

# Average Performance of Eight Food and Beverage Companies

Q. Please rate the performance of...for each of the following areas

	Average Good	Average Poor	Average Net Performance*1	
			Food Companies	All Companies
Quality of products/services	46%	2%	44	34
Value for money	40%	3%	37	25
Economic impact in the U.S.	28%	1%	27	23
Safety*2	28%	1%	26	21
Innovation	27%	2%	25	23
Customer service	23%	1%	22	22
Financial performance	23%	1%	22	20
Quality of communications	22%	1%	20	20
Appeal as an employer	20%	2%	18	14
Corporate strategy	19%	1%	18	16
Community involvement	19%	2%	17	13
Social responsibility	19%	2%	17	14
Quality of management	17%	1%	16	15
Environmental responsibility	17%	2%	16	12
Quality of staff	16%	1%	15	17



Base: U.S. adults aged 18+ (c.500), 2006-2007.  
 Asked of those who know at least  
 a little about each company.

\*1% Good minus % poor /\*2Based on four companies