

AT&T Wireless Survey on Sustainability

June 6, 2012

1. Would you want your wireless phone provider to include information about the environmental impact of mobile devices on packaging and in-store product descriptions?
(1034 respondents)

92% Own a cell phone (net)

44% Yes

48% No

2% Don't know

6% DO NOT OWN A WIRELESS/CELL PHONE DOES NOT QUALIFY

- Men are more likely than women to own a cell phone (94% vs. 89%).
- Women are more likely than men to reply “want your wireless phone provider to include information about the environmental impact of mobile devices on packaging and in-store product descriptions” (48% vs. 40%).
- People with landline telephones are slightly more likely than those who only have a cell phone, to “want your wireless phone provider to include information about the environmental impact of mobile devices on packaging and in-store product descriptions” (45% vs. 42%).
- Younger consumers are more open to wanting their wireless phone provider to include information about the environmental impact of mobile devices on packaging and in-store product descriptions.

	18-44	45+
% Yes	50%	39%

- People with children are more likely than those without kids to “want your wireless phone provider to include information about the environmental impact of mobile devices on packaging and in-store product descriptions” (48% vs. 42%).
- Cell phone subscribers, regardless of their service providers, are about equally interested in their wireless phone provider including information about the environmental impact of mobile devices on packaging and in-store product descriptions.

	Verizon	AT&T	Sprint	Others	T-Mobile
% Yes	51%	49%	49%	49%	45%

2. All other things being equal, including price and the performance, would one product having a better environmental impact rating than another factor in your purchasing decision? (934 respondents)

- 62% Yes
- 36% No
- 2% Don't know

- Women are significantly more likely than men to factor in a better environmental rating in their purchase decision (70% vs. 54%).
- Across all age groups, willingness to factor in a better environmental rating in their purchase decision is fairly uniform.

	18-34	35-44	45-54	55-64	65+
% Yes	62%	68%	56%	62%	60%

- Across all income groups, willingness to factor in a better environmental rating in their purchase decision is fairly uniform.

	<\$35K	\$35K-\$49K	\$50K-\$74K	\$75K-\$99K	\$100K+
% Yes	62%	64%	68%	67%	62%

- With the exception of Sprint subscribers, cell phone subscribers, regardless of their service providers, are about equally willing to factor in a better environmental rating in their purchase decision.

	Verizon	AT&T	T-Mobile	Others	Sprint
% Yes	65%	63%	63%	63%	55%

3. Who is your wireless phone provider? (934 respondents)

28% Verizon
27% AT&T
10% T-Mobile
9% Sprint
20% Other
7% Don't know