

# BP Oil Spill Sponsorship Ramifications



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# **INTRODUCTION**



# Objective

The objective of this two country study was to determine the ramifications of the BP Oil Spill on their sponsorship initiatives and to poll consumer attitudes towards the oil giant and their continued marketing efforts.

More specifically, the study was designed to decide whether consumers feel that BP should continue to support BP's sponsorship of their favorite pastimes, or do they think that BP should discontinue these immediately, when their contracts are up, or not at all.

# Methodology

A two country poll was conducted in which respondents from both the UK and the U.S. could weigh in on their opinions of the BP Oil Spill and more importantly, the future BP support of their favorite pastimes.

Data was collected on June 12<sup>th</sup> and 13<sup>th</sup>, 2010 through an online survey provided by Performance Research and Survey Sampling International.

In total, 675 respondents were included in this study.

# **EXECUTIVE SUMMARY**



# Executive Summary

## View towards BP Sponsorship

- **Should BP seek out new sports partnerships while still dealing with the oil spill clean-up efforts?**
  - No, says a full one third of US consumers. However, opinions were notably split as UK citizens had little issues with such development.
- **Boycott the beneficiaries?**
  - Not necessarily as most agree that the organizations being sponsored by BP should continue to accept their funding (Agree:46% US, 60% UK), though agreement was stronger in the UK. Only a minority in both countries agreed that *"I would not support any organizations receiving funds from BP"* (Agree: 22% US, 8% UK) but it is worth noting that in the US it was a strong minority.
- **When looking at current BP sponsorships, US split on dropping or carrying on, while UK favors consistency:**
  - In general both the US and UK participants did agree with BP's decision to continue existing arts/culture (Agree:43% US, 56% UK) and sports (Agree:36% US, 55% UK) sponsorships, though support for this decision was significantly stronger in the UK. However, when presented with a list of current BP sponsorships at both a global (US Olympic team, 2010 FIFA World Cup, London 2012 Olympic Games) and more regional level (eg. NY Giants in US, Royal Opera House in UK), Americans were consistently split on whether the properties should continue their relationships with BP or end them (either immediately or when the contract expires). In contrast, Brits were consistently in favor of continuing the affiliations.

# Executive Summary

## View towards BP Sponsorship

- **Favorable “New sponsorship” opportunities still exist for BP, with both countries’ respondents favoring new relationships between BP and environmental organizations:**

- When asked if they would approve or disapprove of new sponsorship relationships between BP and the World Wildlife Fund, approval outweighed disapproval in both countries (Approve: 46% US, 66% UK). These findings were universally consistent when the same question was posed in regards to several other environmental organizations.

- **Consumers generally accepting of The Nature Conservancy’s current relationship with BP:**

- When participants were informed that The Nature Conservancy lists BP as a business partner and has granted the company a seat on its International Leadership Council, as well as accepting nearly \$10 million in cash from BP; tolerance and realistic perspective were the order of the day.

- Both US and UK consumers were more likely to agree that working with BP and companies like it is necessary in order to influence activities affecting the environment (Agree: 50% US, 61% UK) and promote large-scale, positive environmental change (Agree: 42% US, 54% UK). Participants were also in agreement however, that The Nature Conservancy should in fact request more money in order to help meet the environmental challenges caused by the spill (Agree: 38% US, 44% UK).



