

## CONCERNED CONSUMERS SUMMARY -- MAY 2007

Populus interviewed 1,198 adults aged 18+ online between May 26<sup>th</sup> & 27<sup>th</sup> 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' 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. (Concerned Consumers n=575)

	Mar-07	Apr-07	May-07	Change
Google	68	71	66	-5
Marks & Spencer	62	64	60	-4
Tesco	60	59	58	-1
Virgin	54	59	55	-4
Disney	47	48	50	+2
Apple	49	53	48	-5
Ford	48	53	47	-6
Vodafone	44	49	46	-3
BT	47	47	45	-2
HSBC	46	44	44	--
Coca Cola	43	42	44	+2
BP	45	46	42	-4
British Airways	47	45	42	-3
British Gas	43	36	38	+2
McDonalds	31	29	31	+2

## SECTOR FOCUS –MOBILE PHONES

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.

	May-06
O2	51
Orange	48
Virgin Mobile	48
Vodafone	46
T-Mobile	44
3	39

How concerned are you about the following?

	% Very Concerned	% Very/Quite Concerned
People using mobile phones while driving	81%	94%
Children being bullied via mobile phones	63%	91%
Children being exposed to adult content	61%	89%
Roaming charges	48%	75%
Potential health risks of living near masts	39%	78%
General pricing structure	38%	82%
Potential health risks of using mobiles	32%	72%
CO2 from manufacturing & disposal of handsets	31%	75%
Appearance of mobile phone masts	30%	64%

Thinking about mobile phone usage overall which of these issues would you say you are most concerned about?

Health (e.g. potential risks of using, location of phone masts)	26%
Children's safety (e.g. text bullying, theft, inappropriate content)	41%
Pricing (e.g. roaming)	22%
Environment (e.g. manufacturing process, disposal of handsets)	11%

How far do you think each of these mobile phone operators is trying to address the following issues, on a scale of 1 to 5?

	3	O2	Orange	T-Mobile	Virgin Mobile	Vodafone
Health	2.48	2.57	2.52	2.43	2.56	2.46
Children's safety	2.45	2.59	2.56	2.46	2.57	2.52
Pricing	2.52	2.61	2.60	2.52	2.65	2.51
Environment	2.54	2.77	2.53	2.41	2.59	2.51

Who do you most trust to sell you the mobile phone package that best suits your needs?

Carphone Warehouse	7%
Phones4u	2%
The Link	1%
Tesco	3%
O2	14%
Virgin Mobile	9%
Vodafone	9%
T-Mobile	8%
Orange	12%
All of them	5%
None of them	31%

Which of the following offers the most environmentally-friendly handset?

Samsung	3%
Nokia	17%
Sony Ericsson	6%
Motorola	4%
LG	1%
Sagem	0%
Don't know	68%

At what age should children be allowed to have their own mobile phone?

Under 6	0%
6-8	3%
8-10	7%
10-12	26%
12 and over	64%

What might stop you giving a child a mobile phone? (% of respondents saying)

Health issues (e.g. risk of radiation)	45%
Crime issues (e.g. bullying, theft)	69%
Access to adult material	45%
Them growing up too fast	33%

## TOPICAL FOCUS

From what you have seen or heard about the following people, how far do you think each of them shares your values on social and environmental issues on a scale of 1 to 10, where 1 means they don't share your values at all and 10 means they share them absolutely.

	Mean Score	DK/Refused
Richard Branson	6.07	5%
Stuart Rose	4.95	11%
Michael Grade	4.32	9%
Philip Green	4.17	11%
Justin King	4.09	11%
John Browne	4.00	11%
Terry Leahy	3.98	11%
James Murdoch	3.68	10%

Do you think the private lives of leading executives should reflect on the reputation of their business?

Yes	56%
No	44%

Which of the following elements do you think should be a matter of public record? (% of respondents saying)

Marital status	19%
Sexuality	10%
Charitable giving	40%
Politics	42%
Carbon footprint	39%
Pay	44%
Criminal record	78%

Do you think Channel 4 should remain in public ownership?

Yes	90%
No	10%

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
Fly less often	57%	53%
Pay more to fly each time	13%	14%
Neither	30%	33%

## TOPICAL ISSUES

We have recently experienced some unseasonably hot weather. Which of the following do you think best explains the cause of this weather?

Climate change caused by human behaviour	46%
Normal fluctuations in the global weather system	54%

Tesco recently announced annual profits of £2.6 billion. Which of these comes closest to your view?

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%
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%

If your credit card statement showed you the amount of CO2 emissions associated with your purchases, which of these statements would come closest to your view?

It would be useful information that I would use to make sure that future purchases had less of an impact on the environment	48%
It would be useful information but it probably wouldn't change what I bought in future to any great extent, if at all	22%
It would be annoying and intrusive and it probably wouldn't change what I bought in future to any great extent, if at all	17%
I don't know	13%

Are you happy to buy ...

	% saying 'yes'
Energy efficient light bulbs	91%
Innocent smoothies	45%
Primark jeans	33%
Organic apples from South Africa	30%
Green beans from Kenya	29%
Coke Zero	24%
Any product from China	21%
Bernard Matthews turkey breast	17%
An outdoor patio heater	10%