

## CONCERNED CONSUMERS SUMMARY -- APRIL 2007

Populus interviewed 1,327 adults aged 18+ online between April 20<sup>th</sup> & 23<sup>rd</sup> 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](http://www.populuslimited.com).

From what you have seen or heard about the following people, how far do you think each of them shares your values on social and environmental issues on a scale of 1 to 10, where 1 means they don't share your values at all and 10 means they share them absolutely. (Concerned Consumers n=629)

	Mean Score	Don't Know	Never heard of
David Cameron	4.76	15%	5%
Ming Campbell	4.69	17%	26%
Caroline Lucas	4.21	19%	62%
David Miliband	3.95	22%	27%
Tony Blair	3.62	11%	0%
Gordon Brown	3.61	13%	1%

## 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-06	Apr-06	Change
Google	68	71	+3
Marks & Spencer	62	64	+2
Sainsbury's	58	61	+3
Asda	60	60	--
Tesco	60	59	-1
<b>Virgin</b>	<b>54</b>	<b>59</b>	<b>+5</b>
Apple	49	53	+4
Ford	48	53	+5
<b>EasyJet</b>		<b>49</b>	<b>N/A</b>
Vodafone	44	49	+5
Disney	47	48	+1
BT	47	47	--
<b>BMI</b>		<b>46</b>	<b>N/A</b>
BP	45	46	+1
<b>British Airways</b>	<b>47</b>	<b>45</b>	<b>-2</b>
HSBC	46	44	-2
<b>Ryanair</b>		<b>44</b>	<b>N/A</b>
Coca Cola	43	42	-1
British Gas	43	36	-7
McDonalds	31	29	-2

## SECTOR FOCUS –AIRLINES

Which of the following do you think has the greatest impact on the environment?

Flying to Europe twice a year	27%
Heating your home for a year	10%
Driving your car for a year	30%
Regularly buying products that have been grown or manufactured abroad (e.g. food, drink, electronics etc)	34%

Which of the following do you think bears the greatest responsibility for the environmental impact of flying?

Airlines	35%
Passengers	18%
Government	18%
Aircraft makers	17%
Oil companies	13%

Do you think the airline industry as a whole takes the environmental impact of flying seriously or not?

Yes	26%
No	74%

From what you have seen or heard about the following airlines, how far do you think each one of them is trying to minimise the environmental impact of flying on a scale of 1 to 5, where 1 means they are doing nothing at all and 5 means they are making every possible effort.

Virgin	3.02
BA	2.58
BMI	2.42
EasyJet	2.37
Ryanair	2.33

Which airline do you think is doing the most to minimise the environmental impact of flying?

Virgin	62%
BA	20%
EasyJet	6%
Ryanair	6%
BMI	5%

## CARBON OFFSETTING

When it comes to the phrase 'carbon offsetting', which of these statements comes closest to your view?

I've heard of it and I know what it means	49%
I've heard of it but I am unsure what it means	36%
I've never heard of the phrase	14%

'Carbon offsetting' is the name given to the idea that you can compensate for the carbon dioxide you put out into the atmosphere when you drive, fly, heat your home etc by funding projects that save an equivalent amount of carbon dioxide. Have you ever offset a flight you have taken?

Yes	9%
No	91%

How did you do this offsetting?

Not applicable	91%
Through the offsetting option provided by the airline/travel agent at the time you bought your ticket	2%
By offsetting independently	7%

Which of the following best describes your view of carbon offsetting?

It is an effective way of addressing the problem of climate change	7%
It allows people to make a modest, personal contribution to the problem of climate change	41%
It is purely a gesture	44%
I don't know/care	9%

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:

Fly less often	57%
Pay more to fly each time	13%
Neither	30%

## TOPICAL ISSUES

We have recently experienced some unseasonably hot weather. Which of the following do you think best explains the cause of this weather?

Climate change caused by human behaviour	46%
Normal fluctuations in the global weather system	54%

Tesco recently announced annual profits of £2.6 billion. Which of these comes closest to your view?

Tesco's success is down to giving customers what they want – a wide range of products at reasonable prices in stores that are generally easy to get to – against stiff competition from other retailers.	37%
Tesco's success is down to squeezing farmers and suppliers, driving out local, independent shops, and leaving people with little choice but to shop there.	63%

If your credit card statement showed you the amount of CO2 emissions associated with your purchases, which of these statements would come closest to your view?

It would be useful information that I would use to make sure that future purchases had less of an impact on the environment	48%
It would be useful information but it probably wouldn't change what I bought in future to any great extent, if at all	22%
It would be annoying and intrusive and it probably wouldn't change what I bought in future to any great extent, if at all	17%
I don't know	13%

Are you happy to buy ...

	% saying 'yes'
Energy efficient light bulbs	91%
Innocent smoothies	45%
Primark jeans	33%
Organic apples from South Africa	30%
Green beans from Kenya	29%
Coke Zero	24%
Any product from China	21%
Bernard Matthews turkey breast	17%
An outdoor patio heater	10%