

Overall Summary of Key Findings

This summary contains the findings of research conducted by Ipsos MORI Social Research Institute into international public attitudes towards computer purchasing and the environment. The research was undertaken on behalf of Greenpeace International from 13 January - 27 February 2006.

Background and objectives

The purpose of the survey is to understand why people are replacing their computers, what influences their choice of PC and the sources of information they use to make their decision. Focusing specifically on the environment, the research also aims to find out how, if at all, environmental factors affect the buying and choosing of computers. Public attitudes towards the computer industry and environmental waste are also assessed.

Methodology

A total of 9,042 interviews were conducted across nine countries as shown. Participants were aged 14+ in Germany. They were aged 15+ in Great Britain, China, India, the Philippines, Thailand and Poland. They were aged 16+ in Brazil and 18+ in Mexico.

Country	Sample Size	Methodology
India	1,018	Interviewed on face-to-face urban omnibus
China	1,017	Interviewed via telephone, urban-based omnibus using CATI (Computer Assisted Telephone Interviewing)
Great Britain	1,013	Interviewed on face-to-face national omnibus using CAPI (Computer Assisted Personal Interviewing)
Thailand	1,005	Interviewed via telephone , urban omnibus using CATI (Computer Assisted Telephone Interviewing)
Mexico	1,001	Urban areas, interviewed via telephone using CATI (Computer Assisted Telephone Interviewing)
Poland	1,000	Interviewed on face-to-face national omnibus
Philippines	1,000	Interviewed on face-to-face urban omnibus
Brazil	1,000	Interviewed on face-to-face national omnibus
Germany	988	Interviewed on face-to-face national omnibus using CAPI (Computer Assisted Personal Interviewing)

Five of the surveys were conducted in cities only. Bangkok and Manila are the largest cities in Thailand and the Philippines respectively, and so they serve to represent the urban populations in Omnibus surveys there.

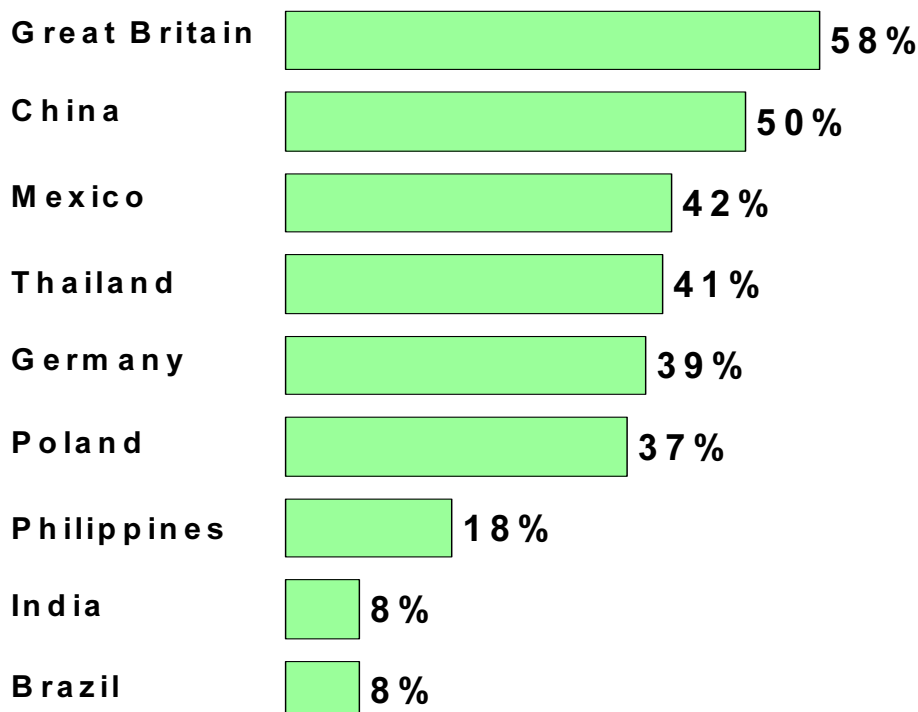
China	Beijing, Shanghai, Guangzhou, Wuhan
India	Mumbai, Delhi, Calcutta, Madras
Mexico	Mexico City, Monterrey, Guadalajara, Puebla
Thailand	Bangkok
Philippines	Manila

Data are weighted to the known population profile of each country or equivalent urban population, with the exception of Poland.

