



31a. To what extent do you believe that A&W's Environmental Leadership Strategy is right for your business and the A&W brand?

Al Madigan (1)	4	We must go that way.
Altaf Pira (1)	4	It is the most important when everyone is concerned about the environment
Beth Flegg (2)	3	I don't feel like I know much about this...
Blaine Paull (1)	1	All talk no action so far. Little to show and demonstrate to our customers what we are doing.
Brandi Watkins (1)	5	Love all the new strategies presented at 2009 Summit Meeting ! (I also suggest SPELL CHECK application in FRQ he, he)
Brian McCluskey (1)	n/a	I have not formed an opinion in this regard yet.
Chris Bowen (1)	1	What strategy? we waste tonnes of paper every day
Craig Falconer (1)	3	Still too early to tell
David Miller (1)	4	It really is about time, very good for all of us
David Mills (2)	5	It's long overdue
Dennis Lawrynuik (1)	5	More and harder effort
Derek Zgud (1)	3	Not sure where we are going with this the presentation at summit meetings were a lot about nothing!
Gene Wesley (1)	5	It can never be a wrong choice in the long run. It is also fashionable, albeit correct.
Gerry Walker (1)	1	??? What has been done in this regard? Not enough information.



Gordie Ferguson (1)	3	More could be done but its hard to invest in unproven ideas.. so i see the reason
Jean-Marc Gilbert (1)	3	Good, but not enough concrete and efficient action. Bonne, mais pas assez d'action concrète et efficace
Kevin Vance (1)	2	If costs can be kept down with even the possibility of some savings, I'm all for it. However, in my experience, almost every type of program attached with a "Green" label costs more and is less effecient than the current programs in place.
Mike Byrnes (1)	2	We have a long way to go here.
Mike Thornton (1)	5	Moving forward the "Greening" of the quick serve industry is critical in ensuring acceptance from our customers and will at the end of the day save money as well.
Mitchell Olsen (4)	4	Im excited to see what will be brought to the restaurants to help us really make a difference.
Norm Simard (1)	3	Not much info there yet
Oscar Szwec (1)	2	We're always followers - Not leaders
Robert Gerrard (1)	5	I beleave this is a critical part of our business and will only become more important as the public become more conscious of what is happening.
Scott Brunet (1)	2	Stragety is good, but I would like to see a little more
Scott Snively (1)	4	Still very new and I look forward to watching it play out.
Simon Yuen (1)	2	No more expebsive foil bag, use recycle wrapping paper for burgers like subways and tim



Steve Hollins (1)	3	Environmentally friendly is a good thing to be. But at the risk of being politically incorrect, the environment is important to a few very loud and very political groups that can make trouble if they want to. The majority of people whom we serve just want a good burger. Let's not go spending a huge chunk of money in this area, let's focus on bottom line
Suzanne Gaudreault (2)	5	I strongly believe in this strategy but I would like to see it progress a little quicker so that our customer can see that we are working in this direction
Sylvain Parent (3)	4	Not bad!! Good for the brand. Pas mauvais !! Bon pour la marque
Sylvie Paquette (1)	5	I have a great idea for charts that would save so much money and paper. If you are interested.
Tawnya Pattie (2)	2	The only reason I give a "2" is because there actually is a strategy which is a huge step in the right direction. That said, I do not like the strategy due to the fact that it is about impressing baby boomers, not about doing the right thing which is exactly what Trish said consumers are wary of.
Trent Olney (2)	0	This is not right for our business unless it is a win win for head office and operators.
Vance Rodney (1)	0	What strategy? We discussed it at a meeting but that is the extent of any strategy I have encountered. Let's get going on this. Start with our packaging.
Walter Jones (2)	5	I believe that we need to carry further the environmental leadership, and make this a strong point for our customers.
Yuri Fulmer (2)	4	I think there is a win, but not at a large \$\$ cost.



Score Count

31a. To what extent do you believe that A&W's Environmental Leadership Strategy is right for your business and the A&W brand?

Score	# of Respondents
5	16
4	127
3	215
2	97
1	34
0	5
Not Rated	6
Total	500

