

## CONCERNED CONSUMERS SUMMARY – MARCH 2009

Populus interviewed 1,034 adults aged 18+ online between 20<sup>th</sup> and 23<sup>rd</sup> March 2009. 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](http://www.populus.co.uk).

(Concerned Consumers n=463)

## 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. [CONCERNED CONSUMERS ONLY]

	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	<i>Change since last month</i>	<i>Change since last year</i>
<b>Google</b>	68	76	73	71	71	72	71	72	73	68	67	67	66	-1	-2
<b>Marks &amp; Spencer</b>	65	68	64	63	60	61	63	64	65	65	60	60	60	0	-5
<b>Tesco</b>	59	63	59	59	59	60	60	63	61	61	55	60	58	-2	-1
<b>Virgin</b>	58	55	54	54	55	58	58	57	59	57	56	55	53	-2	-5
<b>Apple</b>	57	58	53	57	56	58	55	58	57	56	54	51	50	-1	-7
<b>Disney</b>	54	57	57	51	51	55	52	55	55	52	49	51	47	-4	-7
<b>BT</b>	46	49	46	47	48	51	46	51	50	45	45	43	47	4	1
<b>Vodafone</b>	48	50	46	47	46	49	50	49	48	49	48	48	46	-2	-2
<b>Coca Cola</b>	44	48	50	45	48	50	45	50	49	48	44	48	44	-4	0
<b>Ford</b>	50	52	53	49	49	52	50	50	49	52	48	49	43	-6	-7
<b>British Airways</b>	43	40	39	40	43	42	41	45	47	43	46	43	42	-1	-1
<b>HSBC</b>	49	49	47	49	46	47	50	49	49	46	44	40	41	1	-8
<b>BP</b>	42	46	41	40	40	43	41	44	45	43	42	44	41	-3	-1
<b>British Gas</b>	40	42	40	37	39	39	37	42	42	40	39	39	41	2	1
<b>McDonald's</b>	37	39	36	34	39	38	38	40	37	37	34	36	36	0	-1

## ALL 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. [ALL CONSUMERS]

	Dec-08	Jan-09	Feb-09	Mar-09	<i>Change since last month</i>
Google	70	68	68	67	-1
Tesco	63	60	63	61	-2
M&S	64	60	59	59	0
Virgin	56	57	56	54	-2
Disney	56	51	54	50	-4
Apple	55	53	52	49	-3
Coca-Cola	52	48	51	48	-3
Vodafone	49	47	48	47	-1
Ford	53	50	49	47	-2
BT	47	48	44	46	2
BA	45	46	45	43	-2
BP	44	45	45	43	-2
HSBC	47	45	40	42	2
British Gas	40	40	40	41	1
McDonald's	43	40	40	40	0

## SECTOR FOCUS – SUPERMARKETS, 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. [CONCERNED CONSUMERS ONLY]

	Mar-07	Mar-08	Mar-09	Change since last year
<b>Sainsbury's</b>	58	64	60	-4
<b>Morrisons</b>	57	62	60	-2
<b>ASDA</b>	60	62	60	-2
<b>M&amp;S</b>	62	65	60	-5
<b>Co-op</b>	-	65	58	-7
<b>Tesco</b>	60	59	58	-1
<b>Aldi</b>	-	-	53	N/A
<b>Lidl</b>	-	-	52	N/A
<b>Waitrose</b>	53	55	51	-4
<b>Somerfield</b>	-	51	50	-1

**SECTOR FOCUS – SUPERMARKETS. ALL 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. [ALL CONSUMERS]

	<b>Mar-09</b>
<b>ASDA</b>	63
<b>Tesco</b>	61
<b>Morrisons</b>	60
<b>Sainsbury's</b>	59
<b>M&amp;S</b>	59
<b>Co-op</b>	57
<b>Aldi</b>	53
<b>Lidl</b>	52
<b>Waitrose</b>	51
<b>Somerfield</b>	50

Do you think supermarkets are doing enough to tackle social and environmental issues?

		Mar-08	Mar-09	Change
Concerned Consumers	Yes	22%	26%	+4%
	No	78%	74%	-4%

		Mar-09
All Consumers	Yes	34%
	No	66%

If you had to choose, which of these do you think it is more important for supermarkets to address?