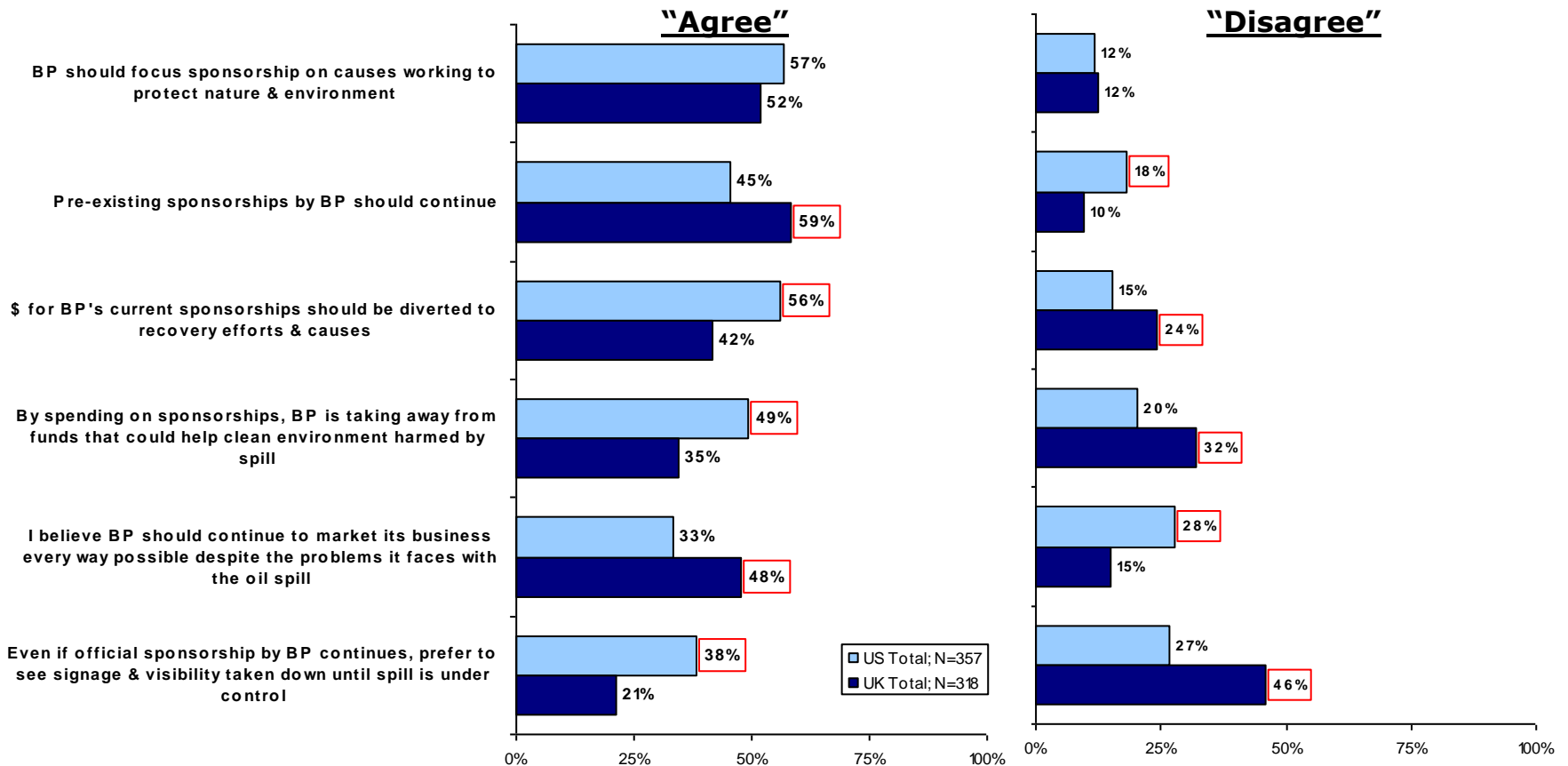
# RESULTS



# General BP Sponsorship Thoughts

Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Consumers from both countries felt that sponsorship should be used to support causes that work to protect nature, however UK respondents felt more support toward pre-existing sponsorships.



□ Denotes a significant difference at the 90% confidence level

"Similar to many multi-national companies, BP is an official sponsor (or corporate partner) with various sports, entertainment, and arts / cultural activities. Considering the current situation with the BP oil spill in the Gulf of Mexico, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree Completely.'"

