

Nielsen Global Survey

May, 2008

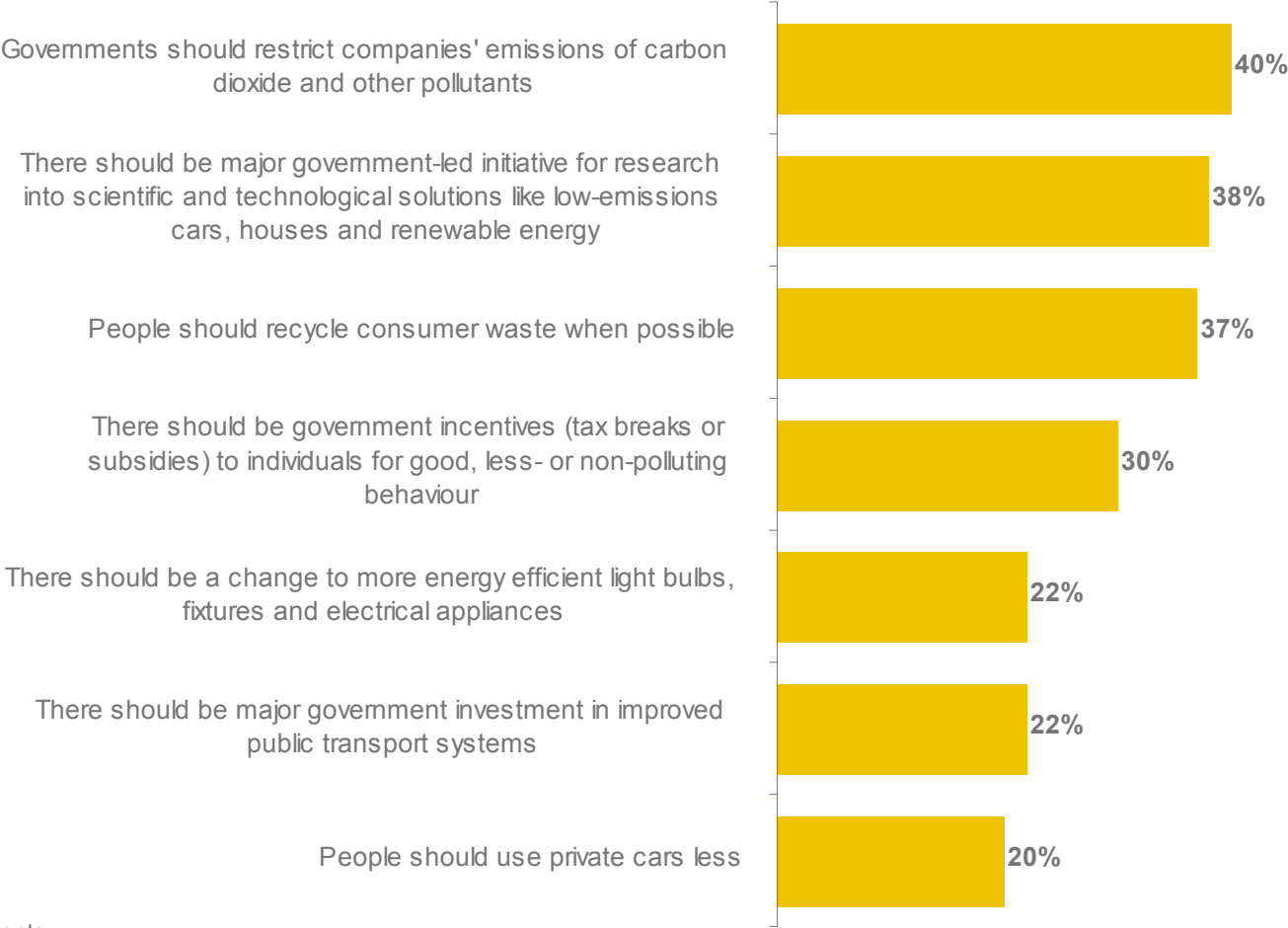


Company Ethics



Biggest contributions society can make to combat global warming/ climate change?

- Global Average



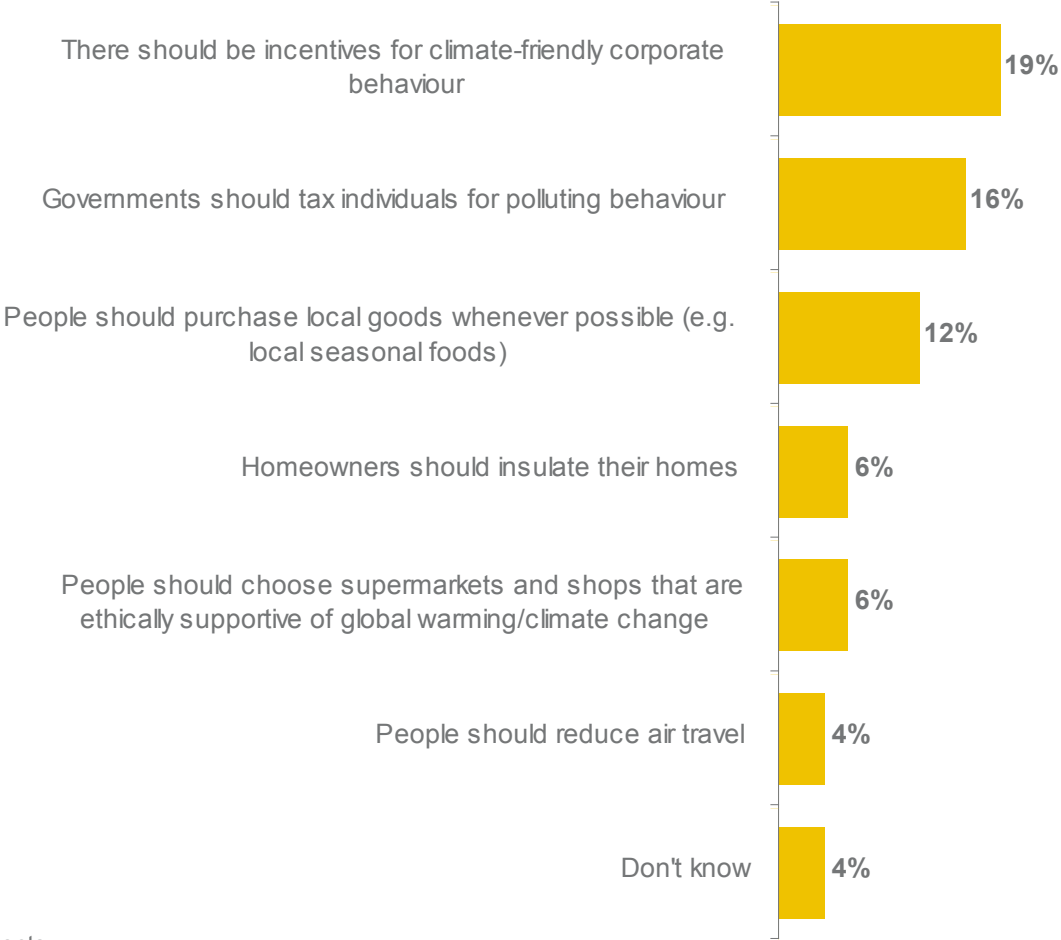
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Biggest contributions society can make to combat global warming/ climate change?

- Regional Average



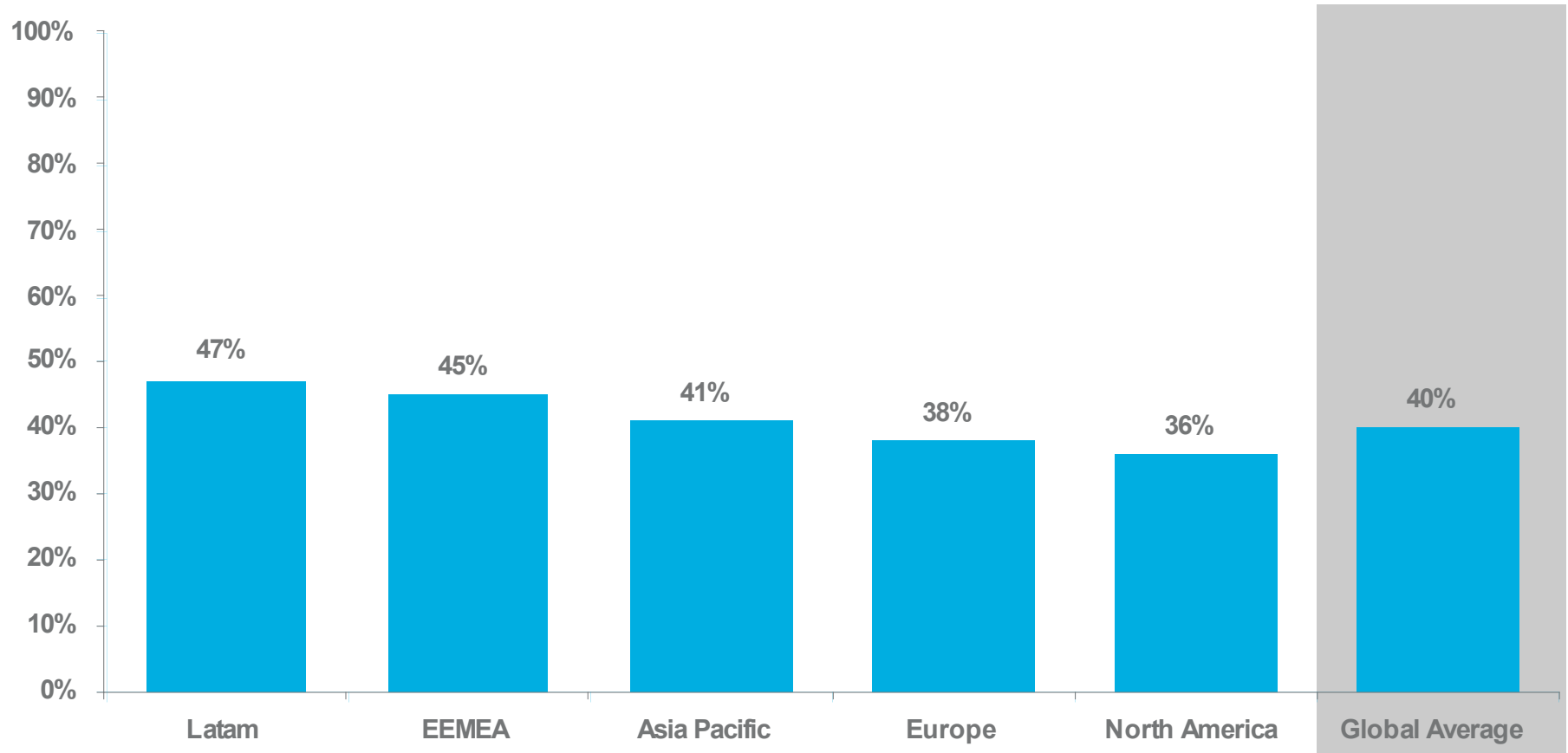
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Biggest contributions society can make to combat global warming/ climate change?

- Governments should restrict companies' emissions of carbon dioxide and other pollutants



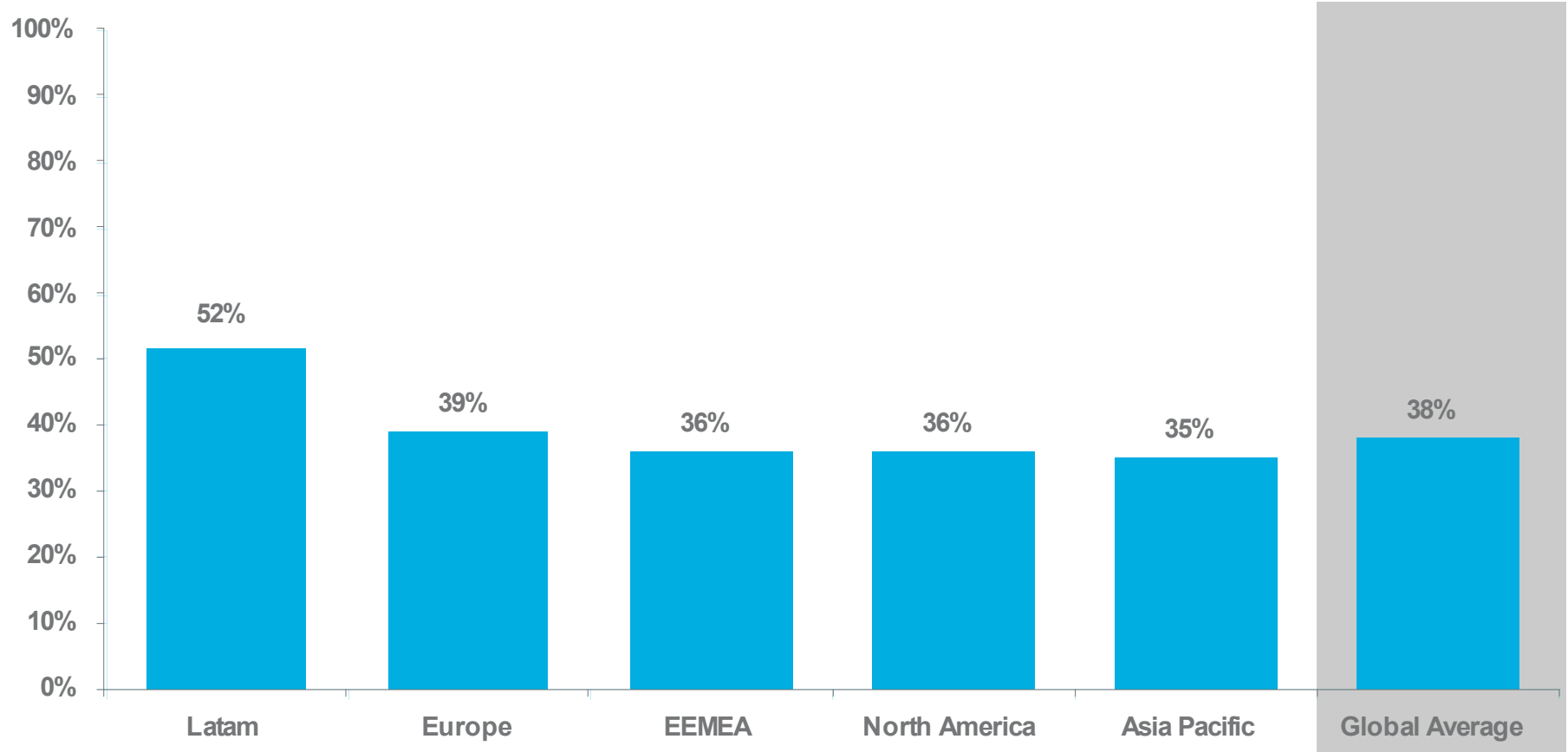
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Biggest contributions society can make to combat global warming/ climate change?