<b>Concerned Consumers</b>	<b>Mar-09</b>
Social issues	48%
Environmental issues	52%

<b>All Consumers</b>	<b>Feb-09</b>
Social issues	53%
Environmental issues	47%

On a scale of 1 to 5, how well do you think each home and garden company is doing at addressing social and environmental issues (e.g. supplier relations, working conditions, carbon footprint, use of resources etc)? Where 1 means not well at all and 5 means exceptionally well.

Concerned Consumers	Mar-08	Mar-09	Change since last year
Co-op	3.49	3.42	-0.07
Sainsbury's	3.17	3.34	0.17
M&S	3.29	3.23	-0.06
Morrisons	2.91	3.18	0.27
Asda	2.92	3.10	0.18
Waitrose	3.11	3.06	-0.05
Tesco	2.95	3.03	0.08
Aldi		2.92	N/A
Lidl		2.89	N/A
Somerfield	2.72	2.85	0.13



All Consumers	Mar-09
Co-op	3.37
Sainsbury's	3.32
M&S	3.27
Asda	3.23
Morrisons	3.21
Tesco	3.20
Waitrose	3.09
Aldi	2.95
Lidl	2.95
Somerfield	2.94

Of the following factors, which would make you actively choose to shop at a particular supermarket chain? [Concerned Consumers]

	Mar-07	Mar-08	Mar-09	<i>Difference</i>
A commitment to apply Fair Trade standards to all its suppliers	73%	71%	71%	0%
A commitment to remove all packaging from fruit and vegetables	60%	67%	62%	-5%
A commitment not to ever use landfill sites and to make all packaging compostable	66%	69%	61%	-8%
A commitment to removing all chemicals from its food	74%	63%	56%	-7%
A commitment to only stock meat that has been produced entirely in Britain	49%	47%	55%	8%
A commitment to become entirely carbon neutral	40%	42%	42%	0%
A commitment to only stock produce that is naturally in season (e.g. no strawberries in winter)	43%	41%	41%	0%
A commitment that it will never grow bigger than it is now (i.e. it will not open any more branches)	18%	17%	13%	-4%

And which would make you the MOST likely to actively choose to shop at a particular supermarket chain? [Concerned Consumers]

	Mar-07	Mar-08	Mar-09	<i>Difference</i>
A commitment to apply Fair Trade standards to all its suppliers	25%	23%	27%	4%
A commitment to removing all chemicals from its food	30%	25%	18%	-7%
A commitment not to ever use landfill sites and to make all packaging compostable	13%	17%	15%	-2%
A commitment to only stock meat that has been produced entirely in Britain	12%	11%	14%	3%
A commitment to remove all packaging from fruit and vegetables	6%	11%	13%	2%
A commitment to become entirely carbon neutral	6%	8%	6%	-2%
A commitment to only stock produce that is naturally in season (e.g. no strawberries in winter)	4%	3%	5%	2%
A commitment that it will never grow bigger than it is now (i.e. it will not open any more branches)	3%	1%	2%	1%

Of the following factors, which would make you actively choose to shop at a particular supermarket chain? [All Consumers]

	Mar-09
A commitment to apply fair trade standards to all its suppliers	62%
A commitment to remove all packaging from fruit and vegetables	59%
A commitment to removing all chemicals from its food	58%
A commitment not to ever use landfill sites and to make all packaging compostable	56%
A commitment to only stock meat that has been produced entirely in Britain	51%
A commitment to only stock produce that is naturally in season (e.g. no strawberries in winter)	34%
A commitment to become entirely carbon neutral	33%
A commitment that it will never grow bigger than it is now (i.e. it will not open any more branches)	10%

And which would make you the MOST likely to actively choose to shop at a particular supermarket chain? [All Consumers]

	Mar-09
A commitment to removing all chemicals from its food	23%
A commitment to apply fair trade standards to all its suppliers	22%
A commitment to only stock meat that has been produced entirely in Britain	15%
A commitment to remove all packaging from fruit and vegetables	14%
A commitment not to ever use landfill sites and to make all	13%
A commitment to only stock produce that is naturally in season (e.g. no strawberries in winter)	6%
A commitment to become entirely carbon neutral	6%
A commitment that it will never grow bigger than it is now (i.e. it will not open any more branches)	2%

