

## CONCERNED CONSUMERS SUMMARY -- AUGUST 2007

Populus interviewed 1185 adults aged 18+ online between 26<sup>th</sup> and 29<sup>th</sup> October 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=599)

### 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	Change
Google	68	71	66	71	73	70	72	70	-2
Marks & Spencer	62	64	60	67	64	66	65	64	-1
Tesco	60	59	58	64	61	63	64	63	-1
Virgin	54	59	55	57	57	58	61	56	-5
Apple	49	53	48	55	54	55	58	57	-1
Disney	47	48	50	54	51	56	53	53	-
Ford	48	53	47	52	51	51	53	50	-3
BT	47	47	45	50	51	48	51	45	-6
Coca Cola	43	42	44	52	49	46	48	48	-
Vodafone	44	49	46	50	48	49	53	47	-6
BP	45	46	42	48	47	46	48	44	-4
HSBC	46	44	44	47	47	49	49	47	-2
British Airways	47	45	42	47	47	43	46	45	-1
British Gas	43	36	38	43	44	43	-	42	-1
McDonalds	31	29	31	36	35	36	37	34	-3

## SECTOR FOCUS – CLOTHING RETAILERS

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.

M&S	64
George (Asda)	61
Matalan	57
Primark	57
Next	55
Cherokee (Tesco)	54
Topshop	47
Gap	44
Armani	43
Stella McCartney	41

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

Yes	18%
No	82%

If you had to choose, which of these do you think it is more important for clothing retailers to address, social issues or environmental issues?

Social issues	69%
Environmental issues	31%

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

M&S	3.22
George (Asda)	2.93
Cherokee (Tesco)	2.83
Stella McCartney	2.75
Matalan	2.69
Next	2.69
Primark	2.65
Gap	2.62
Topshop	2.58
Armani	2.5

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

M&S	3.29
George (Asda)	3.08
Cherokee (Tesco)	2.89
Next	2.84
Matalan	2.8
Stella McCartney	2.8
Primark	2.7
Gap	2.69
Topshop	2.69
Armani	2.55

Do you think a school uniform that costs £10 can ever have been produced ethically?

Yes	38%
No	62%

On a scale of 1 to 5 how important would you say the following factors are in determining where to buy an item of clothing? Where 1 means not important at all and 5 means very important indeed.

Price	4.14
Range	3.88
Service	3.83
Style	3.78
Commitment to social and environmental issues	3.72
Convenience	3.55

Which of the following would you most like clothes retailers to do?

Ensure workers in developing countries are treated fairly	47%
Commit to never testing anything on animals	13%
Source all materials in the UK	12%
Invest in the communities in which their stores are located	11%
Reduce the carbon footprint of all stores	10%
Commit to never using fur	6%
Commit to only using organic cotton	1%

Do you think it is ethically acceptable to buy fake versions of designer goods?

Yes	53%
No	47%

Do you think luxury brands are produced to higher ethical standards than cheaper brands?

Yes	19%
No	81%

The Government has recently announced plans to change Capital Gains Tax, the tax paid on profits made from selling assets like second homes, land, luxury items and company shares.

Currently the amount of tax paid on these items varies between 10% and 40%, depending on the type of asset being sold and how long it has been owned for. Under the new proposals this system would be replaced by a single flat rate of 18%.

Supporters of these changes argue that the new system will be easier to understand, reduce the amount of tax paid by ordinary people buying and selling shares, and end a situation where private equity bosses have to pay just 10% on some of the profits they make.

Critics argue that the changes are being rushed through, that they will discourage wealthy people from investing in companies and penalise owners of small businesses who will end up paying more in tax when they decide to sell them.

From what you've read or heard, do you generally...?

Support the changes to Capital Gains Tax	34%
Oppose the changes to Capital Gains Tax	21%
Don't know	45%

The Competition Commission is due to report shortly on the results of its inquiry into whether or not supermarkets have too much power in providing groceries to people. When you think of Tesco, which of these statements comes closest to your view?

	April 07*	Oct 07
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%	43%
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%	57%

\* In April '07, the same answer options were presented but the question was phrased as, 'Tesco recently announced annual profits of £2.6 billion. Which of these comes closest to your view?'

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
Fly less often	57%	53%	51%	53%	54%	55%	52%
Pay more to fly each time	13%	14%	9%	12%	15%	13%	15%
Neither	30%	33%	40%	35%	32%	33%	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
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%
I would be more likely to buy products and services that represented the best value for money	49%	35%	41%	40%

regardless of the company's ethical or environmental credentials				
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