

CONCERNED CONSUMERS SUMMARY -- SEPTEMBER 2007

Populus interviewed 3,252 adults aged 18+ online between 21st and 25th September 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=1,389)

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	Sep-07	Change
Google	68	71	66	71	73	70	72	+2
Marks & Spencer	62	64	60	67	64	66	65	-1
Tesco	60	59	58	64	61	63	64	+1
Virgin	54	59	55	57	57	58	61	+3
Apple	49	53	48	55	54	55	58	+3
Ford	48	53	47	52	51	51	53	+2
Disney	47	48	50	54	51	56	53	-3
Vodafone	44	49	46	50	48	49	53	+4
BT	47	47	45	50	51	48	51	+3
HSBC	46	44	44	47	47	49	49	--
BP	45	46	42	48	47	46	48	+2
Coca Cola	43	42	44	52	49	46	48	+2
British Airways	47	45	42	47	47	43	46	+3
McDonalds	31	29	31	36	35	36	37	+1

CONSUMER ELECTRICAL 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.

	Sep-07
Sony	66
Panasonic	62
Philips	61
Samsung	60
Canon	59
Apple	58
Hitachi	54
Nintendo	51

BANKS & BUILDING SOCIETIES

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	Jul-07	Sep-07	Change
Co-op	63	63	--
Nationwide	57	54	-3
Halifax (HBOS)	52	51	-1
Abbey	51	50	-1
HSBC	47	49	+2
Lloyds TSB	49	48	-1
Nat West	49	48	-1
Egg	46	47	+1
RBS	48	46	-2
Barclays	44	44	--
First Direct	43	44	+1
Northern Rock	*	40	N/A

SECTOR FOCUS – CONSUMER ELECTRICAL COMPANIES

Do you think the consumer electrical industry is doing enough to address social and environmental issues?

Yes	20%
No	80%

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

Sony	3.02
Philips	2.99
Apple	2.95
Nokia	2.94
Panasonic	2.94
Canon	2.92
Samsung	2.92
Hitachi	2.82
Nintendo	2.67

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

Sony	2.96
Philips	2.94
Apple	2.90
Canon	2.89
Panasonic	2.89
Nokia	2.88
Samsung	2.85
Hitachi	2.78
Nintendo	2.68

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

Making sure that all components of their products are recycled at the end of their life cycle	28%
Making sure their products use as little power as possible	22%
Making sure that they minimise the environmental impact of the production process	17%
Making sure that all the materials which go into their products are sourced in an environmentally friendly manner	17%
Helping consumers change the way they use electrical items to make them more energy efficient	16%

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

Yes	20%
No	80%

Would you find it useful to have the following when you buy an electrical product?

Information on how much power the product uses (e.g. per hour)	97%
Information on recycling	96%
A 'carbon label' which tells you how much carbon the item generates over the course of an average lifecycle (production, transportation, use, disposal)	87%
Information on all of the chemicals which the product contains	78%

TOPICAL QUESTIONS

Since the Bank of England gave emergency funding to Northern Rock, there have been criticisms made of the role played in the crisis by the Bank's management, the Bank of England and the Government while others have said that the principle cause of the problems faced by Northern Rock results from problems with the American mortgage market. Given everything you have heard, seen and read about the problems facing Northern Rock, who do you think bears the most responsibility for its current troubles?

Northern Rock's management	39%
The international financial market	17%
US financial services companies	16%
The UK government	12%
The US government	7%
The Bank of England	5%
UK financial services companies	4%

If a financial services company collapses and people lose their savings, which of the following should happen?

A financial services industry scheme should provide full compensation	70%
The government should provide full compensation	19%
No-one should provide compensation	2%
Don't Know	9%

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
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%
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%

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	Sep-07
Fly less often	57%	53%	51%	53%	54%	55%
Pay more to fly each time	13%	14%	9%	12%	15%	13%
Neither	30%	33%	40%	35%	32%	33%