From everything you may have read or heard about them, how would you rate the following supermarkets on value for money?  
 (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
Asda	3.73	3.84	3.66	-0.18
Aldi	-	-	3.56	-
Tesco	3.68	3.63	3.52	-0.11
Lidl	-	-	3.51	-
Morrisons	3.47	3.59	3.47	-0.12
Sainsbury's	3.37	3.3	3.26	-0.04
Co-op	-	3.3	3.09	-0.21
Somerfield	-	3.07	2.93	-0.14
M&S	3.18	3.07	2.84	-0.23
Waitrose	2.97	2.95	2.72	-0.23

From everything you may have read or heard about them, how would you rate the following supermarkets on value for money?  
(On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
Asda	3.76
Lidl	3.60
Tesco	3.59
Aldi	3.59
Morrisons	3.46
Sainsbury's	3.24
Co-op	3.05
Somerfield	2.98
M&S	2.79
Waitrose	2.73

From everything you may have read or heard about them, how would you rate the following supermarkets on quality? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
M&S	-	4.16	4.08	-0.08
Sainsbury's	-	3.81	3.83	0.02
Waitrose	-	3.75	3.75	=
Tesco	-	3.54	3.54	=
Morrisons	-	3.47	3.49	0.02
Asda	-	3.42	3.38	-0.04
Co-op	-	3.36	3.33	-0.03
Somerfield	-	3.08	3.09	0.01
Aldi	-	-	3.07	-
Lidl	-	-	3.01	-

From everything you may have read or heard about them, how would you rate the following supermarkets on quality? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
M&S	4.09
Sainsbury's	3.78
Waitrose	3.69
Tesco	3.58
Morrisons	3.48
Asda	3.47
Co-op	3.28
Somerfield	3.11
Aldi	3.04
Lidl	2.99

From everything you may have read or heard about them, how would you rate the following supermarkets on how much of their food they source from local suppliers? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good.)

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
Co-op	-	3.3	3.29	-0.01
Morrisons	2.91	3.04	3.26	0.22
Sainsbury's	3.11	3.18	3.19	0.01
Waitrose	3.15	3.21	3.09	-0.12
Tesco	2.92	3.02	3.01	-0.01
M&S	3.02	3.02	3.01	-0.01
Asda	2.88	2.97	2.99	0.02
Somerfield	-	2.78	2.76	-0.02
Aldi	-	-	2.46	-
Lidl	-	-	2.43	-



From everything you may have read or heard about them, how would you rate the following supermarkets on how much of their food they source from local suppliers? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good.)

All Consumers	Mar-09
Morrisons	3.24
Co-op	3.24
Sainsbury's	3.19
Tesco	3.13
Asda	3.09
Waitrose	3.09
M&S	3.04
Somerfield	2.83
Aldi	2.49
Lidl	2.46

From everything you may have read or heard about them, how would you rate the following supermarkets on how green they are?  
 (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
Co-op	-	3.33	3.31	-0.02
Sainsbury's	3.19	3.19	3.22	0.03
M&S	3.23	3.21	3.13	-0.08
Waitrose	3.1	3.12	3.07	-0.05
Morrisons	2.9	2.91	3.06	0.15
Tesco	3.13	3.05	3.06	0.01
Asda	2.97	2.93	3.05	0.12
Somerfield	-	2.74	2.80	0.06
Aldi	-	-	2.76	-
Lidl	-	-	2.74	-

From everything you may have read or heard about them, how would you rate the following supermarkets on how green they are?  
(On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
Co-op	3.26
Sainsbury's	3.19
M&S	3.14
Tesco	3.14
Asda	3.12
Morrisons	3.07
Waitrose	3.05
Somerfield	2.83
Aldi	2.79
Lidl	2.77

From everything you may have read or heard about them, how would you rate the following supermarkets on how organic they are? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
M&S	3.43	3.49	3.41	-0.08
Sainsbury's	3.43	3.43	3.37	-0.06
Waitrose	3.34	3.38	3.30	-0.08
Co-op	-	3.28	3.24	-0.04
Tesco	3.24	3.22	3.14	-0.08
Morrisons	3.01	3.09	3.06	-0.03
Asda	3.02	3.04	3.05	0.01
Somerfield	-	2.85	2.82	-0.03
Aldi	-	-	2.62	-
Lidl	-	-	2.59	-

