

## CONCERNED CONSUMERS SUMMARY -- MAY 2008

Populus interviewed 1,051 adults aged 18+ online between May 16<sup>th</sup> & 19<sup>th</sup> 2008. 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.populus.co.uk](http://www.populus.co.uk)

Concerned Consumers (n=464)

## 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.

	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Change since last month	Change since last year
<b>Google</b>	71	66	71	73	70	70	71	68	74	70	68	76	73	-3	6
<b>Marks &amp; Spencer</b>	64	60	67	64	66	64	67	67	64	67	65	68	64	-4	4
<b>Tesco</b>	59	58	64	61	63	63	62	60	60	58	59	63	59	-4	1
<b>Disney</b>	48	50	54	51	56	53	54	53	53	53	54	57	57	=	7
<b>Virgin</b>	59	55	57	57	58	56	58	59	59	57	58	55	54	-1	-1
<b>Apple</b>	53	48	55	54	55	57	56	56	56	56	57	58	53	-5	5
<b>Ford</b>	53	47	52	51	51	50	48	47	53	48	50	52	53	1	6
<b>Coca Cola</b>	42	44	52	49	46	48	42	43	46	45	44	48	50	2	6
<b>HSBC</b>	44	44	47	47	49	47	48	48	44	46	49	49	47	-2	3
<b>Vodafone</b>	49	46	50	48	49	47	47	49	48	48	48	50	46	-4	=
<b>BT</b>	47	45	50	51	48	45	46	45	46	46	46	49	46	-3	1
<b>BP</b>	46	42	48	47	46	44	45	44	45	43	42	46	41	-5	-1
<b>British Gas</b>	36	38	43	44	43	42	44	44	40	36	40	42	40	-2	2
<b>British Airways</b>	45	42	47	47	43	45	45	45	51	45	43	40	39	-1	-3
<b>McDonald's</b>	29	31	36	35	36	34	34	34	34	32	37	39	36	-3	-3

## SECTOR FOCUS – Mobile Phone Operators

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-07	May-08	Change
<b>Orange</b>	48	48	=
<b>O2</b>	51	47	-4
<b>Virgin Mobile</b>	48	47	-1
<b>Vodafone</b>	46	46	=
<b>T-Mobile</b>	44	45	+1
<b>TalkTalk</b>	-	42	-
<b>3</b>	39	38	-1
<b>BT Mobile</b>	-	37	-

On a scale of 1 to 5, how well do you think each airline is doing at addressing social and environmental issues (e.g. working conditions, carbon footprint, use of resources etc)?

Virgin Mobile	2.71
O2	2.70
Orange	2.67
Vodafone	2.63
T-Mobile	2.55
BT Mobile	2.53
TalkTalk	2.50
3	2.40

Do you think mobile phone operators are doing enough to address social and environmental issues?

<b>Yes</b>	19%
<b>No</b>	81%

How concerned are you about the following?

	% Very Concerned May-07	% Very Concerned May-08	Change
People using mobile phones while driving	81%	84%	+3
Children being bullied via mobile phones	63%	69%	+6
Children being exposed to adult content	61%	63%	+2
Roaming charges	48%	51%	+3
Potential health risks of living near masts	39%	37%	-2
General pricing structure	38%	46%	+8
Potential health risks of using mobiles	32%	25%	-7
CO2 from manufacturing & disposal of handsets	31%	26%	-5
Appearance of mobile phone masts	30%	28%	-2

	% Very/Quite Concerned May-07	% Very/Quite Concerned May-08	Change
People using mobile phones while driving	94%	96%	+2
Children being bullied via mobile phones	91%	91%	=
Children being exposed to adult content	89%	88%	-1
Roaming charges	75%	76%	+1
Potential health risks of living near masts	78%	79%	+1
General pricing structure	82%	80%	-2
Potential health risks of using mobiles	72%	68%	+4
CO2 from manufacturing & disposal of handsets	75%	73%	-2
Appearance of mobile phone masts	64%	64%	=

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

	May-07	May-08
Health (e.g. potential risks of using, location of phone masts)	26%	26%
Children's safety (e.g. text bullying, theft, inappropriate content)	41%	38%
Pricing (e.g. roaming)	22%	21%
Environment (e.g. manufacturing process, disposal of handsets)	11%	15%

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		
	May-07	May-08	Change
Health	2.48	2.34	-0.14
Children's safety	2.45	2.42	-0.03
Pricing	2.52	2.41	-0.09
Environment	2.54	2.47	-0.07