- There should be major government-led initiative for research into scientific and technological solutions like low-emissions cars, houses and renewable energy



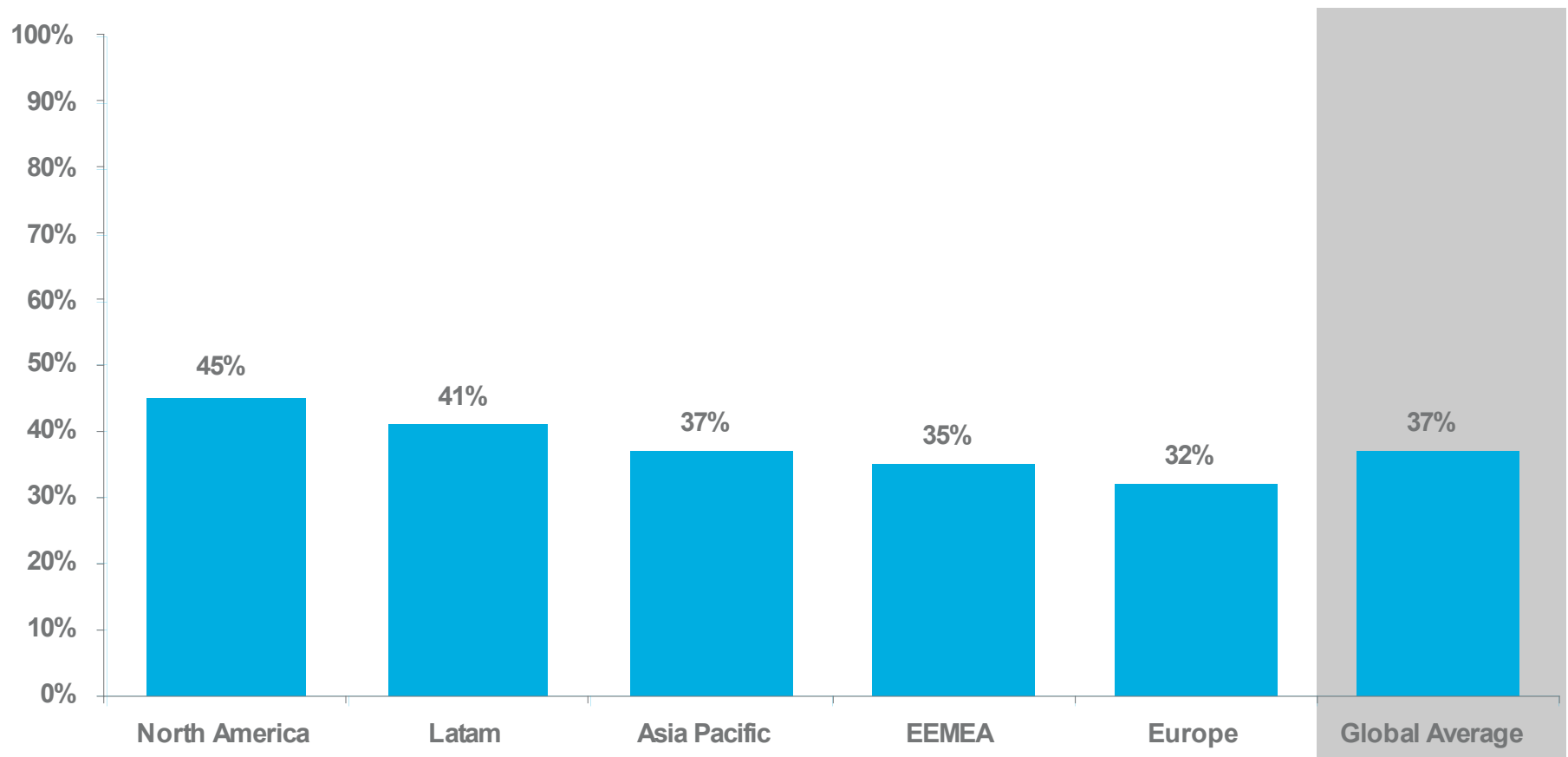
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Biggest contributions society can make to combat global warming/ climate change?

- People should recycle consumer waste when possible



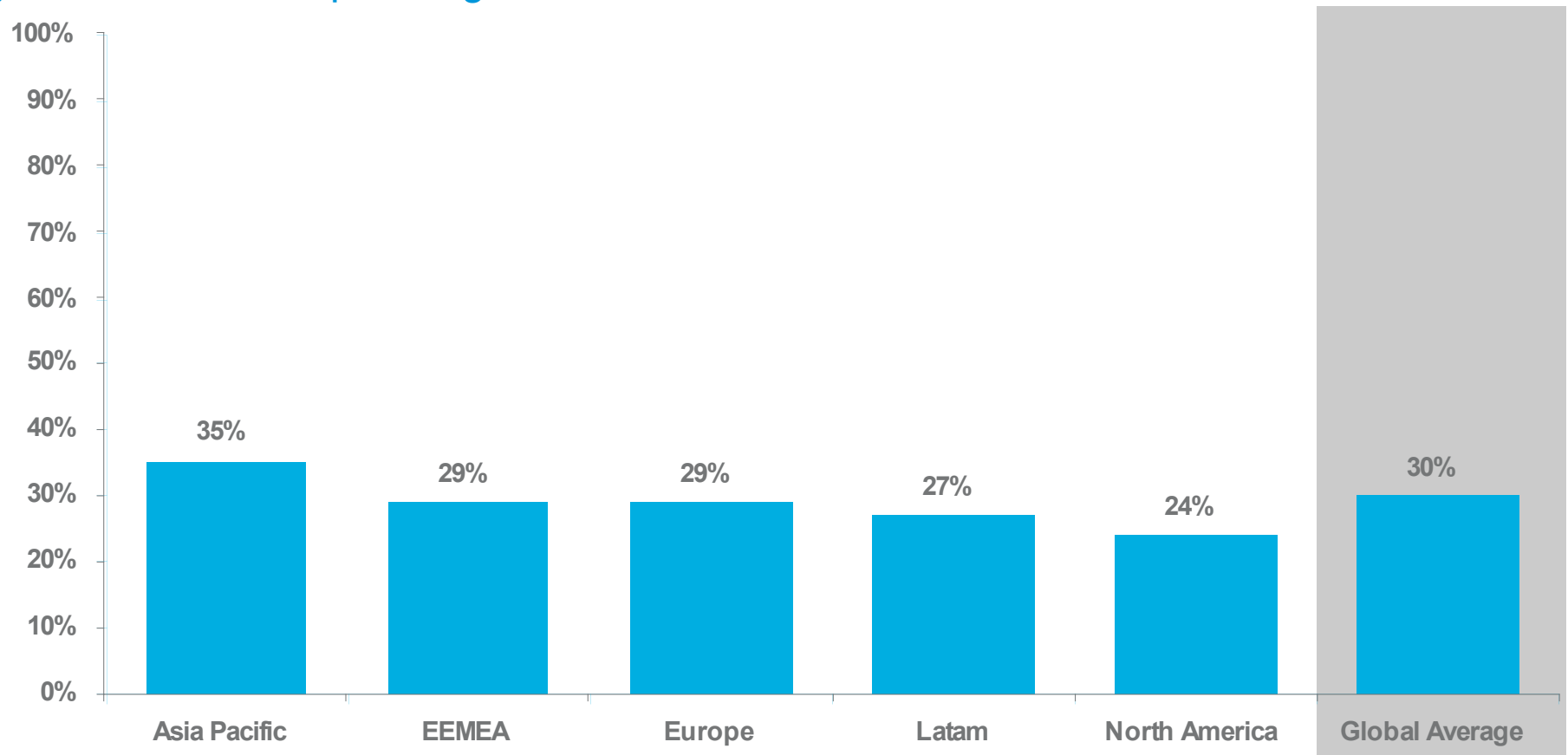
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Biggest contributions society can make to combat global warming/ climate change?

- There should be government incentives (tax breaks or subsidies) to individuals for good, less- or non-polluting behaviour



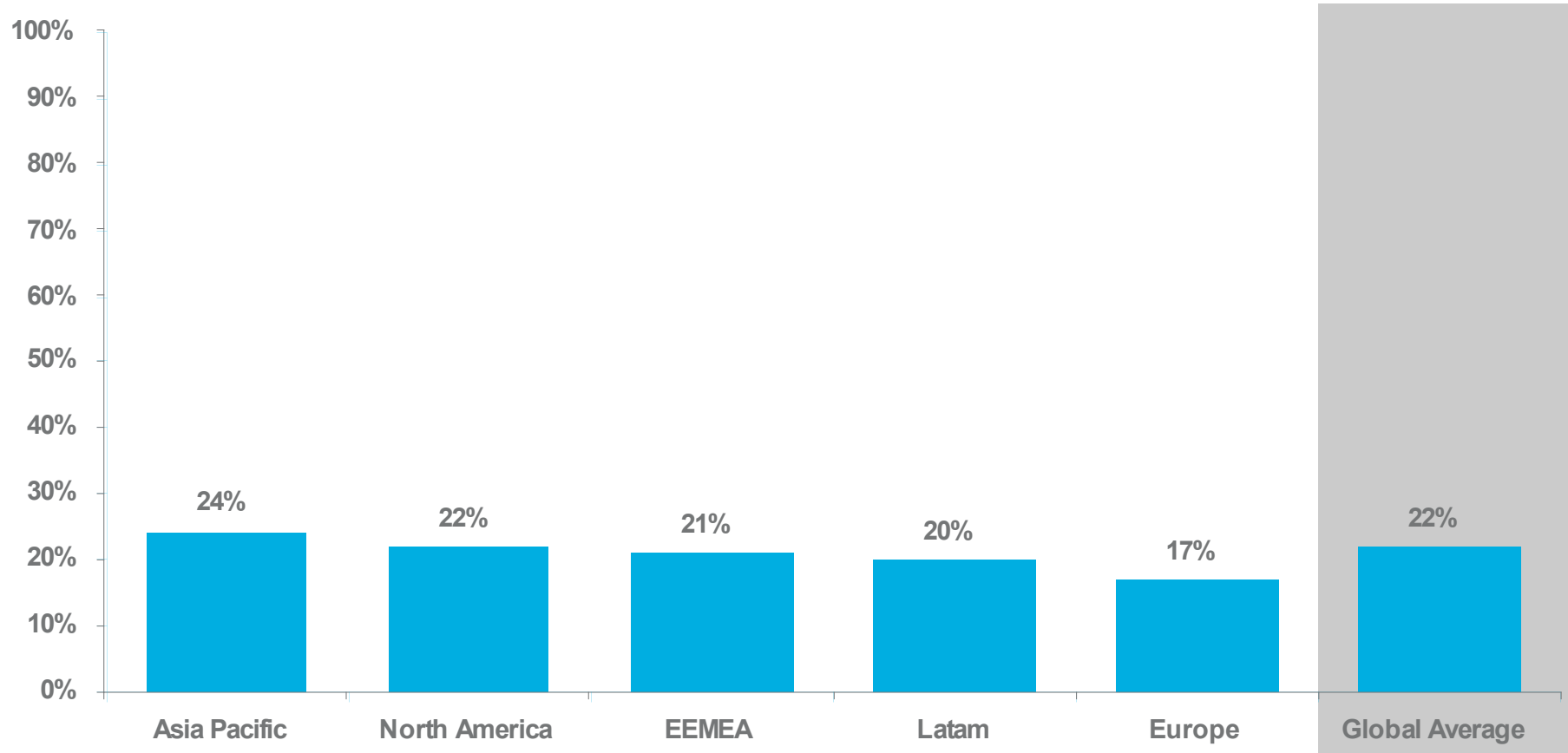
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Biggest contributions society can make to combat global warming/ climate change?

- There should be a change to more energy efficient light bulbs, fixtures and electrical appliances



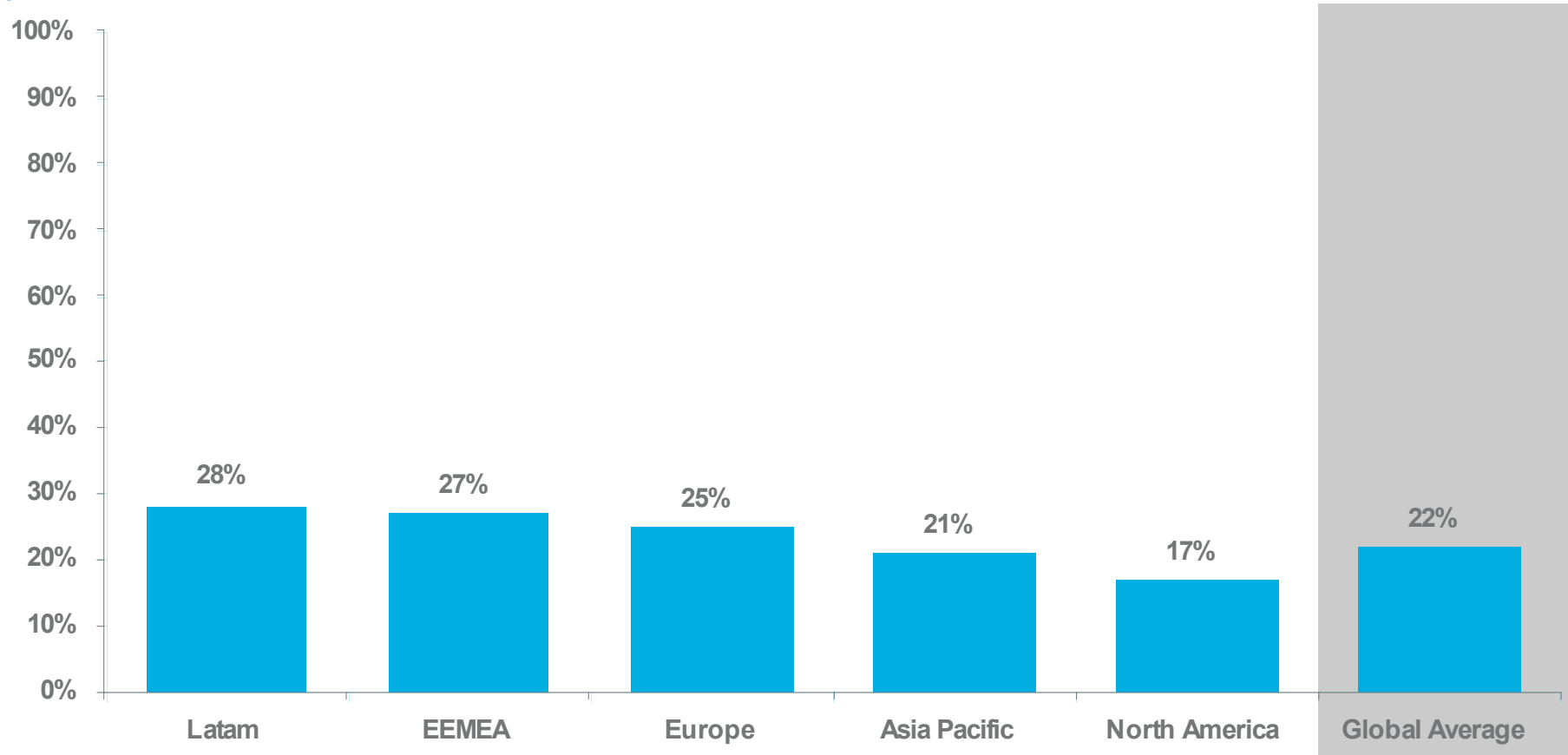
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Biggest contributions society can make to combat global warming/ climate change?