Level of PC Ownership

This chart shows the proportions of people in the nine countries involved in the research who own a personal computer.

Q Do you have a personal computer which you were/would be personally responsible for purchasing/replacing?



Base: Respondents: Great Britain (1,013), China (1,017: urban-based sample), Mexico (1,001: urban-based sample), Thailand (1,005: urban-based sample), Germany (998), Poland (1,000), Philippines (1,000: urban-based sample), India (1,018 urban-based sample), Brazil (1,000)

Source: Ipsos MORI

Main reasons for replacing a PC (Unprompted)

This table shows the responses of **PC owners** when asked *spontaneously* what would be their main reasons for replacing their PC. Please note, the data for India and Brazil have been excluded because of the low numbers of people who own a PC in these countries.

Q. What would be the main reason or reasons for you to replace your current PC?

<i>Base: PC owners</i>	GB (570)	Chin. (515)	Mex. (389)	Thai. (434)	Ger. (365)	Pol. (370)	Philip. (178)	Average
	%	%	%	%	%	%	%	%
PC not is functional any longer/not working/out of order	37	30	9	31	45	7	29	27
PC is out of date	48	41	35	37	41	25	36	38
Software requirements (e.g. upgrade of programmes)	6	19	16	37	14	18	27	20
Replace desktop with notebook	2	4	1	3	10	6	1	4
Improved functions or design (e.g. longer life battery)	9	15	38	12	12	25	18	18
For a model which is more environmentally friendly/less harmful to environment	1	2	1	1	3	3	8	3
To switch to a different brand of computer	4	1	7	1	2	1	7	3
Other	7	3	1	10	5	1	8	5
Don't Know	5	7	*	8	10	29	2	9

Source: Ipsos MORI

Main considerations in buying a new PC (Prompted)

This table contrasts with the previous one by showing the responses of **PC owners** when they are given a list of reasons why they might replace their PC and are asked to choose the most important ones. Again, the data for India and Brazil have been excluded because of the low numbers of people who own a PC in these countries.

Q. Which one or two of the following, if any, would be most important to you when buying a new PC?

<i>Base: PC owners</i>	GB (570)	Chin. (515)	Mex. (389)	Thai. (434)	Ger. (365)	Pol. (370)	Philip. (178)	Average
	%	%	%	%	%	%	%	%
Price	62	40	40	58	71	67	45	55
Performance/ Function e.g. speed, battery life	75	71	81	83	83	84	56	76
Design	7	6	10	11	3	1	12	7
Brand name	11	24	20	12	5	13	44	18
Environmental aspects (e.g. energy consumption, free of hazardous substances)	11	33	9	13	11	4	11	13
Other	5	1	1	1	-	*	4	2
None	1	-	2	-	1	-	-	1
Don't Know	1	1	1	1	1	2	-	1

Source: Ipsos MORI

Information about buying a PC

The table indicates the sources of information about computers that **PC owners** would be most likely to use. Again, the data for India and Brazil have been excluded because of the low numbers of people who own a PC in these countries.