	BT Mobile
	May-08
Health	2.38
Children's safety	2.44
Pricing	2.35
Environment	2.46

	O2		
	May-07	May-08	Change
Health	2.57	2.47	-0.1
Children's safety	2.59	2.47	-0.12
Pricing	2.61	2.53	-0.08
Environment	2.77	2.51	-0.26

	Orange		
	May-07	May-08	Change
Health	2.52	2.46	-0.06
Children's safety	2.56	2.47	-0.09
Pricing	2.60	2.50	-0.1
Environment	2.53	2.57	+0.04

	TalkTalk
	May-08
Health	2.24
Children's safety	2.27
Pricing	2.33
Environment	2.29

	T-Mobile		
	May-07	May-08	Change
Health	2.43	2.35	-0.08
Children's safety	2.46	2.34	-0.12
Pricing	2.52	2.35	-0.17
Environment	2.41	2.46	+0.05



	Virgin Mobile		
	May-07	May-08	Change
Health	2.56	2.47	-0.09
Children's safety	2.57	2.48	-0.11
Pricing	2.65	2.52	-0.13
Environment	2.59	2.60	+0.1

	Vodafone		
	May-07	May-08	Change
Health	2.46	2.43	-0.03
Children's safety	2.52	2.42	-0.1
Pricing	2.51	2.39	-0.12
Environment	2.51	2.47	-0.04

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

	May-07	May-08	Change
Carphone Warehouse	7%	4%	-3
Phones4u	2%	1%	-1
The Link	1%	0%	-1
Tesco	3%	3%	=
O2	14%	16%	+2
Virgin Mobile	9%	11%	+2
Vodafone	9%	12%	+3
T-Mobile	8%	8%	=
Orange	12%	13%	+1
3		5%	-
BT Mobile		2%	-
All of them	5%	3%	-2
None of them	31%	20%	-11

Some mobile phone operators offer to take your old handset when they upgrade to a new one. Are you aware what happens to the old handsets?

<b>Yes</b>	25%
<b>No</b>	75%

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

	May-07	May-08	Change
Samsung	3%	5%	+2
Nokia	17%	10%	-7
Sony Ericsson	6%	4%	-2
Motorola	4%	2%	-2
LG	1%	2%	+1
Sagem	0%	0%	=
Blackberry		0%	-
Apple		1%	-
Don't know	68%	75%	+7

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

	May-07	May-08	Change
Under 6	0%	0%	=
6-8	3%	3%	=
8-10	7%	10%	+3
10-12	26%	19%	-7
12 and over	64%	68%	+4

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

	May-07	May-08	Change
Health issues (e.g. risk of radiation)	45%	57%	+12
Crime issues (e.g. bullying, theft)	69%	79%	+10
Access to adult material	45%	56%	+11
Them growing up too fast	33%	44%	+11

Have you ever heard of a company called Best Buy?

<b>Yes</b>	25%
<b>No</b>	75%

Excluding the costs of handsets and accessories, how much on average do you spend per month on your mobile phone?

Less than £15	59%
£16-£30	22%
£31-£45	15%
£46-£60	2%
More than £61	2%

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?

	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08
<b>I would still try and buy the most ethical and environmentally-friendly products I could – even if it meant paying a little extra</b>	65%	59%	60%	65%	69%	63%	69%	65%	63%	58%
<b>I would be more likely to buy products and services that represented the best value for money regardless of the company’s ethical or environmental credentials</b>	35%	41%	40%	35%	31%	37%	31%	35%	37%	42%

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:

	May-07	Jun-07	Jul-07	Aug-07	Sept-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08
<b>Fly less often</b>	53%	51%	53%	54%	55%	52%	57%	54%	59%	57%	56%	58%	50%
<b>Pay more to fly each time</b>	14%	9%	12%	15%	13%	15%	14%	12%	13%	13%	11%	11%	10%
<b>Neither</b>	33%	40%	35%	32%	33%	33%	30%	33%	28%	30%	33%	30%	40%

Which three of the reasons below do you think are the biggest contributing factors to the rising cost of food?

	First Choice	Second Choice	Third Choice	Not ranked in top 3
Bad harvest	13%	20%	17%	50%
Biofuel crops using land usually used for growing food	11%	10%	20%	58%
Rising fuel prices	48%	24%	11%	16%
Manufacturers/retailers trying to generate extra profits	13%	27%	21%	40%
Increased demand due to population growth	11%	14%	24%	51%