

CONCERNED CONSUMERS SUMMARY -- AUGUST 2007

Populus interviewed 1,298 adults aged 18+ online between 23rd and 27th August 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=630)

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	Change
Google	68	71	66	71	73	70	-3
Marks & Spencer	62	64	60	67	64	66	+2
Tesco	60	59	58	64	61	63	+2
Virgin	54	59	55	57	57	58	+1
Apple	49	53	48	55	54	55	+1
Disney	47	48	50	54	51	56	+5
Ford	48	53	47	52	51	51	-
BT	47	47	45	50	51	48	-3
Coca Cola	43	42	44	52	49	46	-3
Vodafone	44	49	46	50	48	49	+1
BP	45	46	42	48	47	46	-1
HSBC	46	44	44	47	47	49	+2
British Airways	47	45	42	47	47	43	-4
British Gas	43	36	38	43	44	43	-1
McDonalds	31	29	31	36	35	36	+1

SECTOR FOCUS –ENERGY 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.

	Aug-07
Good Energy	48
Powergen (E.ON UK)	47
NPower	46
Scottish Power	45
Ecotricity	44
Scottish and Southern	44
Southern Electric	44
British Gas	43
EDF	42
United Utilities	42

Do you think energy companies are doing enough to address environmental issues?

Yes	14%
No	86%

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

Good Energy	4.76
Ecotricity	4.73
United Utilities	4.62
Scottish and Southern	4.50
EDF	4.47
Southern Electric	4.33
Scottish Power	4.17
NPower	4.10
Powergen (E.ON UK)	4.06
British Gas	3.56

On a scale of 1 to 5, how important would you say the following factors are in determining your choice of energy supplier or your decision to stay with the same energy supplier? Where 1 means they are completely unimportant and 5 means they are very important indeed.

Price	4.47
Customer service	4.41
How hard they are working to use resources effectively and reduce waste	4.21
Their level of investment in renewable energy	4.17
How hard they are working to address climate change	4.15
The extent to which they help me become more environmentally efficient	4.12
Their approach to biodiversity	4.11
Product range	3.72
Whether my family or friends recommend them	3.18
It's the one I've always used and I can't be bothered to change	2.67

Which of the following best describes your understanding of a "green" electricity tariff?

The electricity supplied to my house will be from renewable sources	35%
The supplier increases the amount of renewable energy it generates in total	24%
The supplier makes a contribution on my behalf to support new renewable energy development	29%
The supplier is selling me the renewable energy that they have to generate by law, no additional renewable energy is being generated	12%

Which of the following best describes your opinion of nuclear power?

I support it entirely and think it is the best way to tackle climate change	17%
I think it may have a role to play in our overall energy mix in the future	63%
I oppose the use of nuclear power under any circumstance	20%

Which of the following do you think should take most responsibility for addressing climate change?

Government	49%
Energy companies	20%
Individuals	31%

Do you think the UK has any chance of meeting its EU target for 20% of its total energy supply to come from renewables by 2020?

Yes	32%
No	68%

Do you think employees should be banned from using social networking sites such as Facebook at work?

Yes	66%
No	34%

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

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	I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra	65%
	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%
Others	I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra	36%
	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	64%