

Media Coverage

CATI Fieldwork : 15th-17th April 2011

Absolutes/col percents

Table 1

Q1 Has negative media coverage about a company you have purchased from before, changed your mind about buying from them again?

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
Yes	517 52%	234 48%	283 55%	57 47%	94 58%	110 58%	103 60%	76 51%	77 37%	157 58%	158 54%	107 51%	95 41%	132 52%	140 53%	119 47%	78 54%	47 54%
No	457 46%	249 51%	208 41%	62 51%	61 38%	76 40%	62 37%	72 48%	124 59%	108 40%	121 42%	100 48%	127 55%	119 47%	113 43%	124 49%	62 43%	38 43%
Don't know	29 3%	8 2%	21 4%	2 1%	6 4%	5 2%	6 3%	2 1%	9 4%	5 2%	11 4%	4 2%	9 4%	4 1%	11 4%	8 3%	5 3%	2 2%

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Table 2
Q2 To what extent do you agree or disagree with each of the following statements?
- Summary Table
Base: All respondents

		Comments from a company CEO, Director or celebrity ambassador have made me decide not to buy from that particular company	I have complained about or criticised a company to my friends and colleagues via email, or on Facebook or Twitter.	If it was revealed that a company had lost or misused personal customer data or records, I would stop using their products or services	Companies mis-using or losing customers personal data should have to register incidents online for future public reference
Unweighted base		1003	1003	1003	1003
Weighted base		1003	1003	1003	1003
NET Agree		369 37%	286 29%	783 78%	859 86%
Strongly agree	(4)	138 14%	126 13%	537 53%	615 61%
Agree	(3)	230 23%	160 16%	246 25%	244 24%
Disagree	(2)	421 42%	332 33%	133 13%	72 7%
Strongly disagree	(1)	158 16%	353 35%	63 6%	33 3%
NET Disagree		578 58%	685 68%	196 20%	106 11%
Don't know		56 6%	32 3%	24 2%	38 4%
Mean		2.37	2.06	3.28	3.49
Standard deviation		0.93	1.02	0.93	0.78
Standard error		0.03	0.03	0.03	0.03

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Table 3

Q2 To what extent do you agree or disagree with each of the following statements?

- Comments from a company CEO, Director or celebrity ambassador have made me decide not to buy from that particular company

Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
NET Agree	369 37%	176 36%	192 38%	45 37%	46 29%	74 39%	61 36%	64 42%	78 37%	103 38%	99 34%	77 36%	90 39%	105 41%	94 36%	90 36%	50 35%	29 34%
Strongly agree	(4) 138 14%	76 16%	62 12%	5 4%	11 7%	26 14%	30 17%	30 20%	36 17%	30 11%	37 13%	29 14%	42 18%	37 14%	27 10%	42 17%	20 14%	12 14%
Agree	(3) 230 23%	100 20%	130 25%	40 33%	35 22%	48 25%	32 19%	33 22%	42 20%	72 27%	62 21%	47 22%	48 21%	68 27%	67 25%	48 19%	30 21%	17 20%
Disagree	(2) 421 42%	200 41%	221 43%	56 47%	87 54%	83 43%	75 44%	51 34%	68 33%	110 41%	134 46%	93 44%	83 36%	101 40%	107 40%	111 44%	60 41%	42 48%
Strongly disagree	(1) 158 16%	101 20%	57 11%	11 9%	18 11%	24 13%	28 16%	31 21%	46 22%	45 17%	40 14%	33 16%	40 17%	37 14%	44 17%	42 17%	23 16%	12 14%
NET Disagree	578 58%	300 61%	278 54%	67 56%	105 66%	107 56%	103 61%	82 54%	114 54%	155 57%	174 60%	126 60%	123 53%	138 54%	151 57%	153 61%	83 57%	54 62%
Don't know	56 6%	15 3%	42 8%	8 7%	9 6%	9 5%	6 3%	5 3%	19 9%	13 5%	18 6%	8 4%	18 8%	12 5%	20 8%	9 3%	11 8%	4 4%
Mean	2.37	2.32	2.42	2.35	2.26	2.42	2.38	2.44	2.36	2.34	2.35	2.36	2.43	2.43	2.31	2.37	2.35	2.35
Standard deviation	0.93	0.98	0.87	0.71	0.76	0.90	0.97	1.05	1.04	0.90	0.89	0.92	1.01	0.92	0.89	0.96	0.94	0.90
Standard error	0.03	0.05	0.04	0.08	0.07	0.07	0.07	0.08	0.07	0.05	0.07	0.08	0.06	0.06	0.06	0.06	0.08	0.10