From everything you may have read or heard about them, how would you rate the following supermarkets on how organic they are? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
M&S	3.38
Sainsbury's	3.36
Waitrose	3.27
Tesco	3.20
Co-op	3.19
Asda	3.14
Morrisons	3.09
Somerfield	2.86
Aldi	2.66
Lidl	2.63

From everything you may have read or heard about them, how would you rate the following supermarkets on how large a range of healthy products they stock? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
Sainsbury's	3.63	3.71	3.69	-0.02
M&S	3.62	3.67	3.60	-0.07
Tesco	3.48	3.58	3.49	-0.09
Morrisons	3.24	3.39	3.41	0.02
Waitrose	3.47	3.49	3.40	-0.09
Asda	3.3	3.43	3.37	-0.06
Co-op	-	3.3	3.27	-0.03
Somerfield	-	3.06	3.00	-0.06
Aldi	-	-	2.79	-
Lidl	-	-	2.72	-

From everything you may have read or heard about them, how would you rate the following supermarkets on how large a range of healthy products they stock? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
Sainsbury's	3.67
Tesco	3.58
M&S	3.58
Asda	3.48
Morrisons	3.42
Waitrose	3.39
Co-op	3.24
Somerfield	3.06
Aldi	2.83
Lidl	2.79

From everything you may have read or heard about them, how would you rate the following supermarkets on how convenient they are to get to? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

<b>Concerned Consumers</b>	<b>Mar-07</b>	<b>Mar-08</b>	<b>Mar-09</b>	<b>Change</b>
<b>Tesco</b>	3.81	3.68	3.71	0.03
<b>Sainsbury's</b>	3.41	3.38	3.38	0.00
<b>Asda</b>	3.33	3.26	3.27	0.01
<b>Co-op</b>	-	3.24	3.16	-0.08
<b>Morrisons</b>	3.15	3.24	3.12	-0.12
<b>M&amp;S</b>	3.14	3.16	3.03	-0.13
<b>Aldi</b>	-	-	2.88	-
<b>Lidl</b>	-	-	2.85	-
<b>Somerfield</b>	-	2.8	2.75	-0.05
<b>Waitrose</b>	2.36	2.34	2.25	-0.09



From everything you may have read or heard about them, how would you rate the following supermarkets on how convenient they are to get to? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
Tesco	3.80
Sainsbury's	3.43
Asda	3.38
Morrisons	3.20
Co-op	3.18
M&S	3.07
Lidl	2.95
Aldi	2.92
Somerfield	2.81
Waitrose	2.40

From everything you may have read or heard about them, how would you rate the following supermarkets on how involved they are in the local community (e.g. donating to charities, sponsorships etc)? (On a scale of 1 to 5 where 1 means they are very good.)

<b>Concerned Consumers</b>	<b>Mar-07</b>	<b>Mar-08</b>	<b>Mar-09</b>	<b>Change</b>
<b>Tesco</b>	3.27	3.27	3.32	0.05
<b>Sainsbury's</b>	3.18	3.22	3.30	0.08
<b>Asda</b>	3.04	3.1	3.18	0.08
<b>Co-op</b>	-	3.13	3.18	0.05
<b>Morrisons</b>	2.79	2.85	2.97	0.12
<b>M&amp;S</b>	2.73	2.82	2.80	-0.02
<b>Waitrose</b>	2.72	2.67	2.77	0.10
<b>Somerfield</b>	-	2.65	2.66	0.01
<b>Aldi</b>	-	-	2.39	-
<b>Lidl</b>	-	-	2.36	-

From everything you may have read or heard about them, how would you rate the following supermarkets on how involved they are in the local community (e.g. donating to charities, sponsorships etc)? (On a scale of 1 to 5 where 1 means they are very good.)

All Consumers	Mar-09
Tesco	3.34
Sainsbury's	3.30
Asda	3.20
Co-op	3.08
Morrisons	2.97
M&S	2.81
Waitrose	2.80
Somerfield	2.69
Aldi	2.45
Lidl	2.43

From everything you may have read or heard about them, how would you rate the following supermarkets on how well they treat and reward their employees? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-07	Mar-08	Mar-09	Change
M&S	3.47	3.51	3.41	-0.10
Sainsbury's	3.2	3.22	3.26	0.04
Waitrose	3.27	3.31	3.23	-0.08
Co-op	-	3.23	3.13	-0.10
Tesco	3.11	3.18	3.12	-0.06
Asda	3.13	3.17	3.09	-0.08
Morrisons	2.98	3.08	3.02	-0.06
Somerfield	-	2.9	2.87	-0.03
Aldi	-	-	2.82	-
Lidl	-	-	2.74	-