- There should be major government investment in improved public transport systems



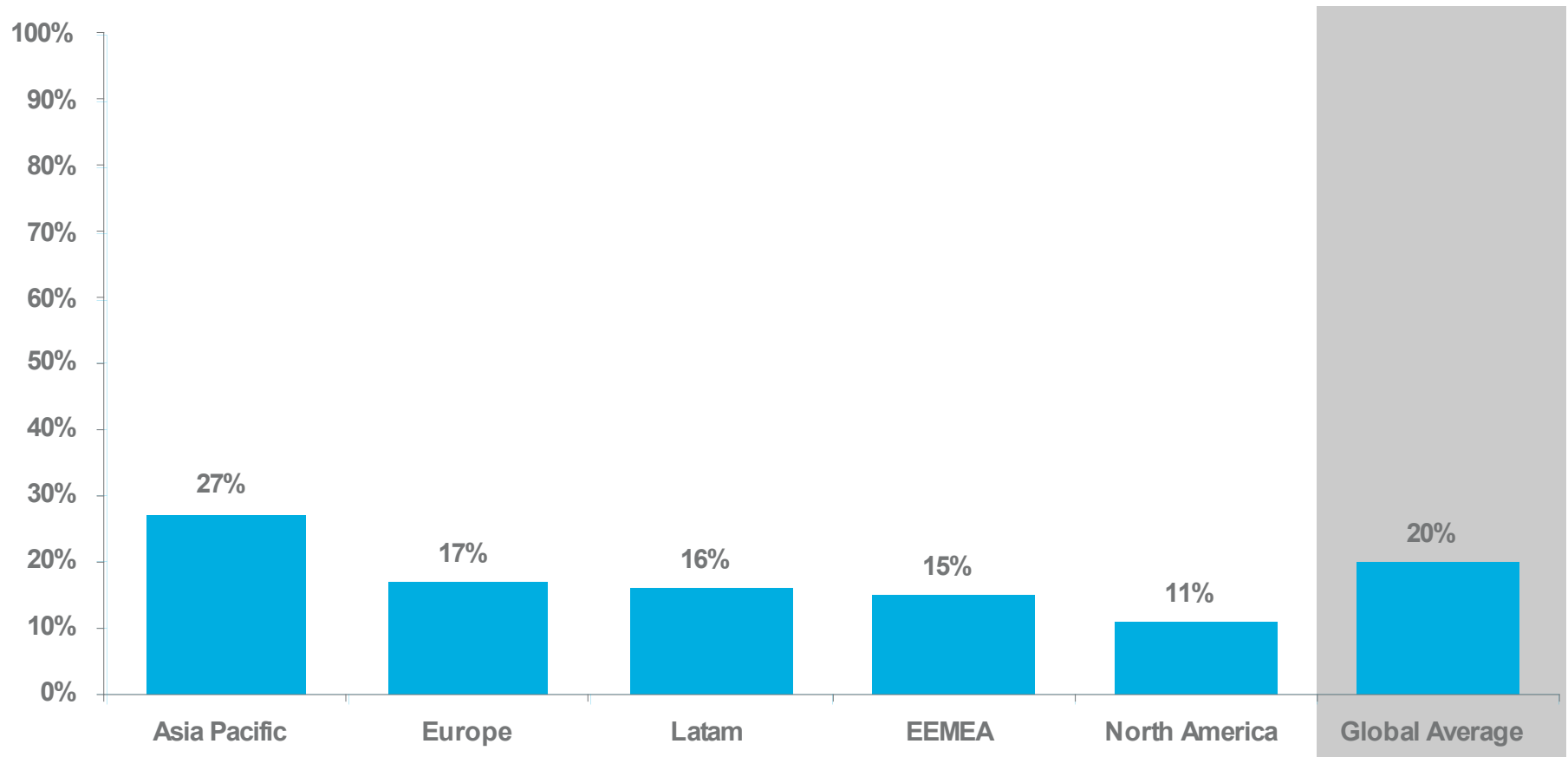
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Biggest contributions society can make to combat global warming/ climate change?

- People should use private cars less



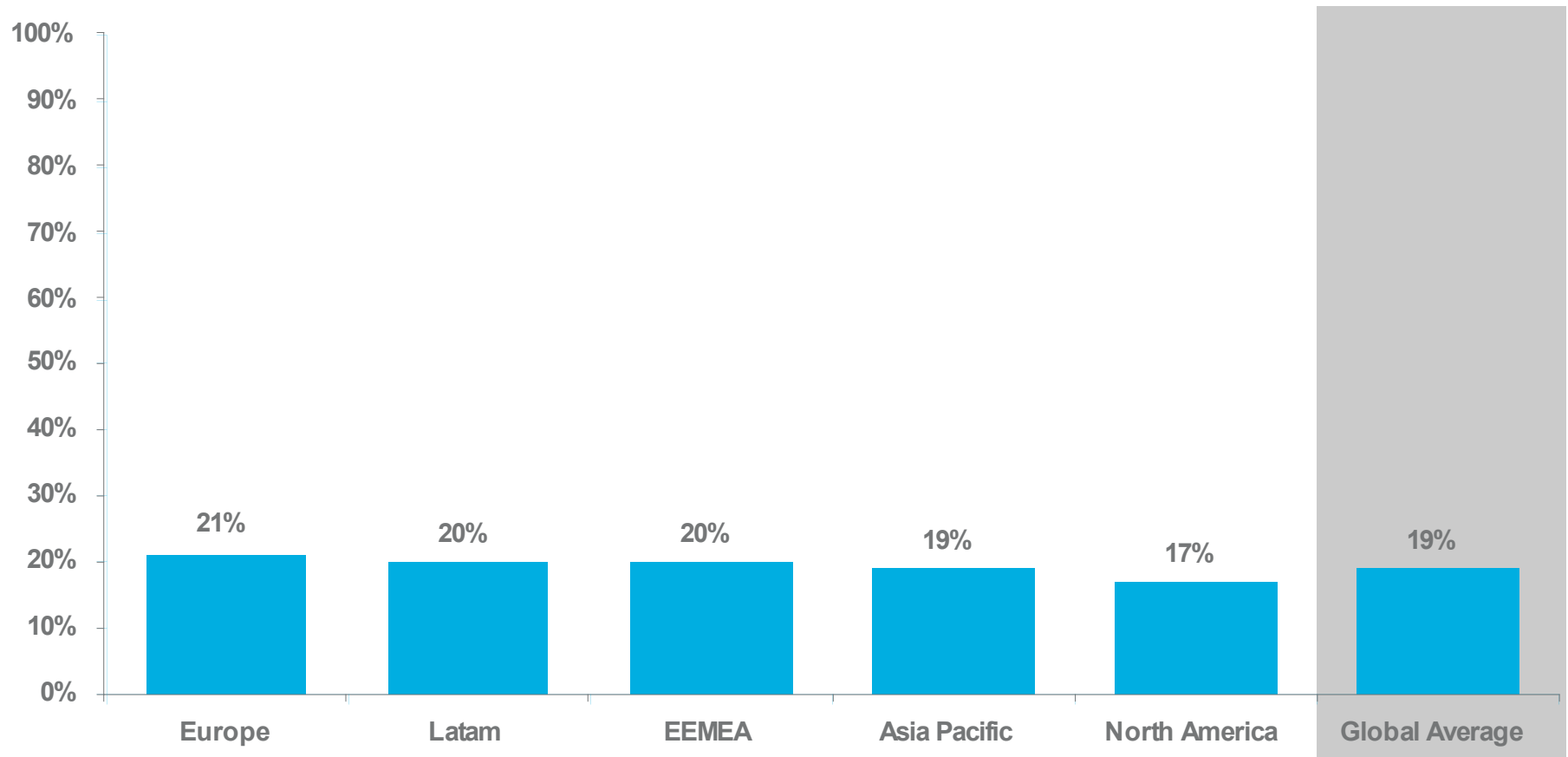
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Biggest contributions society can make to combat global warming/ climate change?

- There should be incentives for climate-friendly corporate behaviour



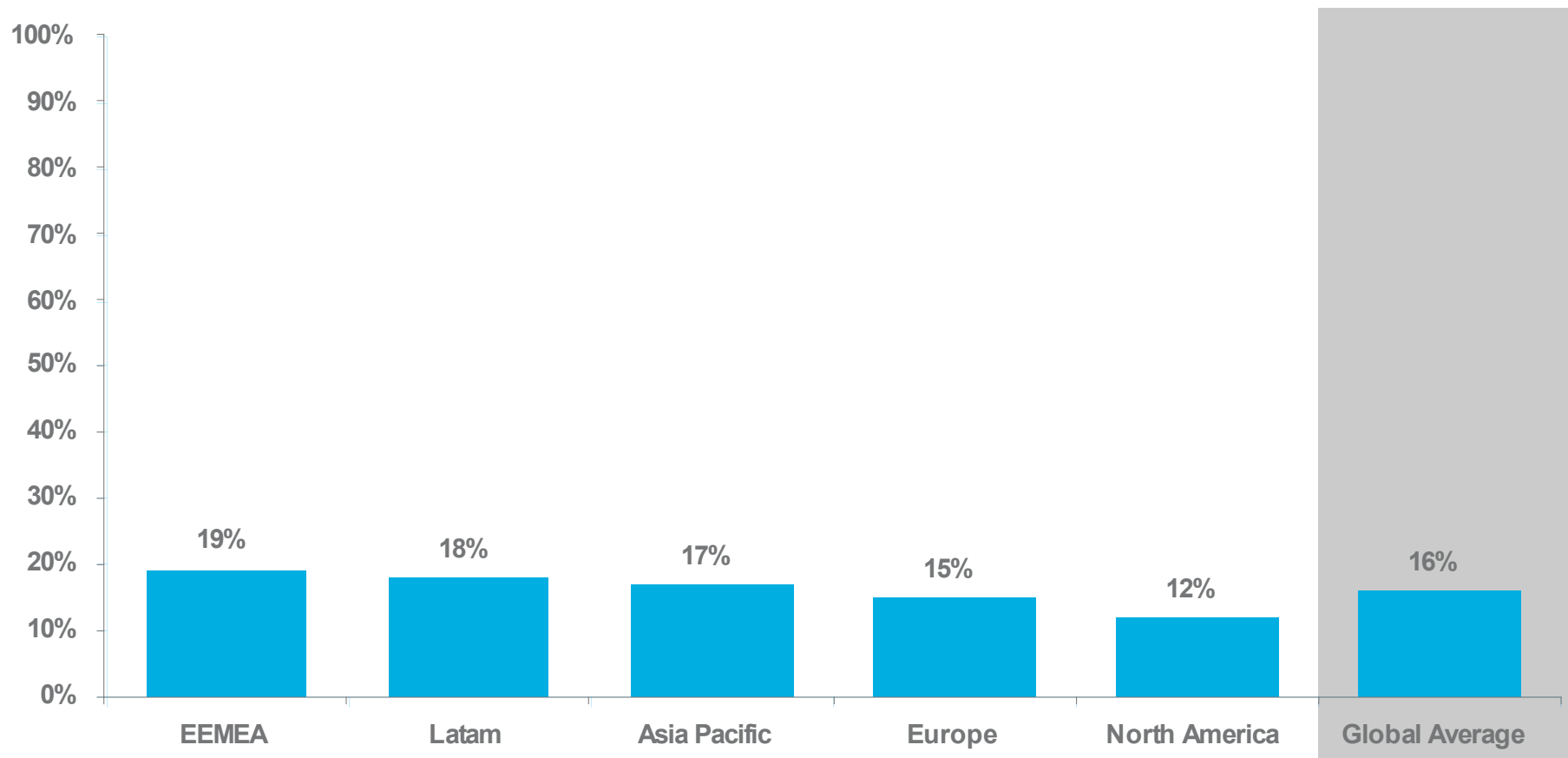
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Biggest contributions society can make to combat global warming/ climate change?

- Governments should tax individuals for polluting behaviour



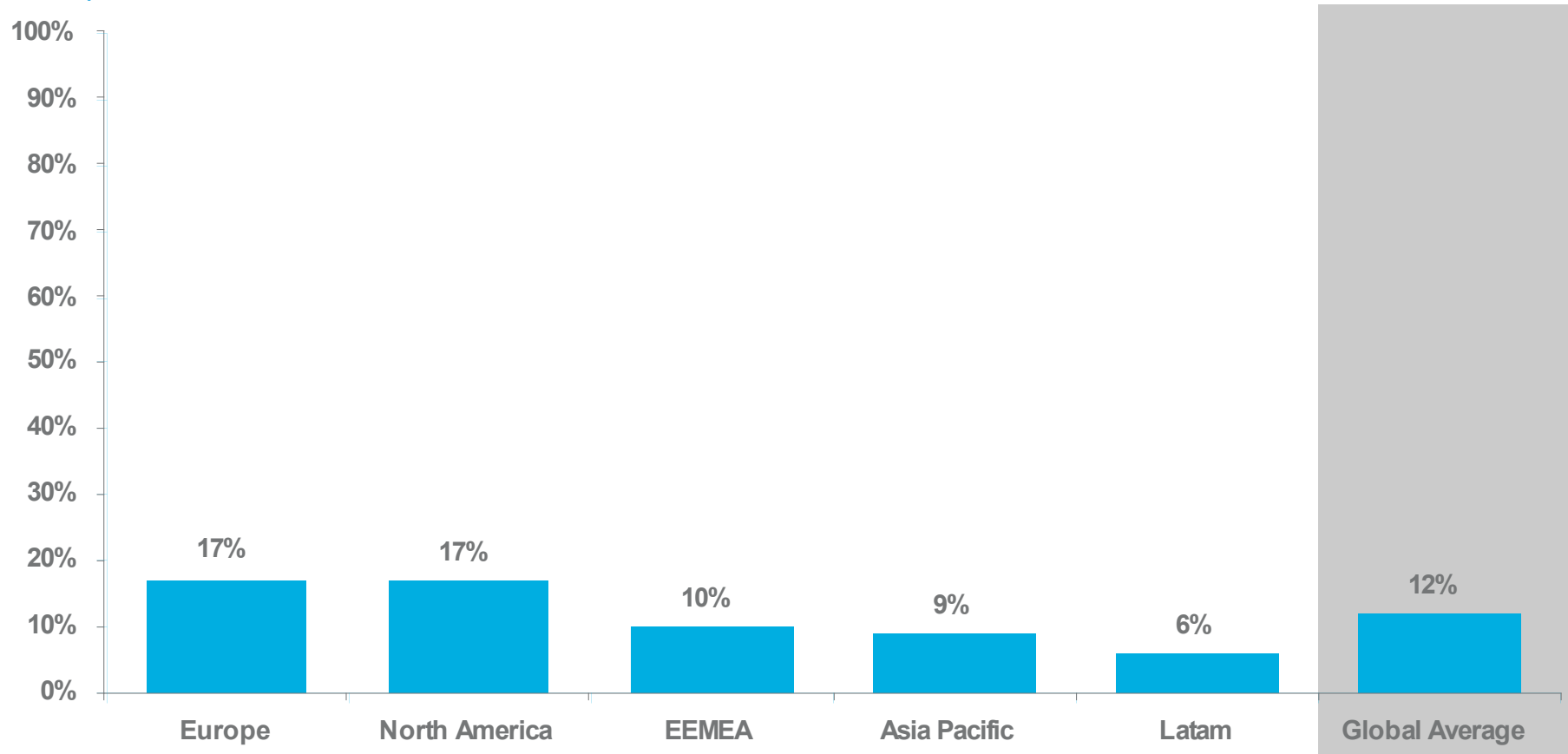
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Biggest contributions society can make to combat global warming/ climate change?

