

CONCERNED CONSUMERS SUMMARY -- DECEMBER 2007

Populus interviewed 1158 adults aged 18+ online between 14th and 17th December 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=510)

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	Dec-07	Change
Google	68	71	66	71	73	70	72	70	71	68	-3
Marks & Spencer	62	64	60	67	64	66	65	64	67	67	--
Tesco	60	59	58	64	61	63	64	63	62	60	-2
Virgin	54	59	55	57	57	58	61	56	58	59	+1
Apple	49	53	48	55	54	55	58	57	56	56	--
Disney	47	48	50	54	51	56	53	53	54	53	-1
Vodafone	44	49	46	50	48	49	53	47	47	49	+2
HSBC	46	44	44	47	47	49	49	47	48	48	--
Ford	48	53	47	52	51	51	53	50	48	47	-1
BT	47	47	45	50	51	48	51	45	46	45	-1
British Airways	47	45	42	47	47	43	46	45	45	45	--
BP	45	46	42	48	47	46	48	44	45	44	-1
British Gas	43	36	38	43	44	43	-	42	44	44	--
Coca Cola	43	42	44	52	49	46	48	48	42	43	+1
McDonalds	31	29	31	36	35	36	37	34	34	34	--

SECTOR FOCUS – TOY 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.

Early Learning Centre	64
Lego	63
Toys R Us	55
Disney	53
Hamleys	51
Mattel	50
Playmobil	48
Hasbro	43

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

Yes	18%
No	82%

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

Early Learning Centre	3.54
Lego	3.31
Hamleys	3.00
Disney	2.97
Playmobil	2.89
Toys R Us	2.85
Hasbro	2.64
Mattel	2.56

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

Early Learning Centre	3.23
Lego	2.99
Hamleys	2.81
Toys R Us	2.76
Disney	2.74
Playmobil	2.72
Hasbro	2.56
Mattel	2.44

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

Social issues	42%
Environmental issues	58%

Do you think children today tend to have too many toys?

Yes	92%
No	8%

On a scale of 1 to 5, how concerned are you about each of the following? Where 1 means not at all concerned and 5 means very concerned indeed

The safety of toys made in developing countries such as China	4.29
The way toy companies advertise to children	4.17
The extent to which some toys are linked to violence	4.12
The conditions of workers in developing countries such as China	4.08
The packaging on toys	3.97
The environmental impact of toy production and use	3.93

Which of the following initiatives would you most like toy companies to do?

Move all production processes back to their country of origin	30%
Use their influence over young people to tackle social issues like bullying and racism (e.g. through toys designed around particular social messages)	25%
Radically reduce their environmental impact	21%
Use their influence over young people to encourage them to live in a more environmentally friendly way (e.g. through toys designed around environmental messages)	18%
Make a commitment to trying to break cultural stereotypes (e.g. dolls for girls, cars for boys)	5%

Do you agree or disagree with the following statements?

	Agree	Disagree
I think parents often buy toys because of pressure from their children	96%	4%
I think that advertisements for toys on television lead to children pressuring their parents to buy them	96%	4%
I think that advertisements on television pressurise parents into buying more toys whether their children ask for them or not	74%	26%
There's nothing wrong in some advertisements being aimed at children, it is up to the parents to say no	60%	40%

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	Dec-07
Fly less often	57%	53%	51%	53%	54%	55%	52%	57%	54%
Pay more to fly each time	13%	14%	9%	12%	15%	13%	15%	14%	12%
Neither	30%	33%	40%	35%	32%	33%	33%	30%	33%

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	Dec-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%	69%
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%	31%

Please indicate whether you agree or disagree with the following statements (agree strongly, slightly, neither agree nor disagree, disagree slightly, strongly)?

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
It has become overly-commercialised	77%	16%	5%	1%	1%
It has lost its religious significance	61%	27%	9%	1%	1%
It damages the environment	16%	31%	35%	12%	7%

To what extent do you take into account issues like ethical sourcing and sustainability when choosing which Christmas presents to buy?

A great extent	11%
Some extent	66%
No extent	23%

Have you heard of schemes like Oxfam Unwrapped or Good Gifts where you give presents – like farming tools, safe water or livestock – that help fight poverty and disease on someone else’s behalf?

Yes	82%
No	18%

Have you bought someone you know a gift from somewhere like Oxfam Unwrapped or Good Gifts? (of those who have heard of them)

Yes	31%
No	69%