From everything you may have read or heard about them, how would you rate the following supermarkets on how well they treat and reward their employees? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
M&S	3.34
Sainsbury's	3.22
Waitrose	3.18
Tesco	3.16
Asda	3.16
Co-op	3.09
Morrisons	3.07
Somerfield	2.88
Aldi	2.83
Lidl	2.77

From everything you may have read or heard about them, how would you rate the following supermarkets on how transparent they are in the way they label products so that you know what you're buying? (On a scale of 1 to 5 where 1 means they are very good.)

Concerned Consumers	Mar-08	Mar-09	Change
M&S	3.64	3.55	-0.09
Sainsbury's	3.64	3.53	-0.11
Tesco	3.54	3.40	-0.14
Asda	3.4	3.38	-0.02
Morrisons	3.31	3.36	0.05
Co-op	3.45	3.33	-0.12
Waitrose	3.4	3.26	-0.14
Somerfield	3.06	3.07	0.01
Aldi	-	2.82	-
Lidl	-	2.75	-

From everything you may have read or heard about them, how would you rate the following supermarkets on how transparent they are in the way they label products so that you know what you're buying? (On a scale of 1 to 5 where 1 means they are very good.)

All Consumers	Mar-09
M&S	3.51
Sainsbury's	3.49
Tesco	3.45
Asda	3.42
Morrisons	3.33
Co-op	3.29
Waitrose	3.24
Somerfield	3.08
Aldi	2.87
Lidl	2.83

From everything you may have read or heard about them, how would you rate the following supermarkets on their efforts to reduce the use of plastic bags? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

Concerned Consumers	Mar-08	Mar-09	Change
Tesco	3.37	3.60	0.23
Sainsbury's	3.25	3.59	0.34
M&S	3.45	3.51	0.06
Asda	2.95	3.34	0.39
Co-op	2.98	3.26	0.28
Lidl	-	3.22	-
Aldi	-	3.21	-
Morrisons	2.78	3.21	0.43
Waitrose	2.95	3.16	0.21
Somerfield	2.64	2.97	0.33



From everything you may have read or heard about them, how would you rate the following supermarkets on their efforts to reduce the use of plastic bags? (On a scale of 1 to 5 where 1 means they are very poor and 5 means they are very good).

All Consumers	Mar-09
Tesco	3.63
Sainsbury's	3.52
M&S	3.45
Asda	3.38
Co-op	3.25
Lidl	3.24
Aldi	3.22
Morrisons	3.22
Waitrose	3.16
Somerfield	2.98

On a scale of 1 to 5, how important would you say the following factors are in your choice of which supermarket chain you regularly shop at – where 1 means they are completely unimportant and 5 means they are very important indeed?

<b>Concerned Consumers</b>	<b>Mar-07</b>	<b>Mar-08</b>	<b>Mar-09</b>	<b><i>Difference</i></b>
<b>Value for money</b>	4.35	4.29	4.35	0.06
<b>Quality</b>	-	4.39	4.34	-0.05
<b>How convenient they are to get to</b>	4.12	4.05	4.25	0.20
<b>How transparent they are in the way they label products</b>	-	4.04	3.81	-0.23
<b>How large a range of healthy products they stock</b>	3.83	3.85	3.72	-0.13
<b>How much of their food they source from local suppliers</b>	3.71	3.83	3.70	-0.13
<b>Their efforts to reduce the use of plastic bags</b>	-	3.87	3.59	-0.28
<b>How green they are</b>	3.59	3.73	3.44	-0.29
<b>How well they treat and reward their employees</b>	3.68	3.69	3.31	-0.38
<b>How involved they are in the local community – e.g. donating</b>	3.42	3.54	3.23	-0.31
<b>How organic they are</b>	3.16	3.33	3.07	-0.26

On a scale of 1 to 5, how important would you say the following factors are in your choice of which supermarket chain you regularly shop at – where 1 means they are completely unimportant and 5 means they are very important indeed?