- People should purchase local goods whenever possible (e.g. local seasonal foods)



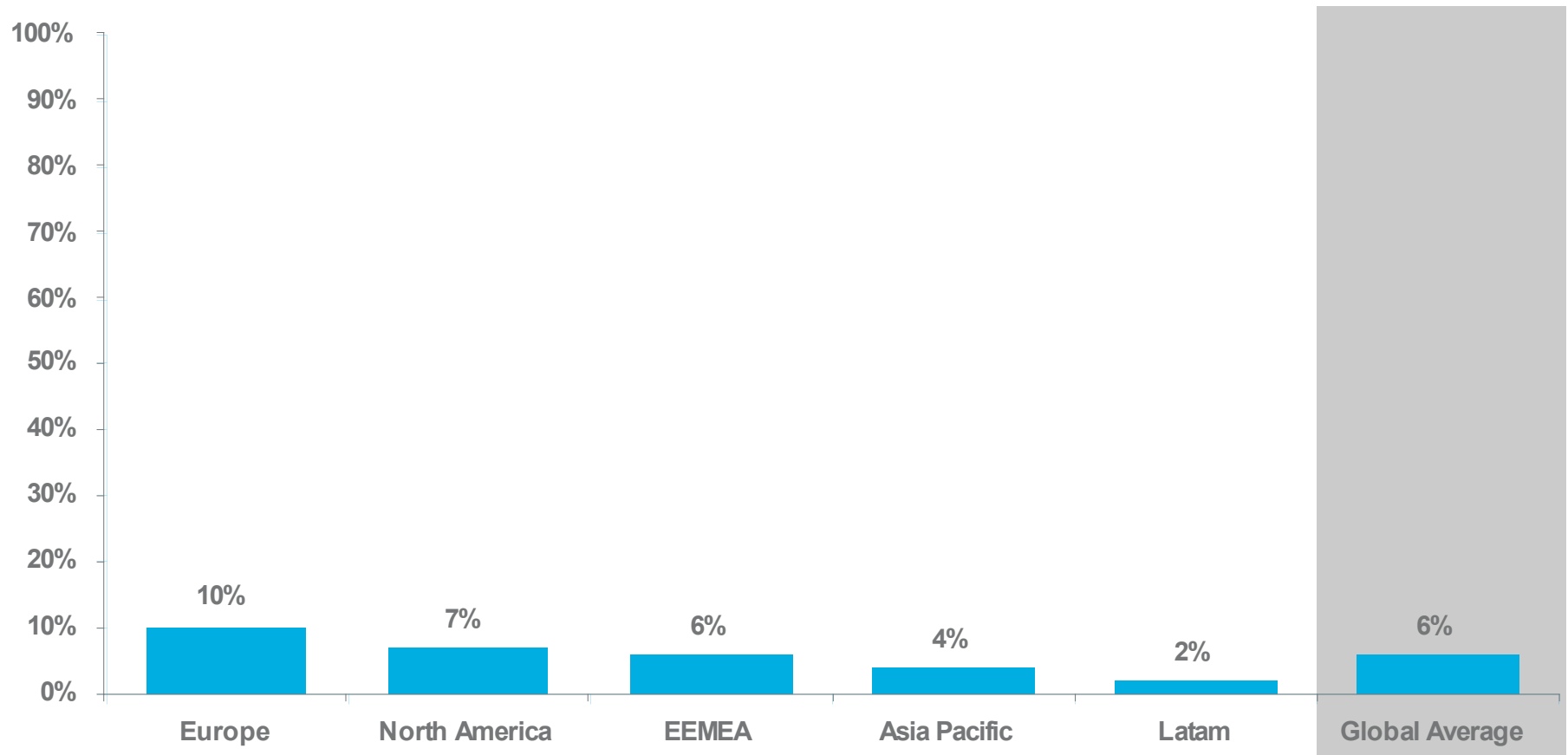
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Biggest contributions society can make to combat global warming/ climate change?

- Homeowners should insulate their homes



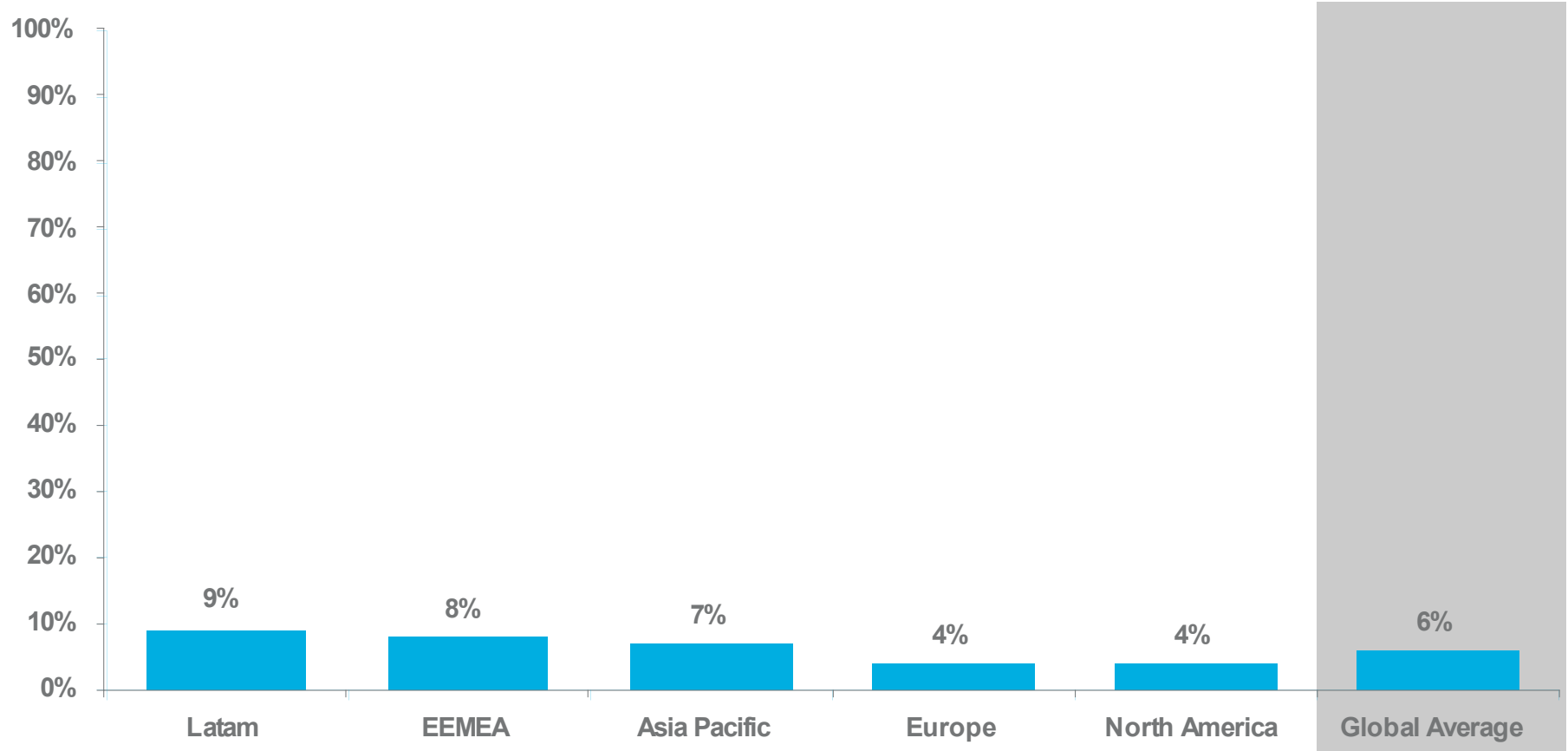
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Biggest contributions society can make to combat global warming/ climate change?

- People should choose supermarkets and shops that are ethically supportive of global warming/climate change



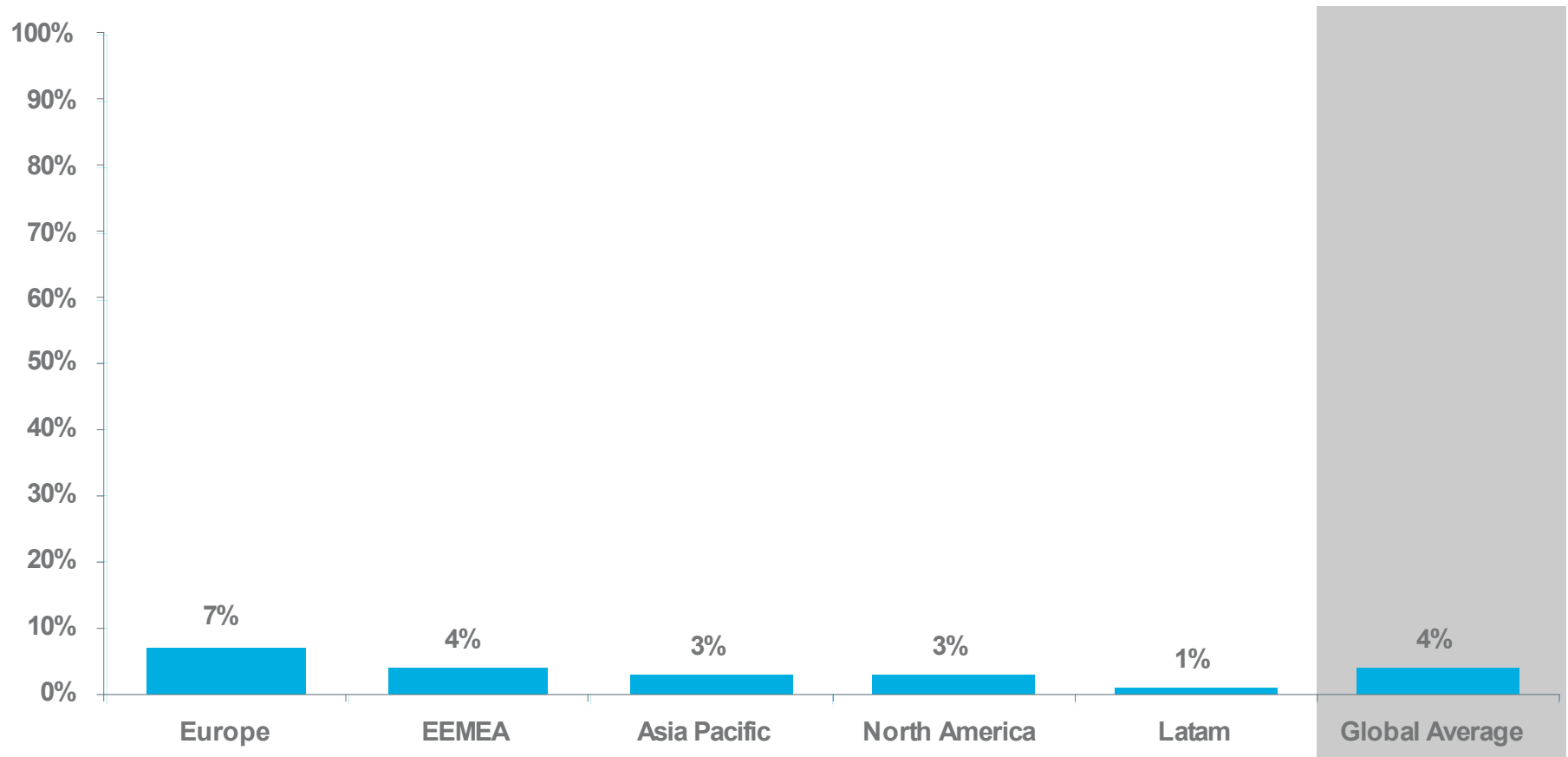
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Biggest contributions society can make to combat global warming/ climate change?

- People should reduce air travel



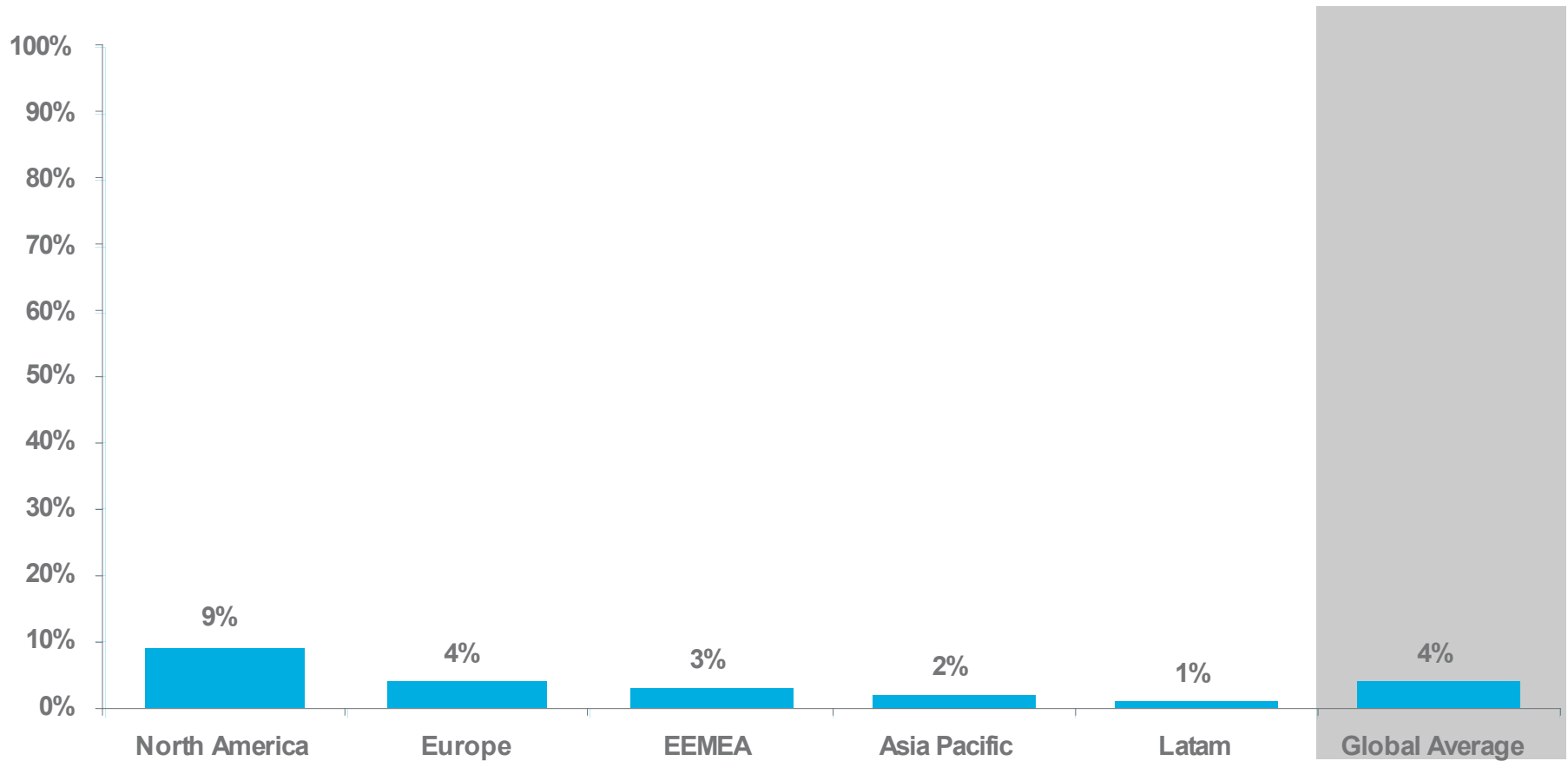
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Biggest contributions society can make to combat global warming/ climate change?