Q. Where, if anywhere, would you look for information or advice about buying a new PC?

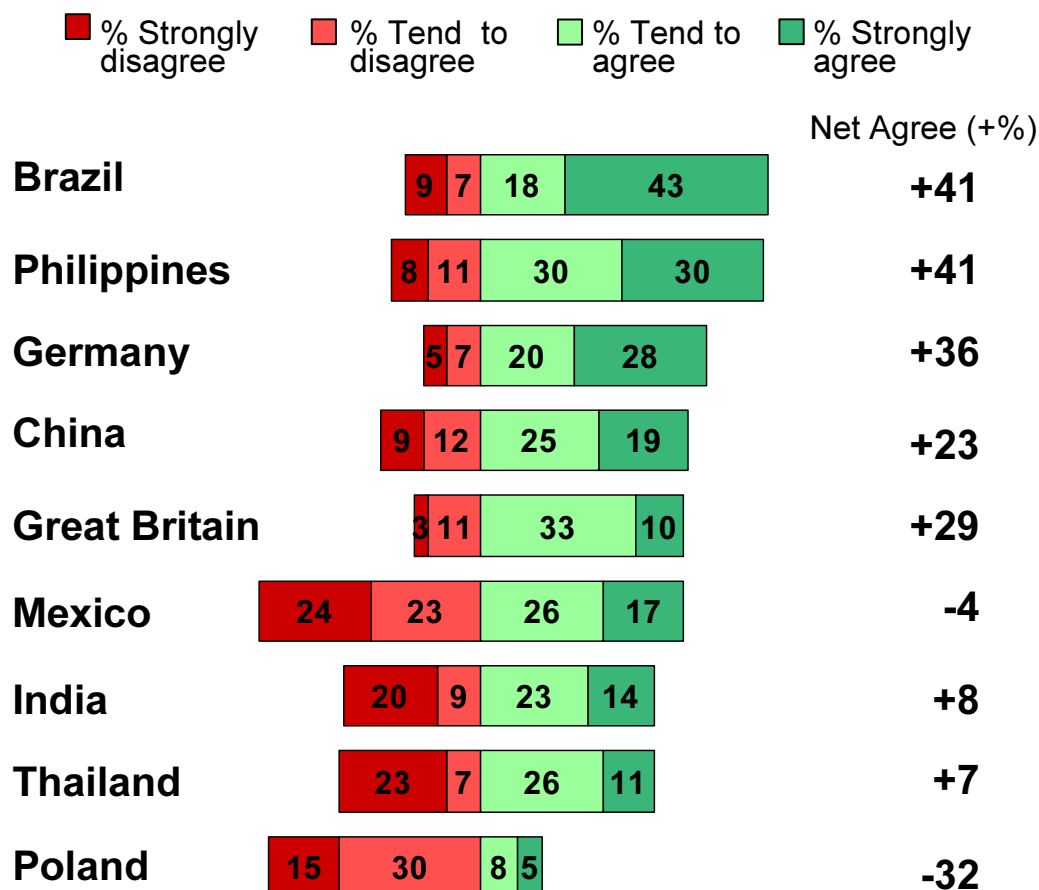
<i>Base: PC owners</i>	GB (570)	Chin. (515)	Mex. (389)	Thai. (434)	Ger. (365)	Pol. (370)	Philip. (178)	Average
	%	%	%	%	%	%	%	%
Advertising (e.g. TV or Press)	12	17	6	14	15	7	13	12
Company Information (e.g. webs sites, brochures)	26	32	18	19	37	26	13	24
Specialised electronic web sites or magazines	22	33	39	31	29	22	15	27
Specialist IT shops	28	29	51	42	60	59	30	43
Friends, relatives or work colleagues	30	28	19	33	48	45	54	37
Other	10	4	5	7	5	1	5	5
Nowhere	2	3	2	1	1	2	1	2
Don't Know	3	3	2	1	1	2	1	2

Source: Ipsos MORI

Computers and Hazardous Waste

This chart shows the responses of **all** participants in the research when asked whether they believe computers and other electronic goods contain hazardous materials.

Q To what extent do you agree that PCs and other electronic products contain hazardous materials?