# General BP Sponsorship Thoughts

Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

**Wealthier consumers from both countries felt less strongly about supporting sponsorship used for causes that work to protect nature and environment. While younger consumers felt more strongly regarding disappropriating sponsorship funds that could help clean the environment.**

		By Gender				By Age				By Income			
		United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
		Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
BP should focus sponsorship on causes working to protect nature & environment	Agree	50%	62%	50%	54%	59%	55%	55%	48%	59%	52%	56%	47%
	Disagree	17%	7%	14%	11%	9%	14%	10%	15%	8%	20%	9%	17%
Pre-existing sponsorships by BP should continue	Agree	50%	42%	62%	55%	44%	46%	55%	63%	45%	51%	55%	65%
	Disagree	21%	16%	9%	10%	16%	20%	9%	10%	16%	21%	12%	7%
\$ for BP's current sponsorships should be diverted to recovery efforts & causes	Agree	50%	61%	35%	48%	54%	58%	47%	36%	58%	57%	46%	39%
	Disagree	23%	9%	29%	20%	16%	15%	14%	35%	12%	22%	22%	28%
By spending on sponsorships, BP is taking away from \$ that could help clean environment harmed by spill	Agree	40%	57%	29%	40%	50%	48%	40%	29%	53%	43%	36%	32%
	Disagree	29%	14%	41%	24%	18%	23%	24%	41%	20%	25%	32%	35%
BP should continue to market its business every way possible despite problems it faces w/ oil spill	Agree	41%	27%	56%	41%	33%	34%	41%	55%	32%	36%	43%	54%
	Disagree	23%	32%	11%	19%	29%	26%	16%	14%	29%	22%	15%	13%
Even if sponsorship by BP continues, prefer to see signage & visibility removed until spill is under control	Agree	31%	44%	17%	26%	42%	34%	25%	18%	39%	35%	26%	17%
	Disagree	33%	21%	50%	42%	25%	28%	38%	54%	28%	25%	41%	52%

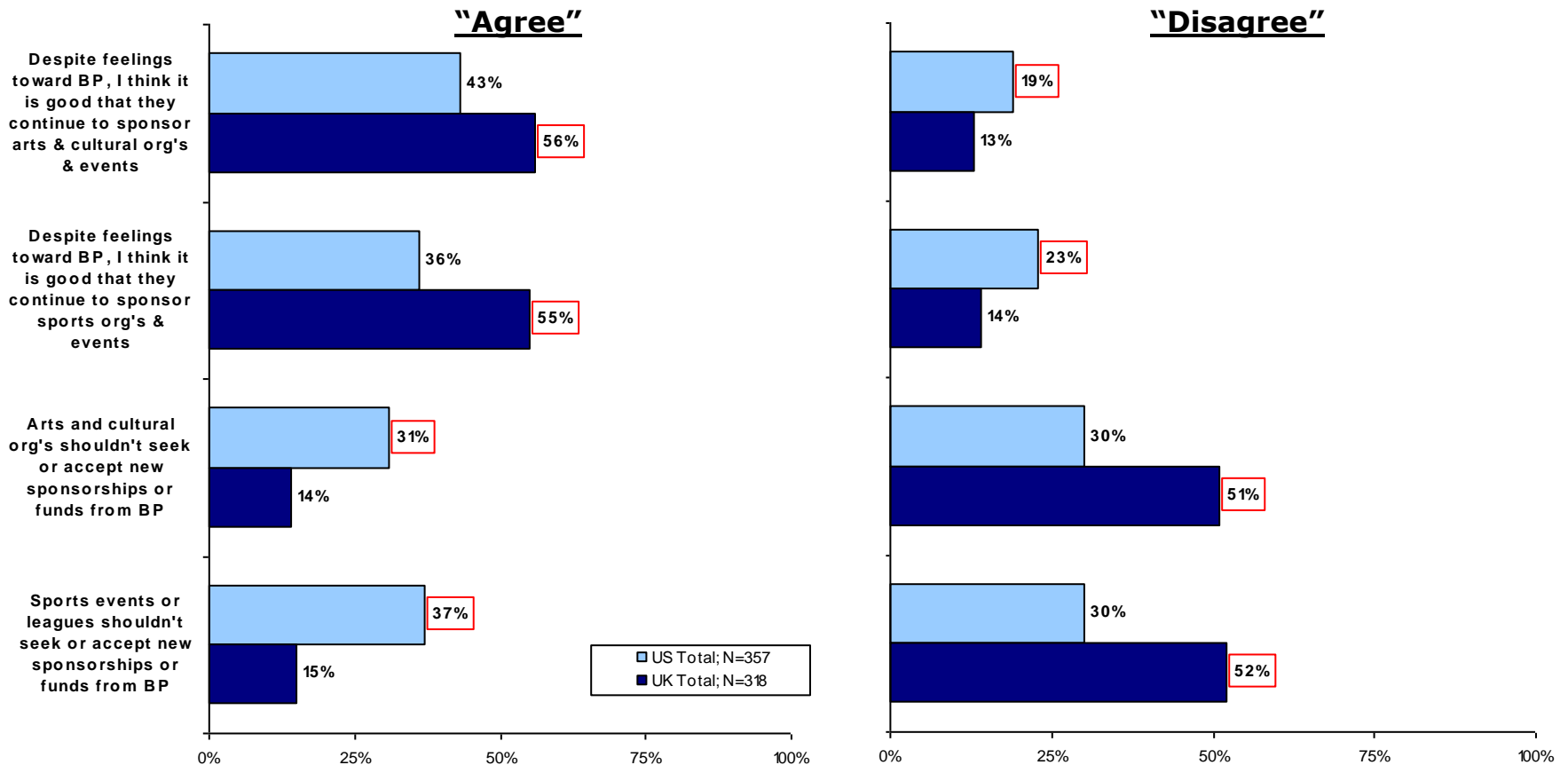
 Denotes a significant difference at the 90% confidence level