- Don't know



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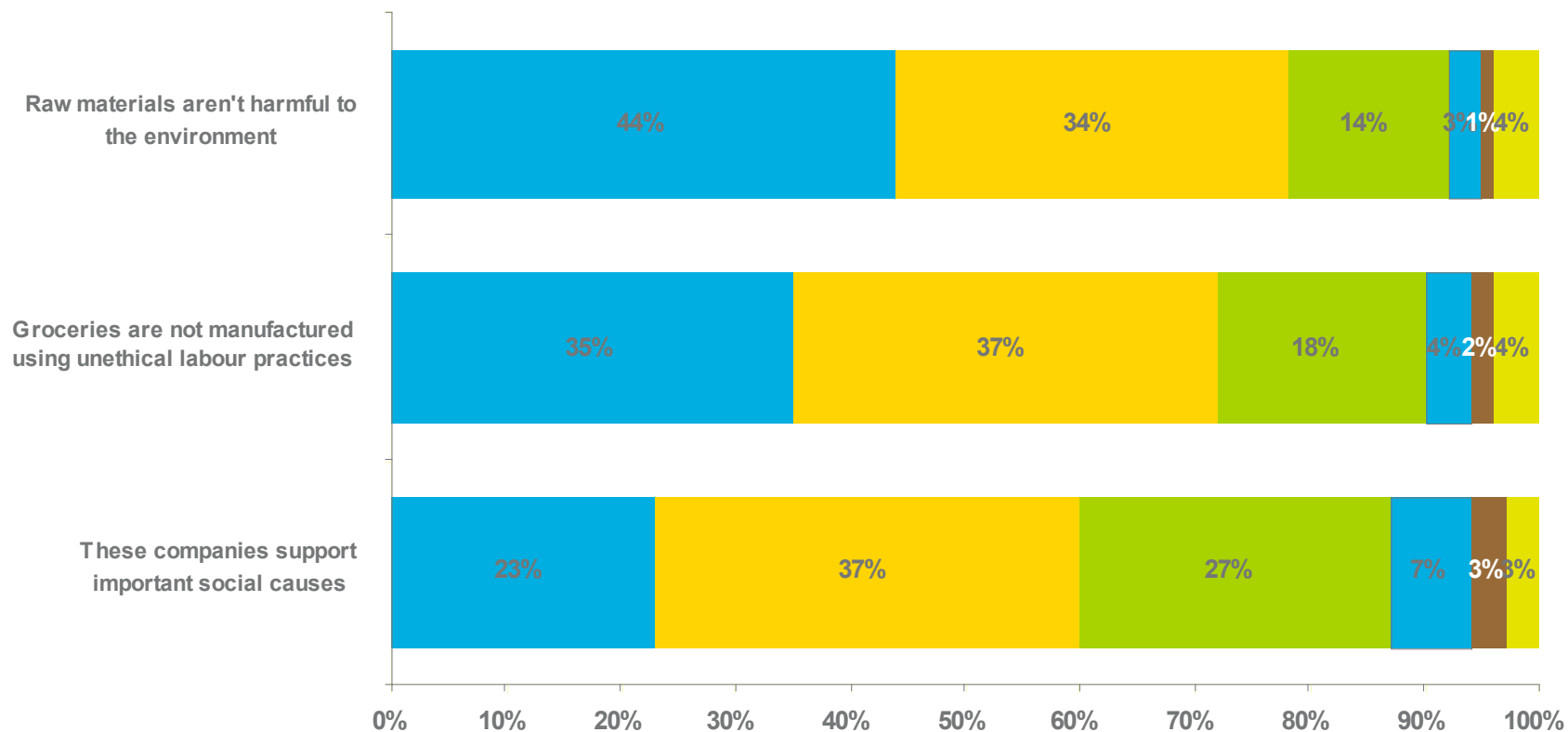
Grocery Manufacturers



Thinking about the manufacturers of grocery products, how important is it to you personally that ...

- Global Average

- Very Important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not at all important
- Don't know



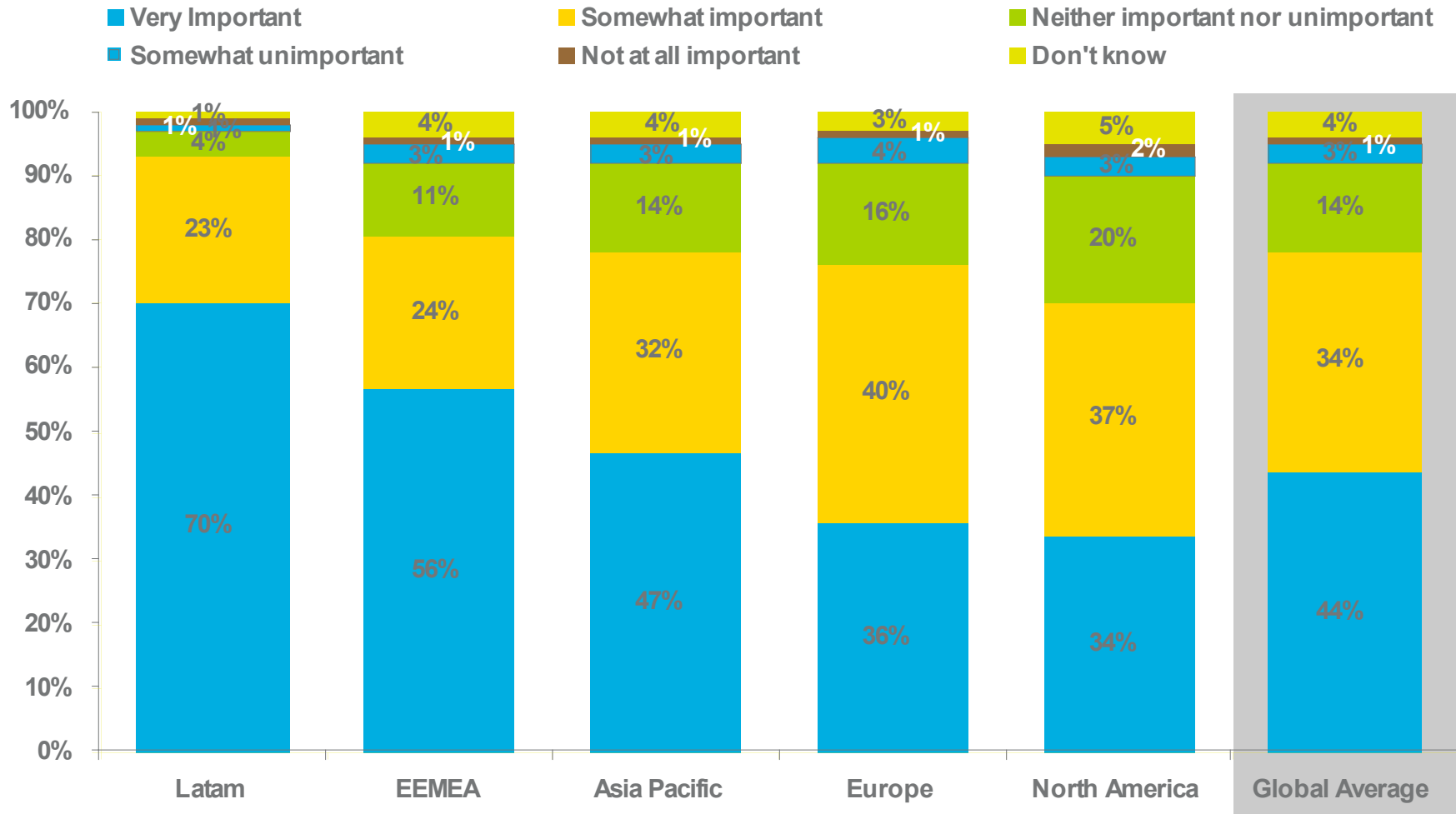
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Importance of Grocery Manufacturers

- Raw materials aren't harmful to the environment



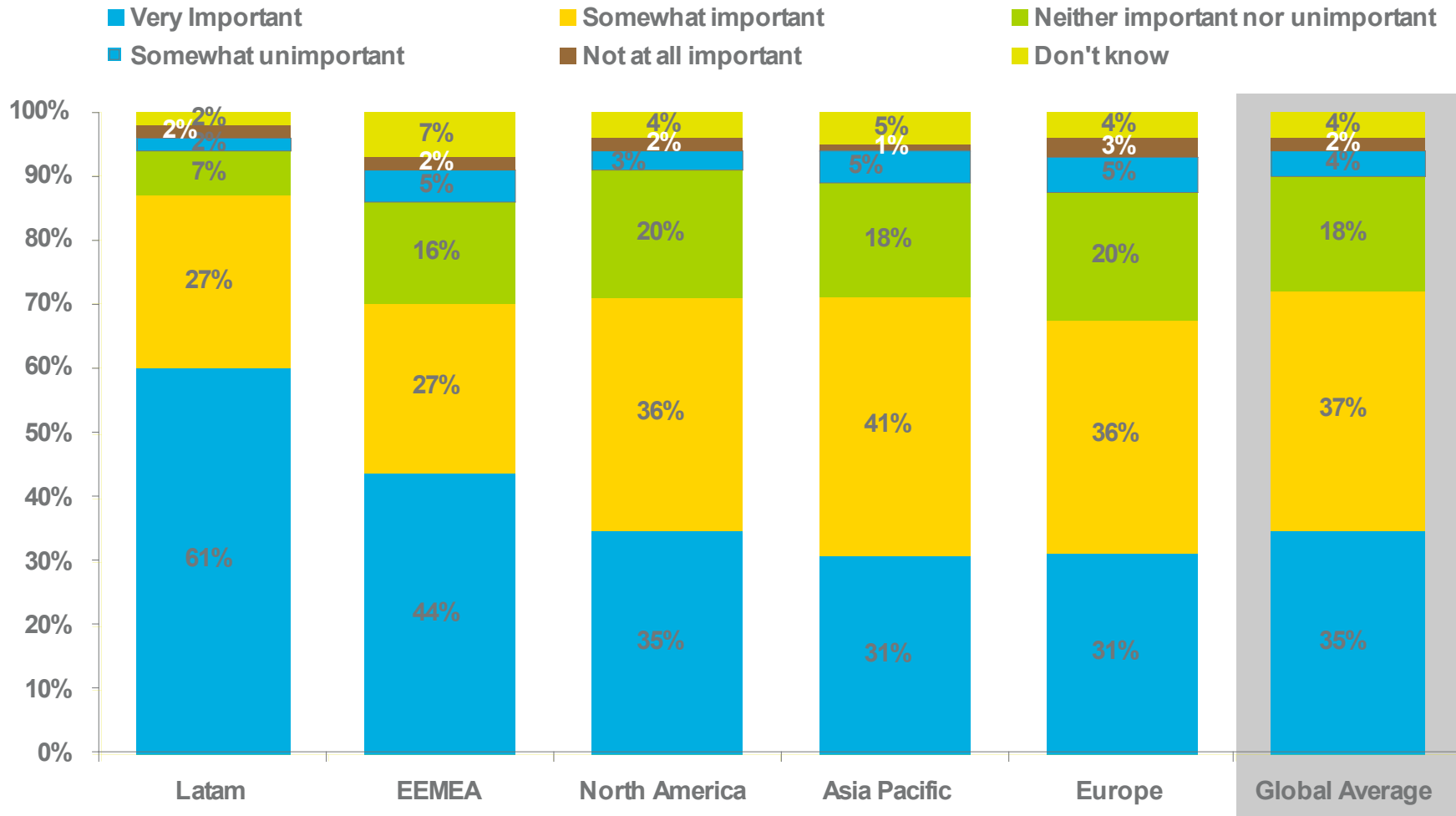
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Importance of Grocery Manufacturers

- Groceries are not manufactured using unethical labour practices



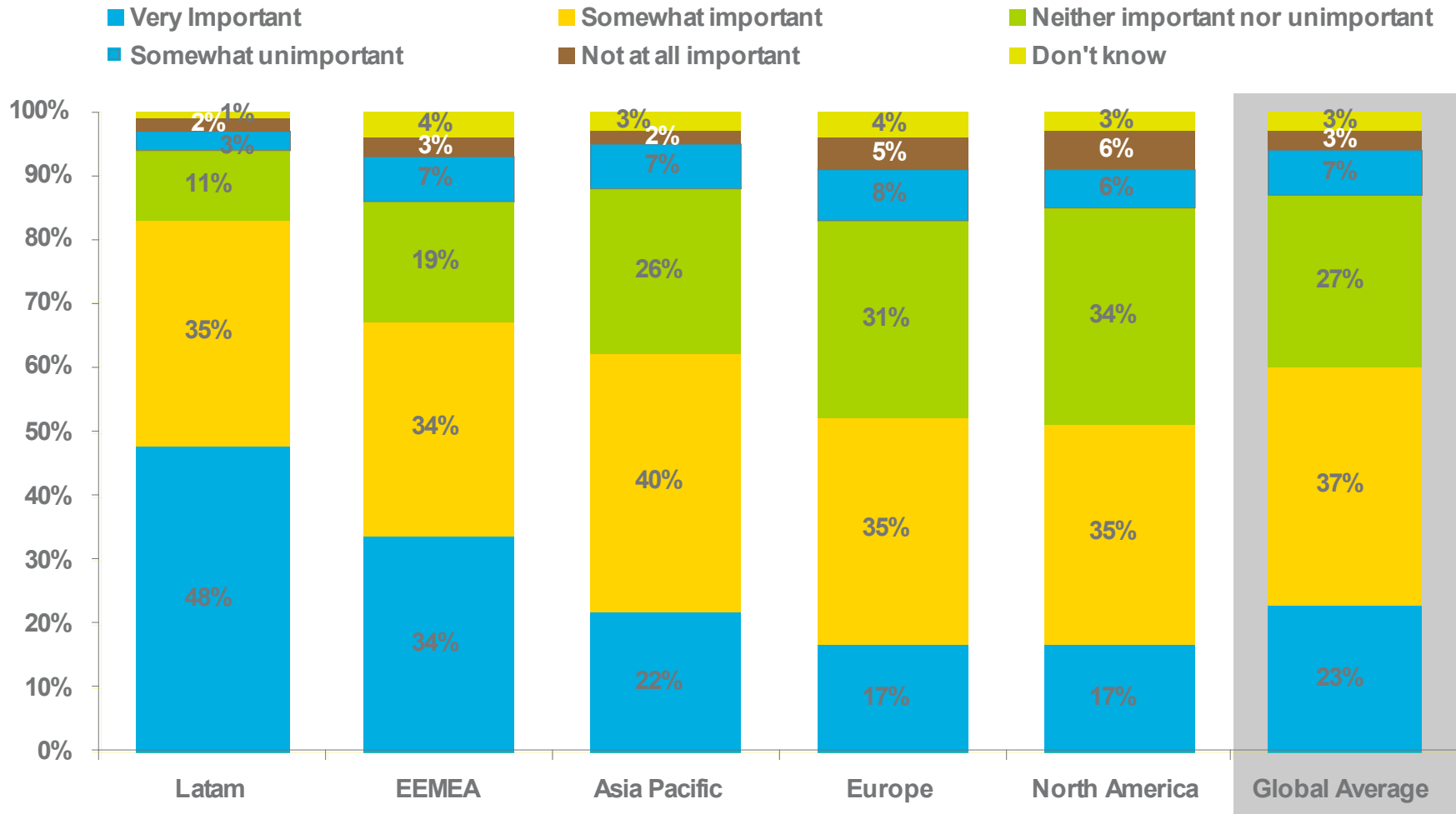
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Importance of Grocery Manufacturers

