

## CONCERNED CONSUMERS SUMMARY -- JUNE 2007

Populus interviewed 1,195 adults aged 18+ online between June 22<sup>nd</sup> & 25<sup>th</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).

(Concerned Consumers n=549)

### 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	Change
Google	68	71	66	71	+5
Marks & Spencer	62	64	60	67	+7
Tesco	60	59	58	64	+6
Virgin	54	59	55	57	+2
Apple	49	53	48	55	+7
Disney	47	48	50	54	+4
Ford	48	53	47	52	+5
Coca Cola	43	42	44	52	+8
Vodafone	44	49	46	50	+4
BT	47	47	45	50	+5
BP	45	46	42	48	+6
HSBC	46	44	44	47	+3
British Airways	47	45	42	47	+5
British Gas	43	36	38	43	+5
McDonalds	31	29	31	36	+5

## SECTOR FOCUS –CAR MANUFACTURERS

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	Jun-07
Honda	57
Volkswagen	56
Audi	54
BMW	53
Toyota	53
Ford	52
Vauxhall	52
Peugeot	49
Renault	48
Citroen	46

Do you think car manufacturers as a whole takes the environmental impact of driving seriously or not?

	Concerned Consumers	Rest
Yes	34%	46%
No	66%	54%

Which car manufacturer do you think is doing the most to minimise the environmental impact of driving?

Toyota	24%
Honda	22%
Ford	12%
Volkswagen	11%
BMW	7%
Citroen	6%
Audi	5%
Vauxhall	4%

	Peugeot	4%
	Renault	4%

If a car manufacturer promised to make the first 45,000 miles driven in a new car carbon neutral, which of the following statements would come closest to your views?

It's an attractive proposition which would make me think differently about the car in question	52%
It's a minor but none the less commendable gesture	35%
It's a pointless gimmick that I find annoying	13%

Some local councils are considering introducing or have introduced schemes which make the owners of cars which emit more carbon e.g. MPVs and 4x4s pay more for residents' parking. Which of these statements comes closest to your view?

	Concerned Consumers	Rest
Support	61%	49%
Oppose	39%	51%

If you had to choose between one of the following, which kind of car would you prefer to buy?

A fuel-efficient petrol car	31%
A hybrid car	26%
A diesel car	21%
An electric car	14%
An LPG-powered car	9%

Thinking about the future which of the following do you think you will be driving in ten years time?

I probably won't have a car	27%
A hybrid car	21%
A petrol car	13%
A diesel car	12%
A hydrogen car	11%
An electric car	10%
An LPG-powered car	7%

Who do you think should take responsibility for the safe disposal of vehicles when they reach the end of their life cycle?

	Concerned Consumers	Rest
Car manufacturer	43%	34%
Individual car owner	34%	40%
Government	23%	25%

## TOPICAL FOCUS – PRIVATE EQUITY COMPANIES

For the following list of companies and household names please say whether to the best of your knowledge they are owned by private equity companies or if they are PLCs publicly-listed on the Stock Exchange

	Owned by private equity	A PLC (publicly-listed company)	Don't Know
The AA	29%	34%	37%
Interflora	23%	21%	55%
Boots	21%	55%	24%
Cadburys	19%	53%	27%
Sainsbury's	17%	61%	22%
Barclays	9%	65%	26%

And would you be more likely or less likely to buy their products and services if they were owned by private equity companies or would it make no difference?

	More likely	Less likely	Make no difference
Barclays	5%	12%	83%
Sainsbury's	6%	10%	84%
Cadburys	5%	9%	86%
The AA	6%	9%	85%
Boots	6%	9%	85%
Interflora	6%	8%	86%

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
Fly less often	57%	53%	51%
Pay more to fly each time	13%	14%	9%
Neither	30%	33%	40%