Fast food outlets (e.g. McDonald's, Pret a Manger)	Yes	16%
	No	84%

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

Costa Coffee	2.69
Wild Bean Cafe	2.66
Subway	2.59
Starbucks	2.57
Pret a Manger	2.54
Pizza Hut	2.41
Burger King	2.21
McDonald's	2.19
KFC	2.15

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

Costa Coffee	2.86
Wild Bean Cafe	2.76
Subway	2.72
Starbucks	2.7
Pret a Manger	2.63
Pizza Hut	2.54
Burger King	2.26
KFC	2.23
McDonald's	2.18

If you had to choose, which of these do you think it is more important for food and drink outlets to address?

Social issues	45%
Environmental issues	55%

Can fast food ever be good for you?

Yes	57%
No	43%

On a scale of 1 to 5, how important would you say the following factors are in determining where to eat or drink on the high street, where 1 is not important at all and 5 is very important?

Quality	4.54
Customer service	4.33
Healthiness of choices	4.30
Price	3.95
Ethical issues such as the treatment of suppliers, worker conditions etc	3.95
Restaurant / coffee shop environment	3.79
Availability of organic / fair-trade options	3.67
Speed	3.37

Which of the following would you most like food and drink outlets to do?

Ensure workers are treated fairly and paid well	31%
Radically reduce the carbon footprint of their operations	21%
Apply the standards of fair-trade to all their supplier relations	19%
Overhaul their menu and only offer healthy choices	14%
Make animal welfare their highest priority	8%
Protect the diversity of the high street by limiting growth	7%

Should there be a ban on advertising fast food to children?

Yes	77%
No	23%

Do you think that coffee shops and fast food outlets should offer a choice of free trade or fair trade coffee or do you think they should only sell fair-trade coffee?

A choice of coffees	68%
Only fair-trade coffee	32%

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

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
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%
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%

According to recent reports, potential buyers for Northern Rock say they may be unable to pay back all of the emergency loan given to the bank during the current crisis to safeguard savers' deposits. This will leave taxpayers to foot at least some of the £24 billion lent to Northern Rock by the Bank of England. Which of the following comes closest to your view?

If Northern Rock goes broke taxpayers will be left with a bill anyway for guaranteeing savers' deposits. If a buyer can be found that can't repay all the emergency loan at least Northern Rock will remain a going concern and confidence in Britain's banking system will begin to be restored.	36%
If Northern Rock were anything other than a bank with people's savings in we wouldn't expect taxpayers to bale it out. They shouldn't bale Northern Rock out now.	64%

Do you think supermarkets should abolish free plastic bags at checkouts?

Yes	76%
No	24%