- These companies support important social causes



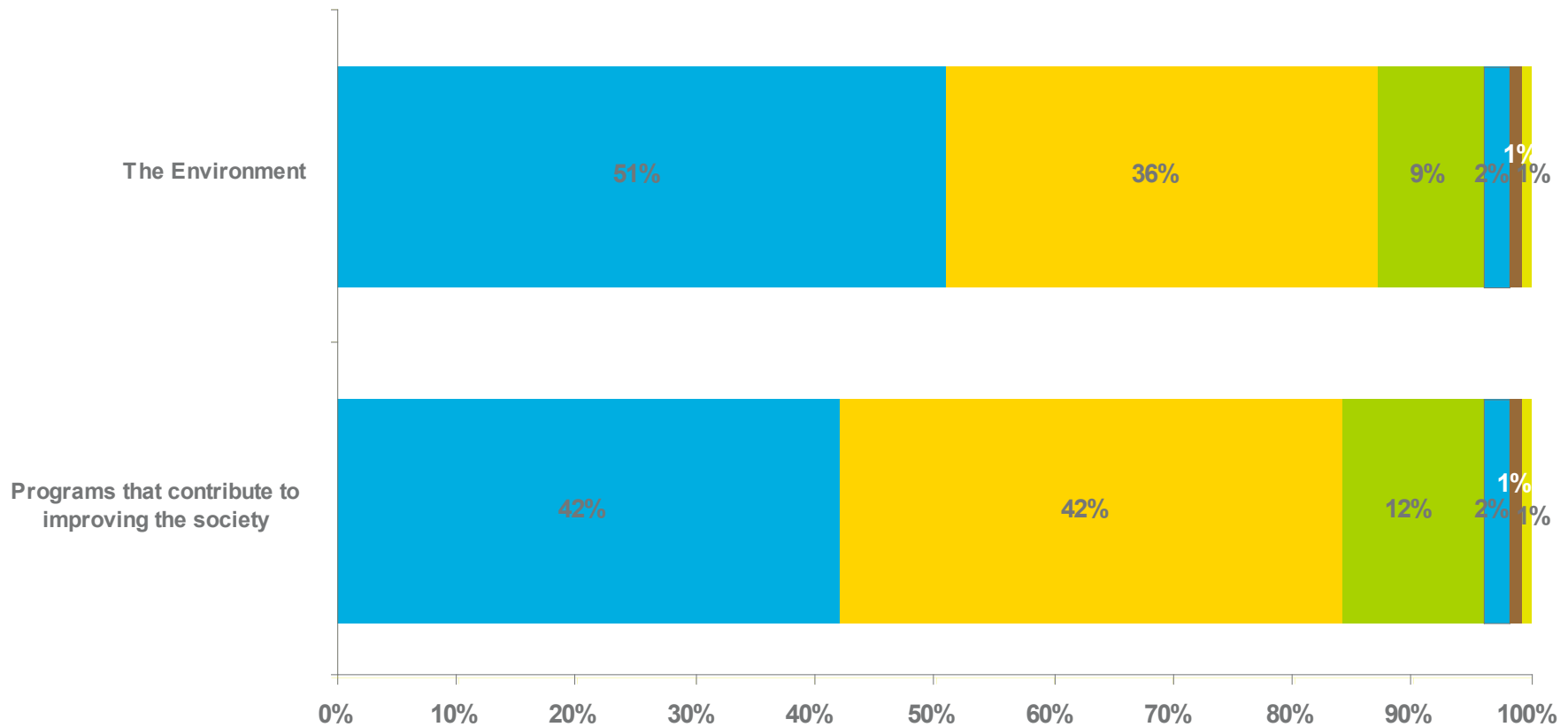
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Importance of Companies to Improve: - Global Average

- Very Important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Not at all important
- Don't know

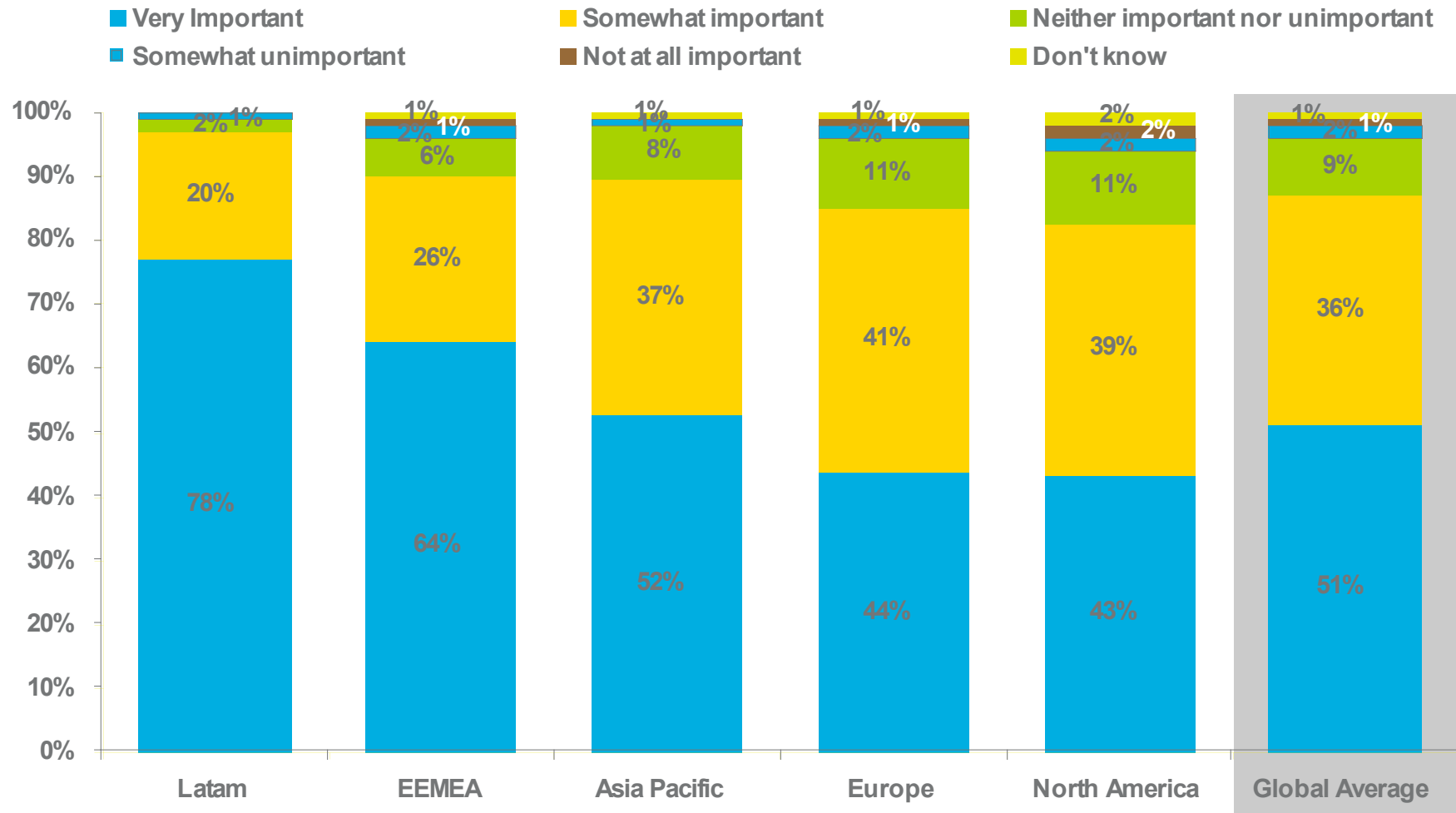


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Importance of Companies to Improve: - The Environment



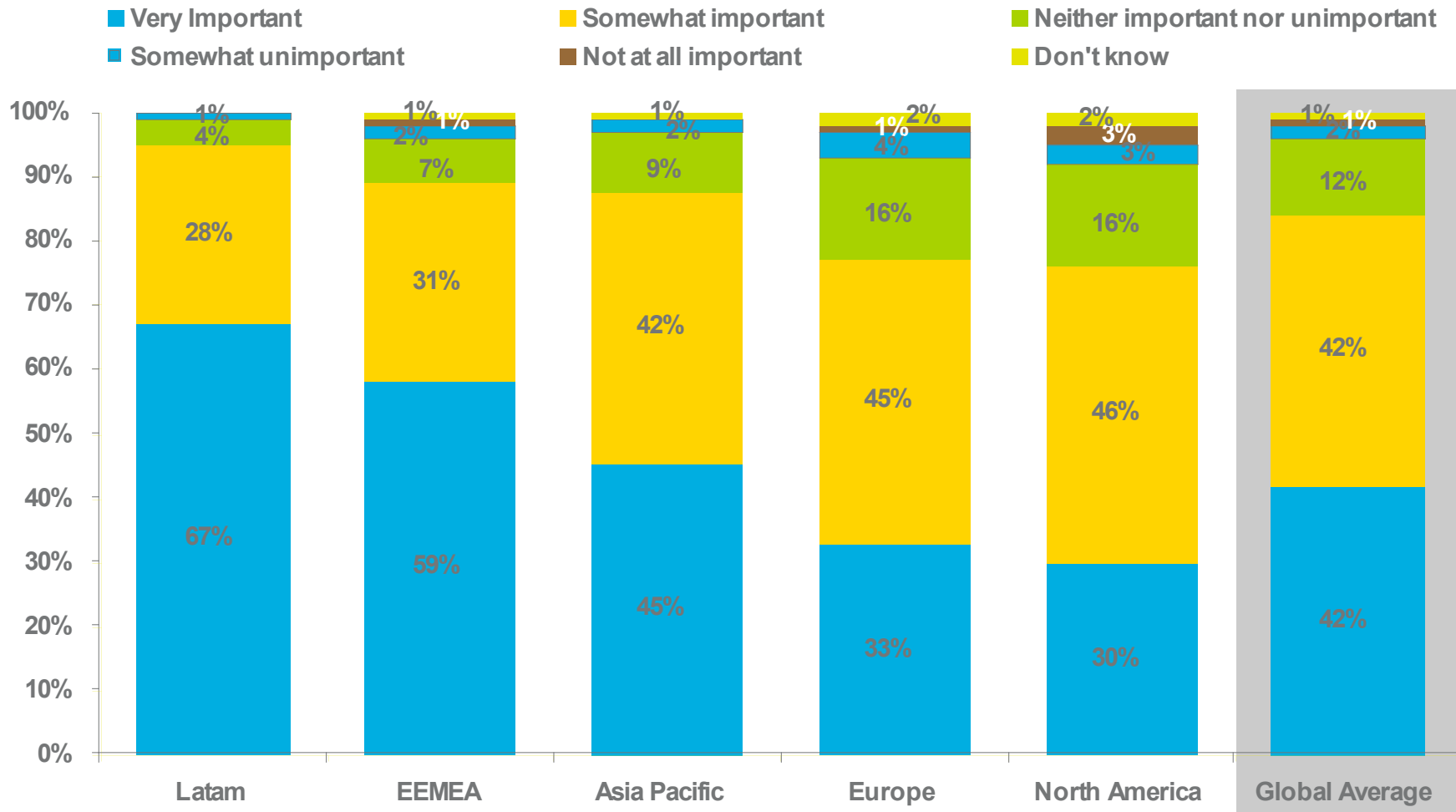
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Importance of Companies to Improve:

- Programs that contribute to improving the society



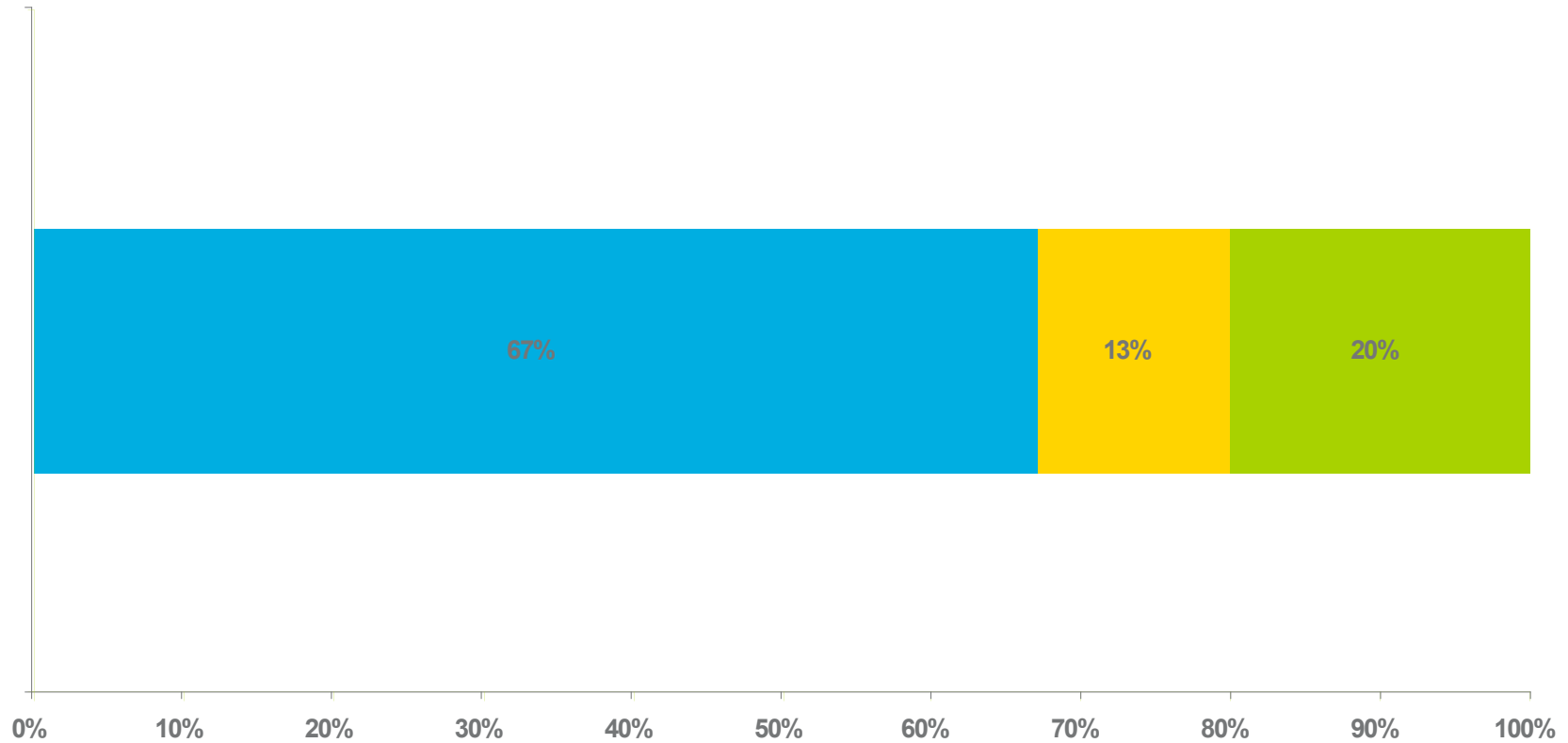
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Are you interested in:

- Global Average

- Contributing to social and environmental causes through the purchase of ethical products
- Contributing to social and environmental causes through the donation of money
- Don't know/ I am not interested/ no answer