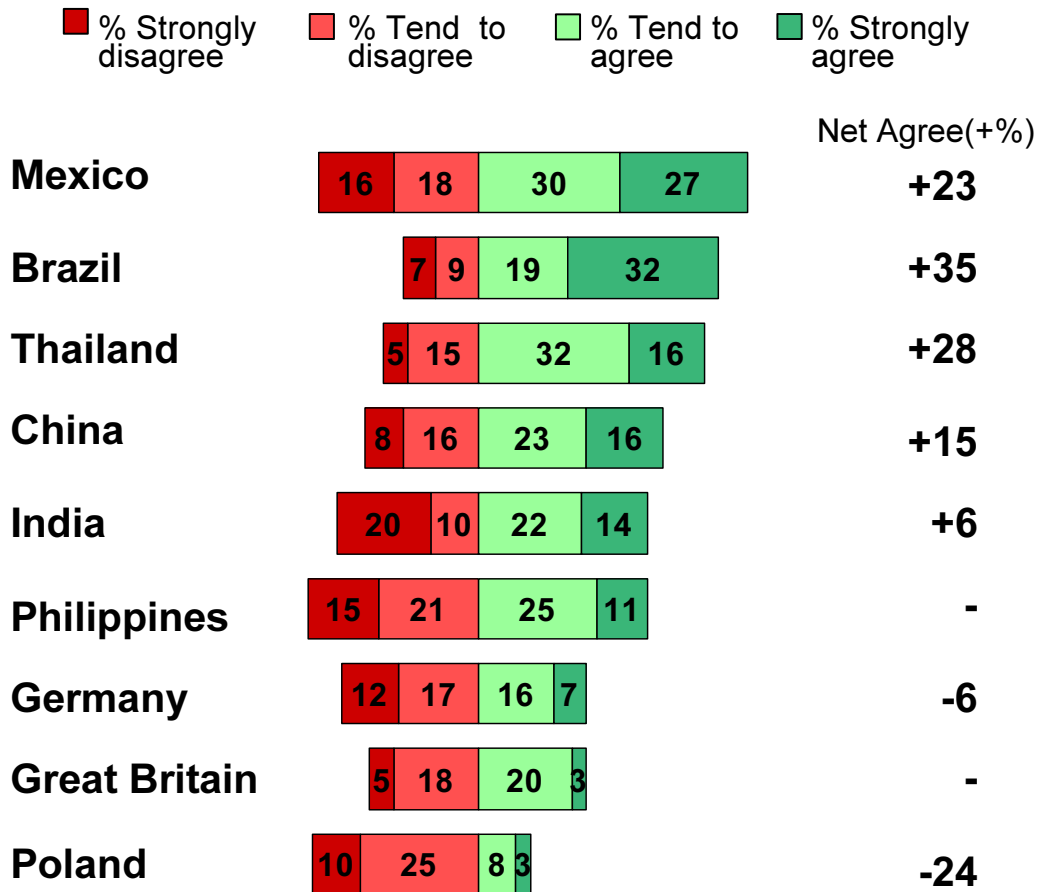


Base: Respondents: Great Britain (1,013), China (1,017: urban-based sample), Mexico (1,001: urban-based sample), Thailand (1,005: urban-based sample), Germany (998), Poland (1,000), Philippines (1,000: urban-based sample), India (1,018: urban-based sample), Brazil (1,000)
 Source: Ipsos MORI

PCs and Environmental Impact

Similarly, this chart shows how participants respond when asked about the environmental impact of the PC industry relative to other industries.

Q To what extent do you agree that the PC industry has a lower environmental impact than do other industries?



Base: Respondents: Great Britain (1,013), China (1,017: urban-based sample), Mexico (1,001: urban-based sample), Thailand (1,005: urban-based sample), Germany (998), Poland (1,000), Philippines (1,000: urban-based sample), India (1,018: urban-based sample), Brazil (1,000)
 Source: Ipsos MORI

Paying for an environmentally friendly PC

This chart shows how much more **PC owners** would be prepared to pay for a more environmentally friendly PC, assuming that they would have to pay about £500 for a normal computer. Again, the data for India and Brazil have been excluded because of the low numbers of people who own a PC in these countries.

The average extra that people are willing to pay is calculated by multiplying the mid-point of each bracketed amount (e.g. £11 – £20 extra) by the number of people who fall into this category. For those willing to pay over £200 more, a mid-point of £250 is used.

How much extra, if anything, would you be prepared to spend for a more environmentally friendly PC that would normally cost £500?



Base: PC owners: Great Britain (570), China (515), Thailand (434), Mexico (389), Poland (370), Germany (365), Philippines (178)

Source: Ipsos MORI

Responsibility for PC waste management

This final table demonstrates how people around the world would allocate responsibility for dealing with hazardous waste from computers or other electronic products.

Q. Thinking about any hazardous waste that may be produced from old PCs or other electronic products, who do you think should mainly be responsible for dealing with this?

<i>Base: Respondents</i>	GB (1,013)	Chin. (1,017)	Mex. (1,001)	Thai. (1,005)	Ger. (988)	Pol. (1,000)	Philip. (1,000)	Ind. (1,018)	Braz. (1,000)	Average
	%	%	%	%	%	%	%	%	%	%
People who manufacture these products	48	53	66	64	57	42	25	40	50	49
Shops that sell these products	6	23	5	8	20	20	9	7	6	12
People who own these products	14	4	16	14	7	6	50	14	15	16
National governments	20	16	12	11	6	10	17	6	23	13
European government	2	n/a	n/a	n/a	3	4	n/a	n/a	n/a	3
None of these	3	1	*	-	1	1	-	13	1	2
Don't Know	8	3	1	2	7	18	-	21	5	7

Source: Ipsos MORI

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