**"Similar to many multi-national companies, BP is an official sponsor (or corporate partner) with various sports, entertainment, and arts / cultural activities. Considering the current situation with the BP oil spill in the Gulf of Mexico, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree Completely.'"**

# BP Sponsorship Thoughts: Arts, Culture & Sports

Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Both the US and UK participants agreed with BP's decision to continue existing arts/culture and sports sponsorships, though support for this decision was significantly stronger in the UK.



□ Denotes a significant difference at the 90% confidence level

"Similar to many multi-national companies, BP is an official sponsor (or corporate partner) with various sports, entertainment, and arts / cultural activities. Considering the current situation with the BP oil spill in the Gulf of Mexico, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree Completely.'"

# BP Sponsorship Thoughts: Arts, Culture & Sports

Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Older, wealthier UK participants agreed more strongly with BP's decision to continue existing arts/culture sponsorships. While younger, female US consumers felt relatively stronger that sports events or leagues shouldn't seek or accept new sponsorships or funds from BP.

		By Gender				By Age				By Income			
		United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
		Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
Despite feelings toward BP, I think it is good that they continue to sponsor arts & cultural org's & events	Agree	43%	42%	60%	52%	44%	41%	49%	63%	43%	44%	50%	64%
	Disagree	21%	18%	12%	14%	21%	18%	13%	13%	18%	21%	14%	12%
Despite feelings toward BP, I think it is good that they continue to sponsor sports org's & events	Agree	39%	34%	63%	47%	35%	37%	50%	60%	37%	36%	47%	68%
	Disagree	24%	22%	13%	14%	22%	24%	13%	14%	21%	25%	17%	9%
Arts and cultural org's shouldn't seek or accept new sponsorships or funds from BP	Agree	26%	35%	15%	13%	39%	24%	16%	11%	30%	35%	15%	13%
	Disagree	34%	27%	55%	48%	26%	34%	42%	60%	31%	28%	48%	56%
Sports events or leagues shouldn't seek or accept new sponsorships or funds from BP	Agree	31%	42%	12%	18%	43%	32%	19%	11%	38%	37%	16%	15%
	Disagree	36%	25%	58%	46%	26%	33%	47%	57%	30%	31%	50%	55%