<b>All Consumers</b>	<b>Mar-09</b>
<b>Value for money</b>	4.40
<b>Quality</b>	4.34
<b>How convenient they are to get to</b>	4.26
<b>How transparent they are in the way they label products so that you know what you're buying</b>	3.70
<b>How large a range of healthy products they stock</b>	3.65
<b>How much of their food they source from local suppliers</b>	3.57
<b>Their efforts to reduce the use of plastic bags</b>	3.46
<b>How green they are</b>	3.27
<b>How well they treat and reward their employees</b>	3.17
<b>How involved they are in the local community – e.g. donating to charities, sponsorships etc.</b>	3.07
<b>How organic they are</b>	2.92

Thinking about the next year, are you likely to:

	Mar-08	Mar-09	Change from last year
<b>Concerned Consumers</b>			
Buy food with less packaging	80%	77%	-3%
Buy healthier food	64%	66%	2%
Buy more locally produced goods	71%	65%	-6%
Buy food that can guarantee a better deal for farmers and producers	66%	62%	-4%
Look more carefully at the label before buying a product	59%	58%	-1%
Buy more Fair Trade products	59%	54%	-5%
Buy food that can guarantee a smaller impact on the environment	59%	47%	-12%
Buy more food from local shops	43%	46%	3%
Buy more organic food	34%	23%	-11%

Thinking about the next year, are you likely to:

<b>All Consumers</b>	<b>Mar-09</b>
Buy food with less packaging	70%
Buy healthier food	64%
Buy more locally produced goods	59%
Look more carefully at the label before buying a product	55%
Buy food that can guarantee a better deal for farmers and producers	54%
Buy more fair trade products	45%
Buy more food from local shops	41%
Buy food that can guarantee a smaller impact on the environment	39%
Buy more organic food	18%

Compared to 12 months ago, do you think you use more plastic bags, less, or about the same amount?

<b>Concerned Consumers</b>	<b>Mar-09</b>
A lot more	1%
A bit more	2%
About the same	12%
A bit less	31%
A lot less	54%

<b>All Consumers</b>	<b>Mar-09</b>
A lot more	2%
A bit more	2%
About the same	15%
A bit less	32%
A lot less	49%

It has recently been proposed that a minimum price should be introduced for each unit of alcohol sold in an attempt to reduce binge drinking and heavy drinking. Which of these statements comes closest to your view, even if it does not match it exactly?

Concerned Consumers	Mar-09
I would support the introduction of a minimum price for each alcohol unit because I think it will reduce binge drinking	19%
I would support the introduction of a minimum price for each alcohol unit because I think it will reduce the amount people drink generally	16%
I would not support the introduction of a minimum price for each alcohol unit because I don't think it will reduce binge or heavy drinking	30%
I would not support the introduction of a minimum price for each alcohol unit because I think it would penalise moderate drinkers whether or not it reduces binge and heavy drinking	35%

Concerned Consumers	Mar-09
I would support the introduction of a minimum price for each alcohol unit because I think it will reduce binge drinking	17%
I would support the introduction of a minimum price for each alcohol unit because I think it will reduce the amount people drink generally	14%
I would not support the introduction of a minimum price for each alcohol unit because I don't think it will reduce binge or heavy drinking	29%
I would not support the introduction of a minimum price for each alcohol unit because I think it would penalise moderate drinkers whether or not it reduces binge and heavy drinking	40%

**In light of the current economic climate, have you changed the brands you buy at the supermarket in order to save money?**

<b>Concerned Consumers</b>	
<b>Yes</b>	56%
<b>No</b>	41%
<b>Don't know</b>	3%

<b>All Consumers</b>	
<b>Yes</b>	53%
<b>No</b>	44%
<b>Don't know</b>	3%

**And have you changed the supermarket you mostly shop at in order to save money?**

<b>Concerned Consumers</b>	
<b>Yes</b>	18%
<b>No</b>	80%
<b>Don't know</b>	1%

<b>All Consumers</b>	
<b>Yes</b>	18%
<b>No</b>	81%
<b>Don't know</b>	1%



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?

Concerned Consumers	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09
I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra	65%	63%	58%	56%	55%	55%	59%	56%	60%	60%	58%	59%	53%
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	35%	37%	42%	44%	45%	45%	41%	44%	40%	40%	42%	41%	47%

All Consumers	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09
I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra	40%	44%	41%	45%	40%
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	60%	56%	59%	55%	60%