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Table 4

Q2 To what extent do you agree or disagree with each of the following statements?

- I have complained about or criticised a company to my friends and colleagues via email, or on Facebook or Twitter.

Base: All respondents

	Gender		Age							Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87	
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87	
NET Agree	286 29%	150 31%	136 26%	53 44%	60 37%	67 35%	43 25%	28 19%	34 16%	91 34%	82 28%	52 25%	60 26%	94 37%	54 20%	81 32%	34 23%	23 27%	
Strongly agree	(4) 13%	126 13%	70 14%	56 11%	21 17%	24 15%	29 15%	19 11%	15 10%	18 9%	33 12%	36 12%	28 13%	29 12%	44 17%	25 9%	34 14%	12 8%	11 13%
Agree	(3) 16%	160 16%	80 16%	80 16%	32 27%	36 22%	37 20%	25 14%	14 9%	16 8%	58 22%	46 16%	24 11%	32 14%	51 20%	29 11%	47 19%	22 15%	12 14%
Disagree	(2) 33%	332 33%	169 34%	163 32%	38 31%	45 28%	72 38%	63 37%	54 36%	61 29%	85 31%	99 34%	77 37%	71 31%	68 27%	94 36%	80 32%	53 37%	36 41%
Strongly disagree	(1) 35%	353 35%	161 33%	192 38%	27 23%	53 33%	45 23%	63 37%	61 41%	104 49%	89 33%	101 35%	76 36%	88 38%	86 34%	107 40%	82 32%	51 35%	27 32%
NET Disagree	685 68%	330 67%	355 69%	65 54%	97 61%	116 61%	126 74%	116 77%	165 78%	174 64%	200 69%	153 72%	159 69%	154 61%	201 76%	162 64%	104 72%	63 72%	
Don't know	32 3%	11 2%	21 4%	3 2%	3 2%	7 4%	1 1%	6 4%	11 5%	6 2%	9 3%	6 3%	12 5%	6 2%	10 4%	8 3%	7 5%	1 1%	
Mean	2.06	2.12	2.00	2.40	2.20	2.28	1.99	1.87	1.74	2.13	2.06	2.02	2.01	2.21	1.89	2.14	1.96	2.08	
Standard deviation	1.02	1.04	1.01	1.03	1.07	1.01	0.98	0.96	0.95	1.02	1.02	1.02	1.04	1.10	0.96	1.04	0.94	0.99	
Standard error	0.03	0.05	0.04	0.12	0.10	0.08	0.07	0.07	0.06	0.05	0.08	0.09	0.06	0.07	0.06	0.07	0.08	0.11	

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Table 5

Q2 To what extent do you agree or disagree with each of the following statements?

- If it was revealed that a company had lost or misused personal customer data or records, I would stop using their products or services

Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
NET Agree	783 78%	364 74%	419 82%	99 82%	110 69%	142 75%	142 83%	126 84%	164 78%	199 73%	225 77%	178 85%	180 78%	195 76%	204 77%	203 81%	112 78%	68 78%
Strongly agree	(4) 53%	249 51%	288 56%	59 49%	73 45%	92 48%	95 56%	95 63%	123 58%	128 47%	144 50%	132 63%	133 58%	119 47%	139 53%	144 57%	91 63%	44 50%
Agree	(3) 25%	115 23%	131 26%	39 33%	38 24%	50 26%	46 27%	31 21%	41 20%	71 26%	81 28%	47 22%	47 20%	76 30%	65 24%	60 24%	21 14%	24 28%
Disagree	(2) 13%	78 16%	55 11%	14 12%	32 20%	32 17%	16 9%	15 10%	24 11%	52 19%	36 12%	18 9%	27 12%	41 16%	28 11%	32 13%	20 14%	13 15%
Strongly disagree	(1) 6%	41 8%	22 4%	6 5%	13 8%	12 7%	8 5%	9 6%	16 8%	15 5%	18 6%	13 6%	18 8%	17 6%	22 8%	14 6%	7 5%	3 3%
NET Disagree	196 20%	119 24%	77 15%	20 16%	45 28%	45 23%	23 14%	24 16%	40 19%	67 25%	54 18%	31 15%	45 19%	57 22%	50 19%	46 18%	27 19%	16 18%
Don't know	24 2%	9 2%	15 3%	2 2%	5 3%	4 2%	5 3%	1 *	7 3%	5 2%	12 4%	1 *	6 3%	3 1%	10 4%	3 1%	5 4%	3 4%
Mean	3.28	3.18	3.38	3.29	3.10	3.19	3.39	3.42	3.33	3.17	3.26	3.42	3.32	3.18	3.26	3.34	3.41	3.30
Standard deviation	0.93	0.99	0.85	0.86	1.00	0.95	0.85	0.89	0.96	0.93	0.92	0.89	0.96	0.93	0.97	0.90	0.92	0.86
Standard error	0.03	0.05	0.04	0.10	0.09	0.07	0.06	0.07	0.06	0.05	0.07	0.07	0.05	0.06	0.06	0.06	0.08	0.09

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Table 6

Q2 To what extent do you agree or disagree with each of the following statements?

- Companies mis-using or losing customers personal data should have to register incidents online for future public reference

Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
NET Agree	859 86%	417 85%	442 86%	98 81%	128 80%	168 88%	162 95%	134 89%	170 80%	243 90%	247 85%	180 86%	188 82%	207 81%	220 83%	221 88%	131 90%	80 92%
Strongly agree	(4) 615 61%	305 62%	310 61%	64 53%	95 59%	120 63%	114 67%	102 68%	120 57%	157 58%	185 64%	143 68%	130 56%	146 57%	151 57%	164 65%	97 67%	56 64%
Agree	(3) 244 24%	112 23%	132 26%	34 28%	33 20%	48 25%	48 28%	32 21%	49 23%	86 32%	62 21%	38 18%	58 25%	61 24%	69 26%	57 23%	34 23%	24 27%
Disagree	(2) 72 7%	38 8%	34 7%	16 14%	20 13%	10 5%	5 3%	8 5%	13 6%	12 5%	23 8%	21 10%	16 7%	31 12%	18 7%	13 5%	7 5%	4 4%
Strongly disagree	(1) 33 3%	19 4%	14 3%	3 2%	4 2%	7 3%	2 1%	6 4%	12 6%	8 3%	6 2%	4 2%	15 7%	9 4%	11 4%	9 3%	3 2%	1 1%
NET Disagree	106 11%	57 12%	49 9%	19 16%	24 15%	17 9%	7 4%	14 9%	25 12%	20 7%	30 10%	25 12%	31 14%	40 16%	29 11%	22 9%	10 7%	5 5%
Don't know	38 4%	17 3%	22 4%	4 3%	9 5%	6 3%	1 1%	3 2%	16 8%	7 3%	14 5%	5 3%	11 5%	8 3%	15 6%	8 3%	4 3%	3 3%
Mean	3.49	3.48	3.50	3.36	3.45	3.52	3.62	3.56	3.42	3.49	3.54	3.56	3.38	3.39	3.44	3.55	3.60	3.60
Standard deviation	0.78	0.81	0.75	0.81	0.81	0.76	0.60	0.78	0.87	0.72	0.75	0.76	0.89	0.85	0.82	0.76	0.68	0.63
Standard error	0.03	0.04	0.03	0.09	0.08	0.06	0.04	0.06	0.06	0.04	0.06	0.06	0.05	0.05	0.05	0.05	0.06	0.07