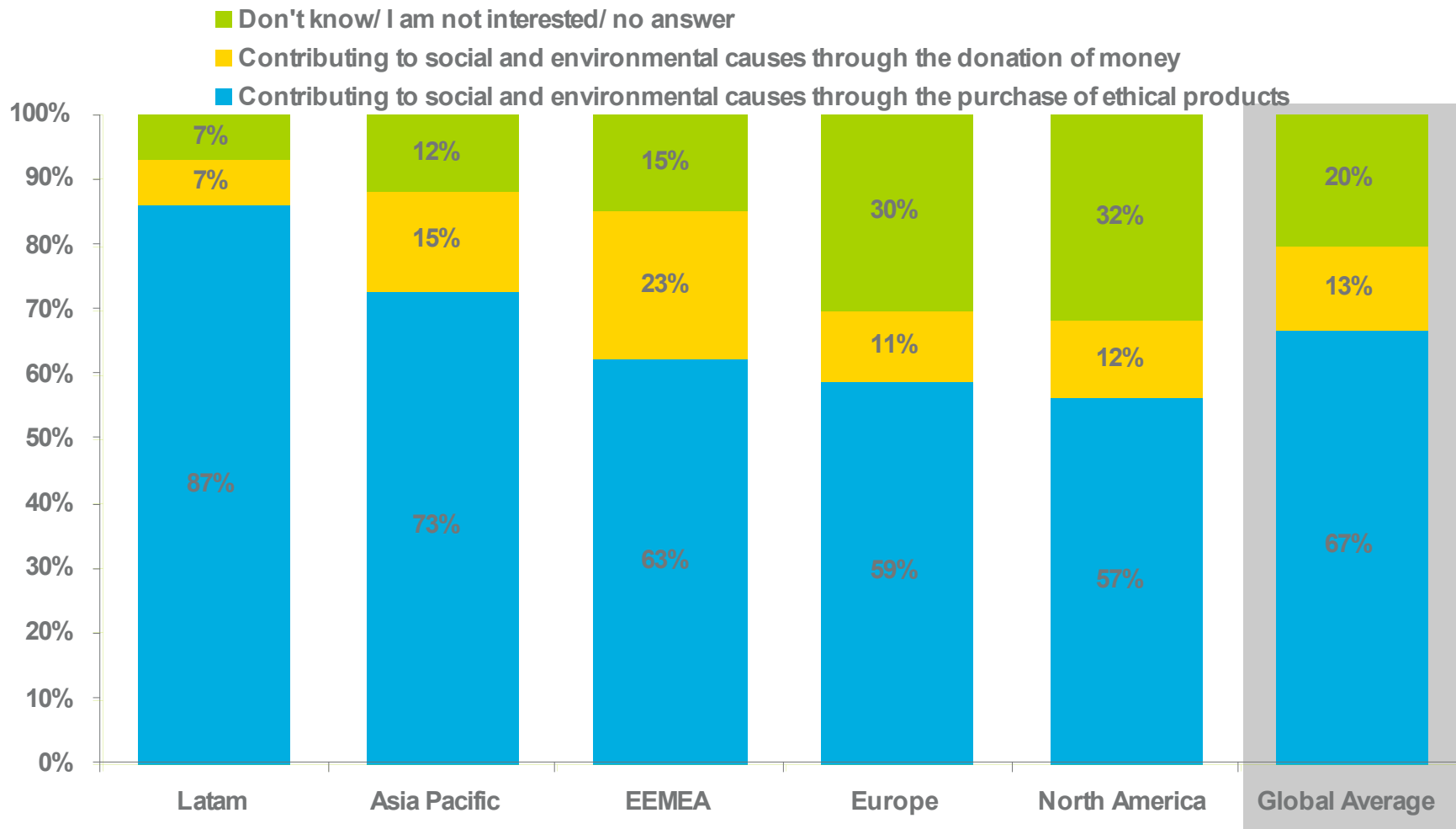
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Are you interested in:



Base: All respondents

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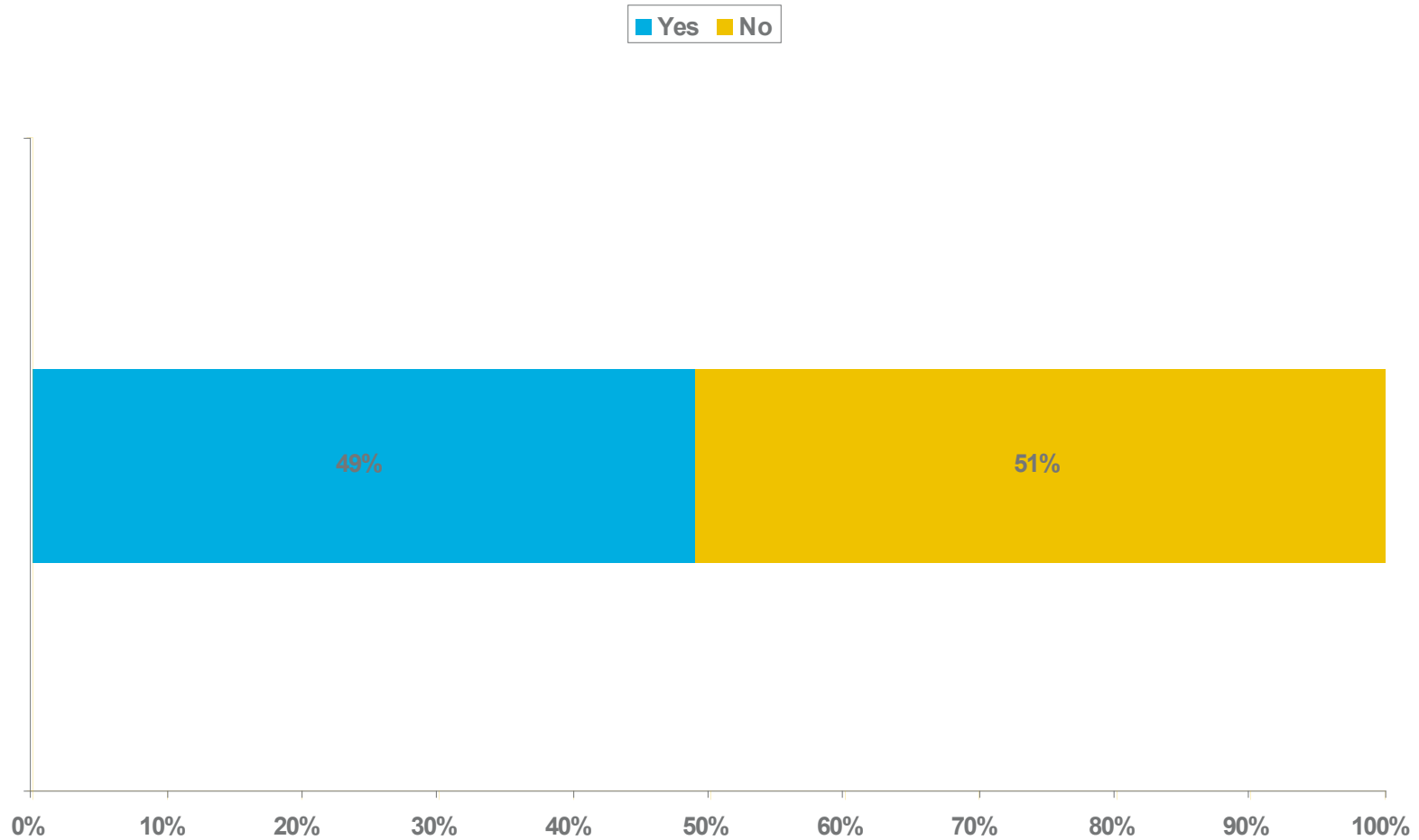
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Fair Trade



Have you heard of Fair Trade products?

- Global Average



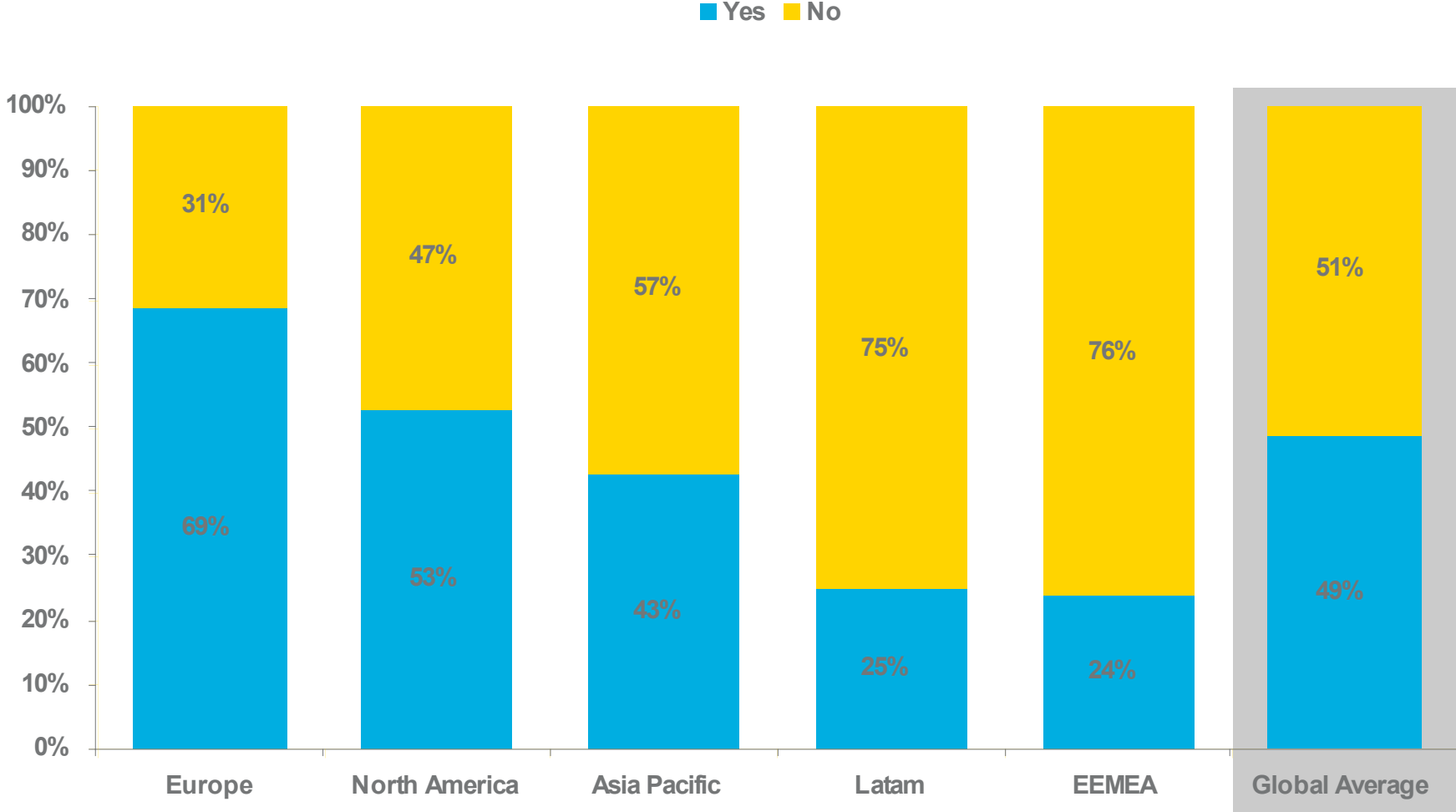
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Have you heard of Fair Trade products?

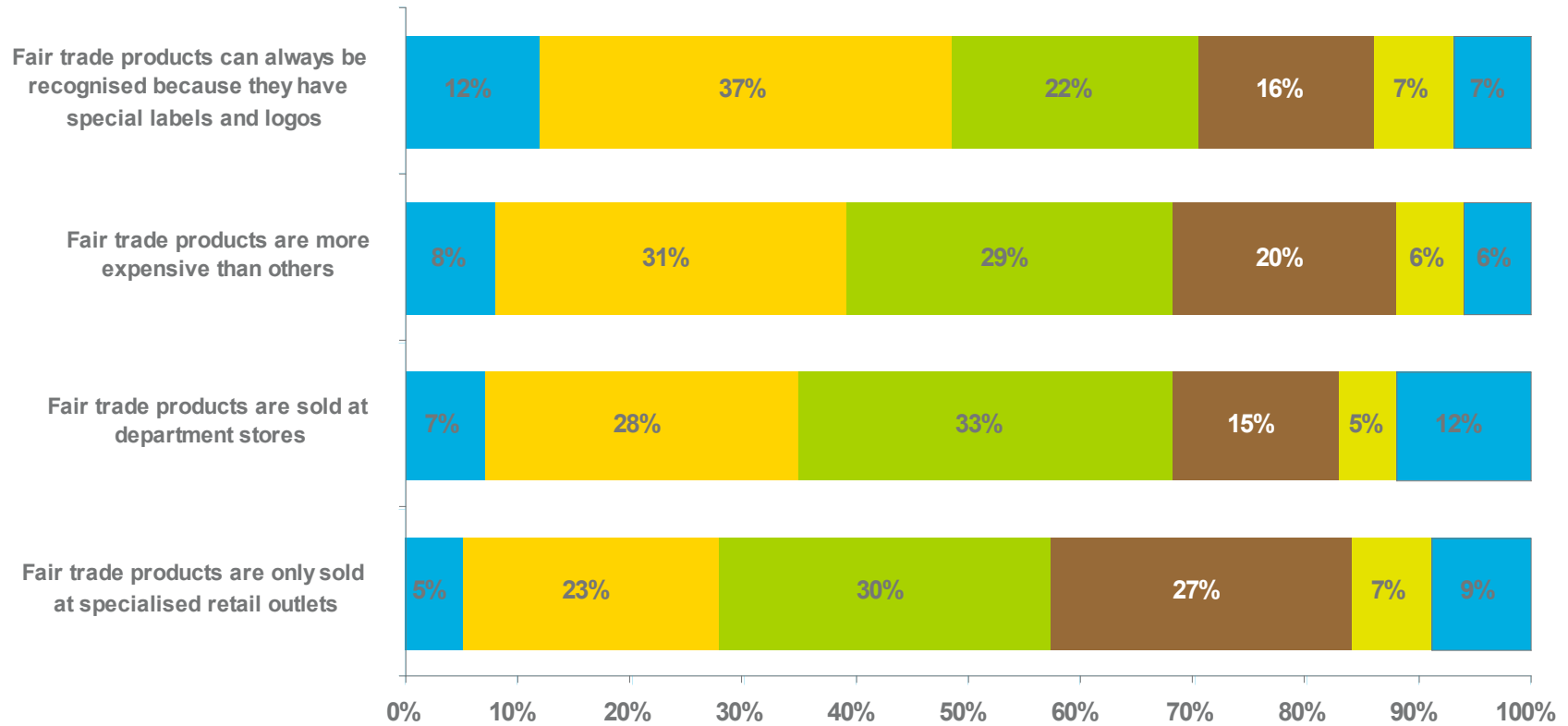


Base: All respondents

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Response to Fair Trade statements: - Global Average

■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree
 ■ Don't know



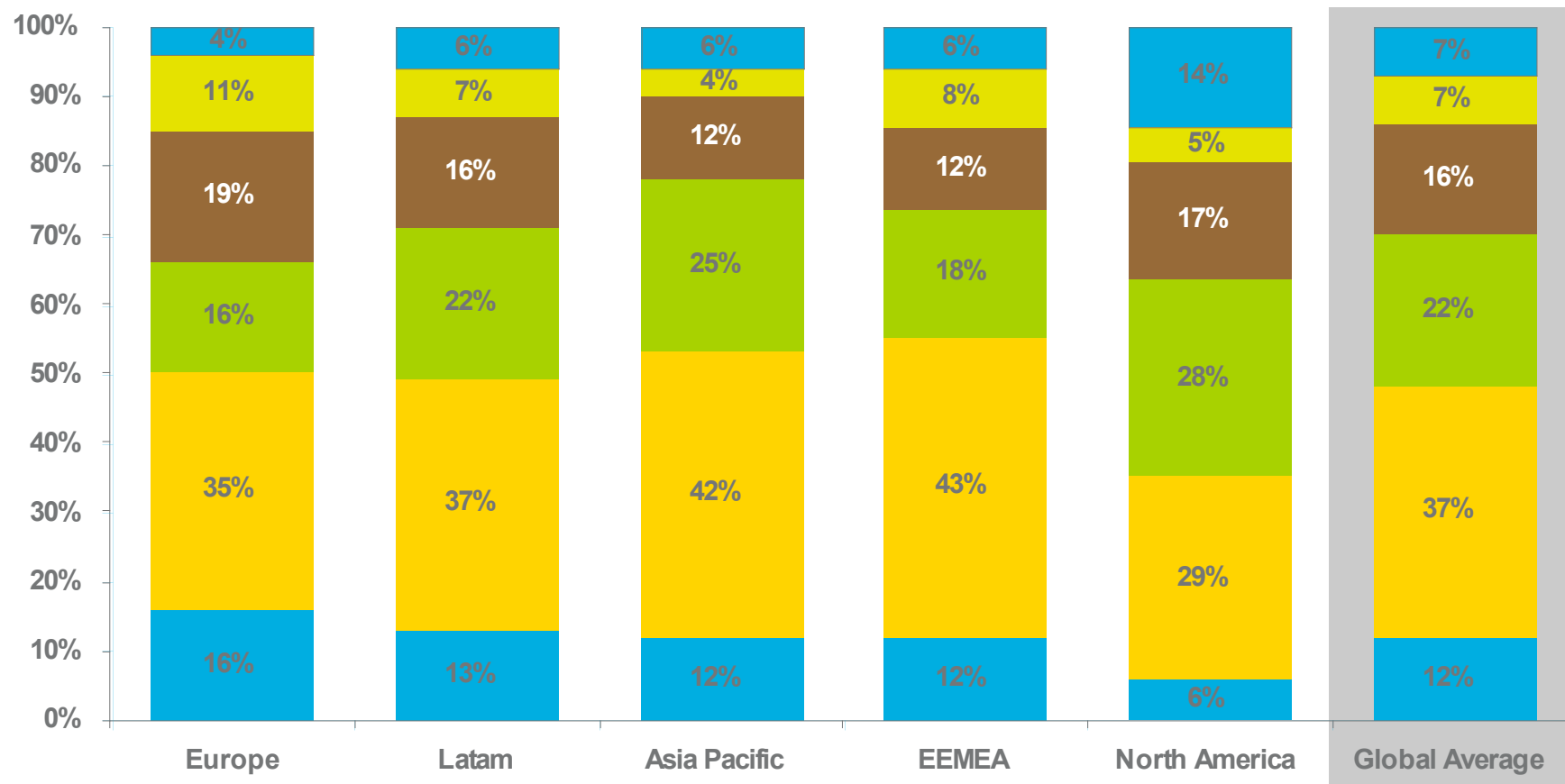
Base: All respondents who "have heard of Fair Trading"

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Response to Fair Trade statements:

- Fair trade products can always be recognized because they have special labels and logos

■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree
 ■ Don't know



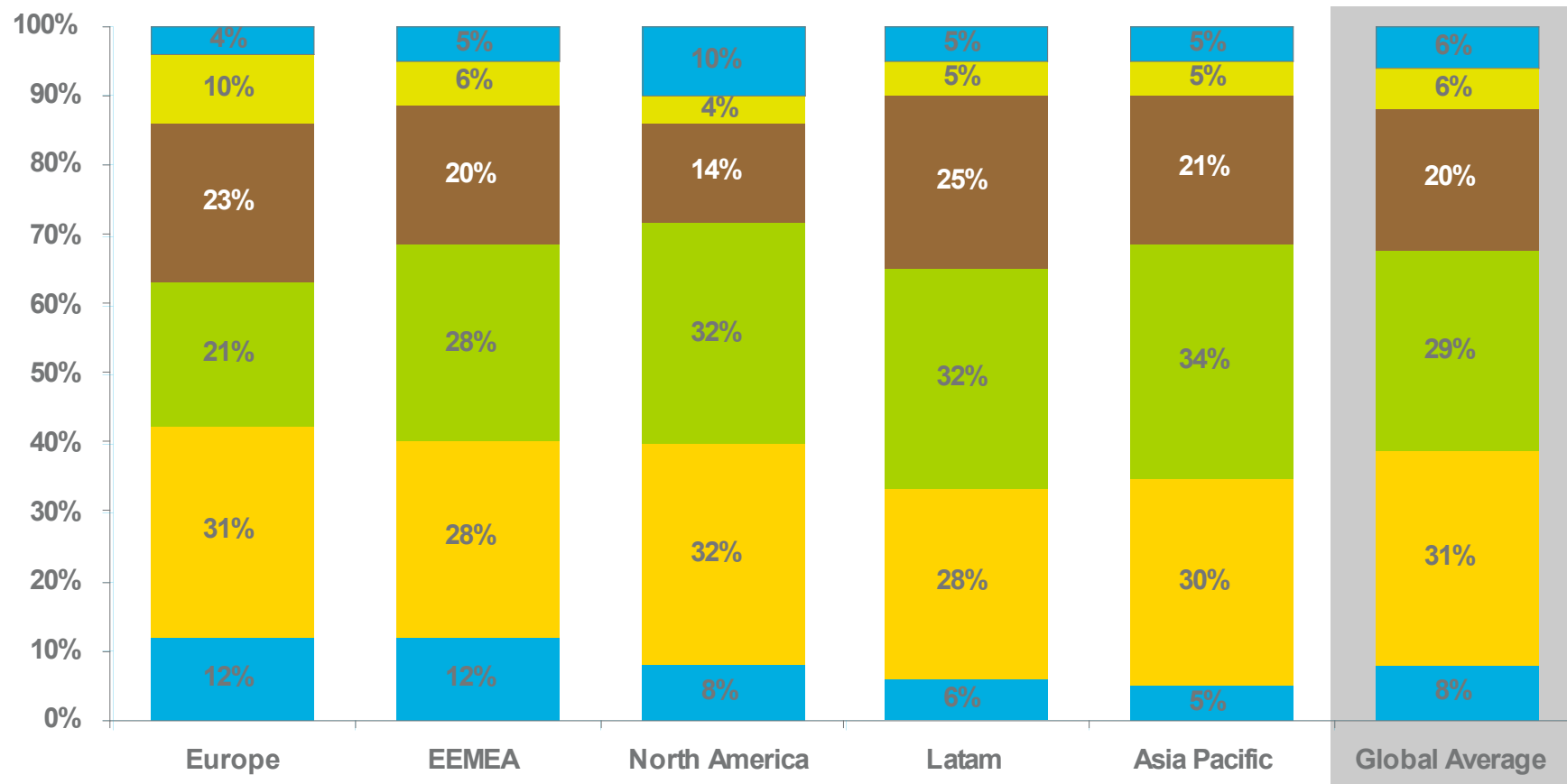
Base: All respondents who "have heard of Fair Trading"

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Response to Fair Trade statements:

- Fair trade products are more expensive than others

■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree
 ■ Don't know



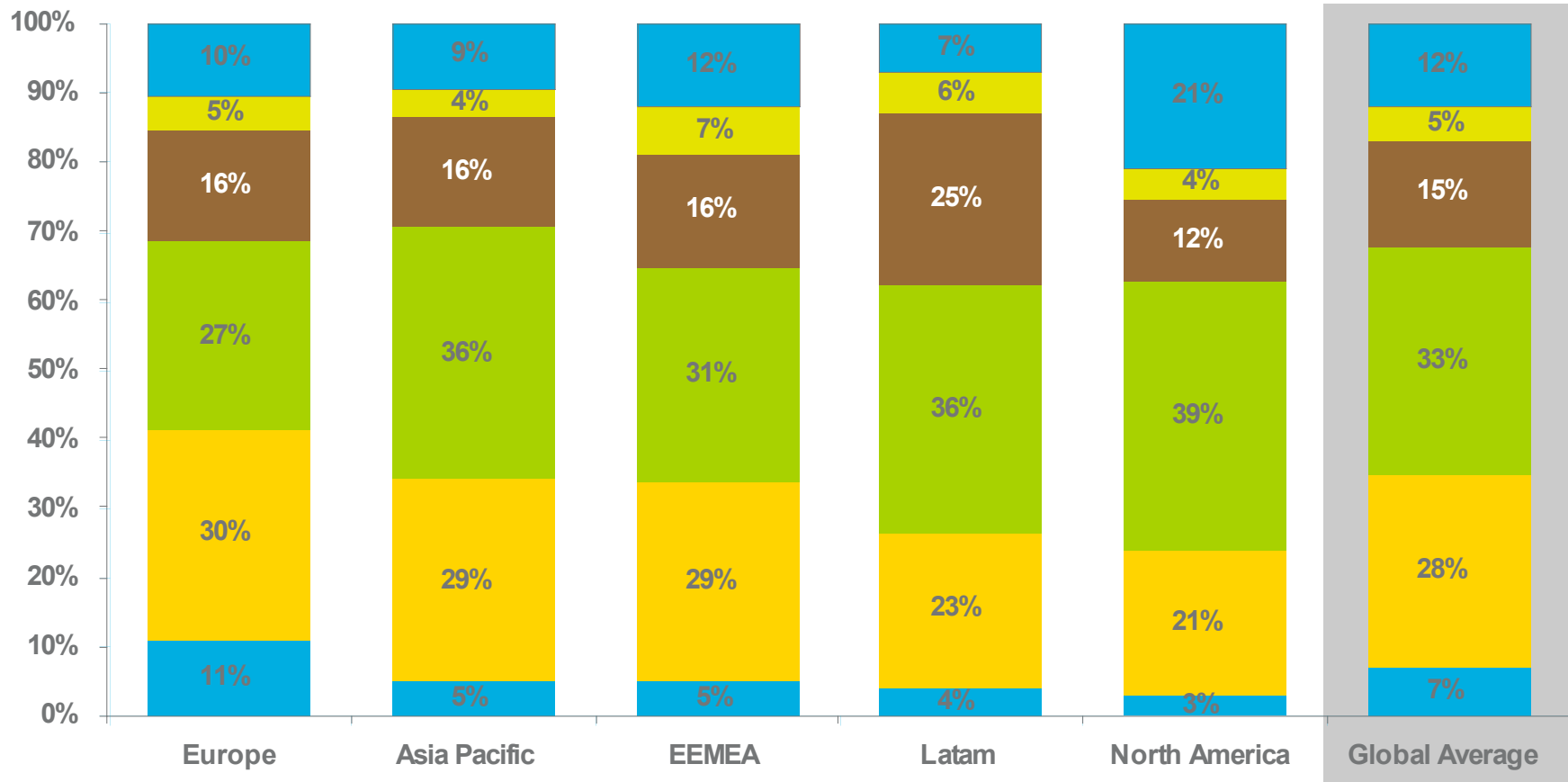
Base: All respondents who "have heard of Fair Trading"

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Response to Fair Trade statements:

- Fair trade products are sold at department stores

■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree
 ■ Don't know



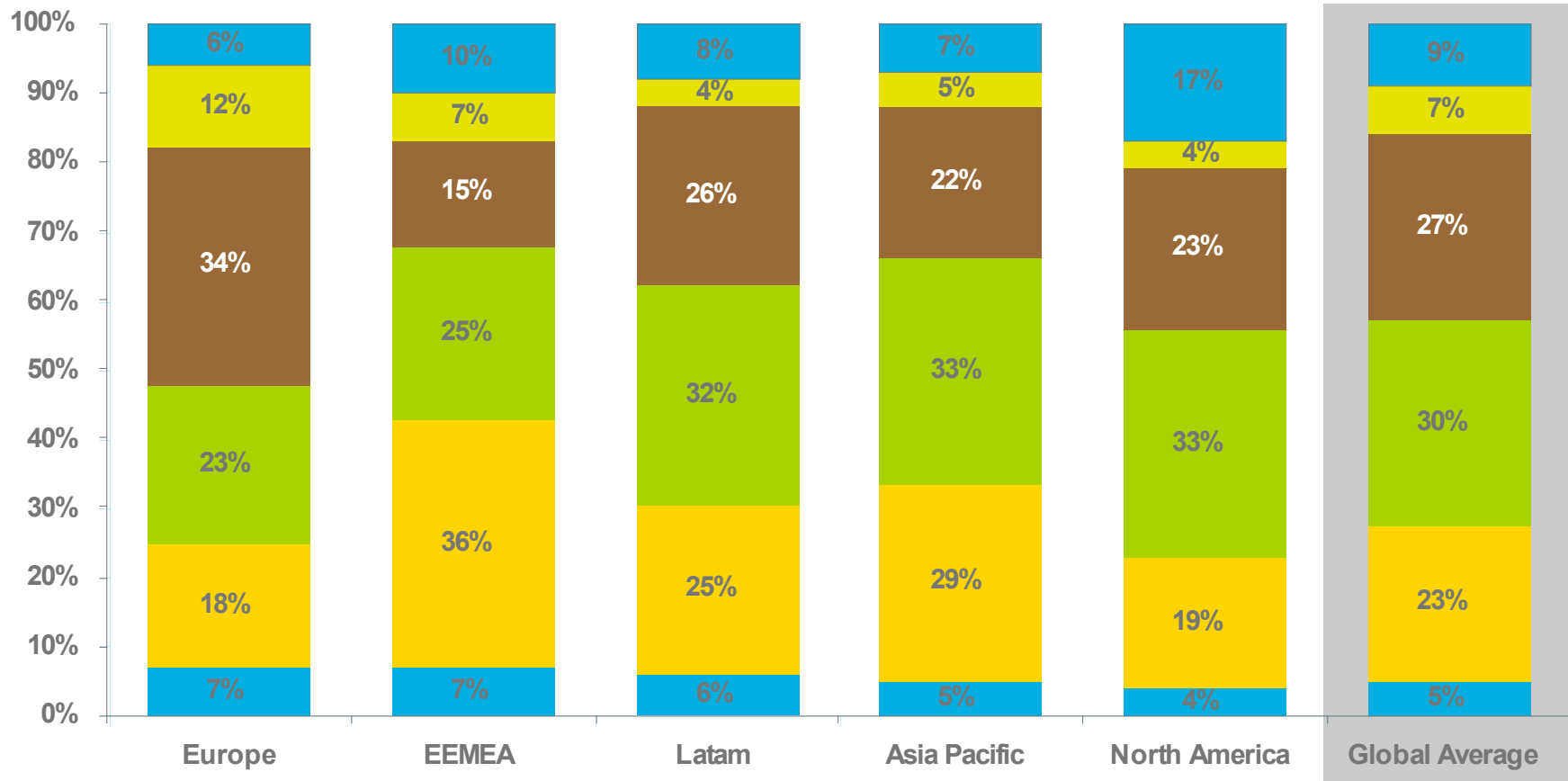
Base: All respondents who "have heard of Fair Trading"

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Response to Fair Trade statements:

- Fair trade products are only sold at specialized retail outlets

■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree
 ■ Don't know



Base: All respondents who "have heard of Fair Trading"

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Thank you