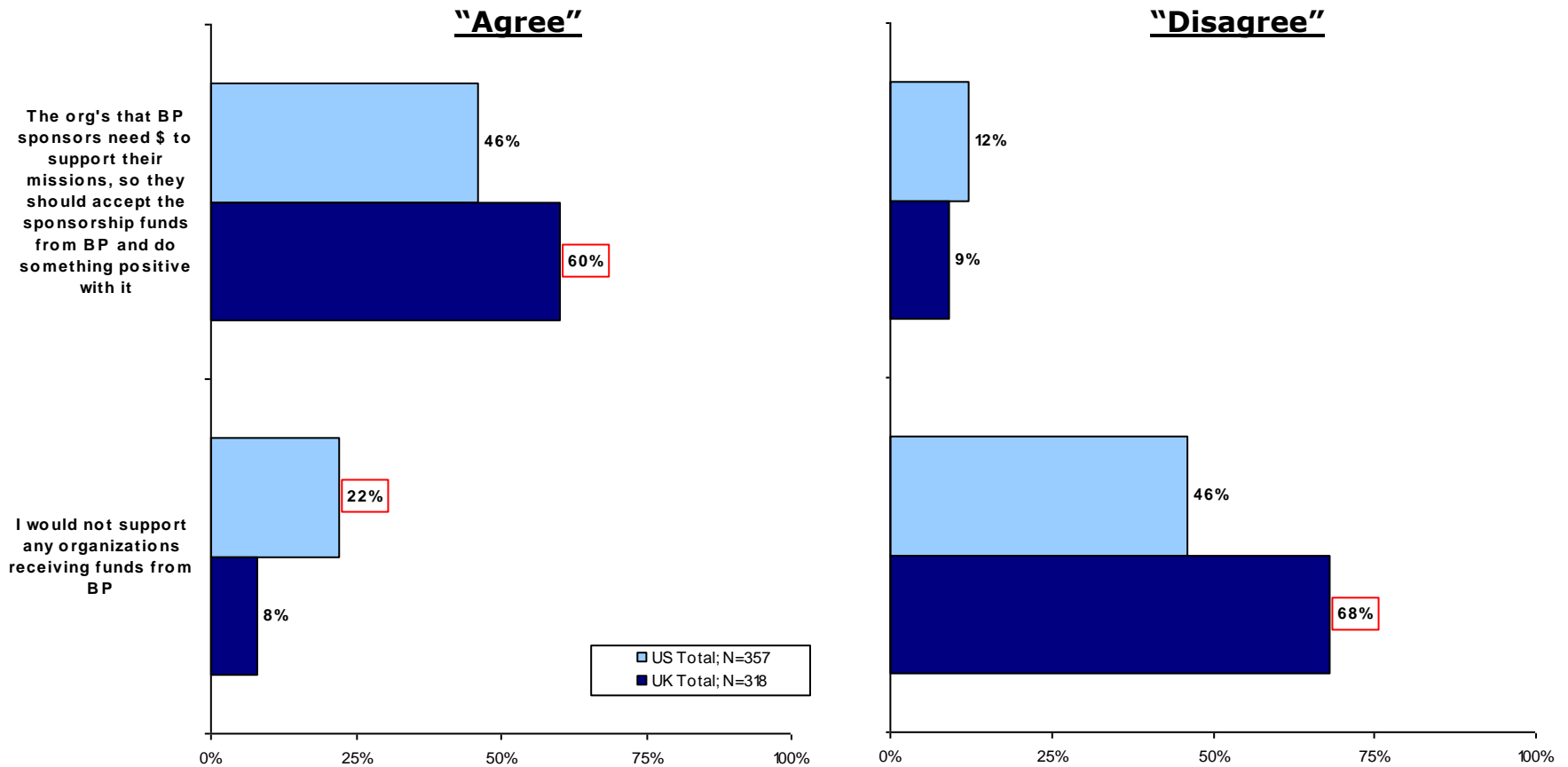
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"Similar to many multi-national companies, BP is an official sponsor (or corporate partner) with various sports, entertainment, and arts / cultural activities. Considering the current situation with the BP oil spill in the Gulf of Mexico, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree Completely.'"

# BP Sponsorship Thoughts: Sponsorship Recipients

Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Both the US and UK participants agreed that the organizations being sponsored by BP should continue to accept their funding, though agreement was stronger in the UK.



□ Denotes a significant difference at the 90% confidence level between US & UK Results

"Similar to many multi-national companies, BP is an official sponsor (or corporate partner) with various sports, entertainment, and arts / cultural activities. Considering the current situation with the BP oil spill in the Gulf of Mexico, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree Completely.'"

# BP Sponsorship Thoughts: Sponsorship Recipients

Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Younger participants felt more strongly about not supporting organizations receiving funds from BP, while wealthier consumers seemed less likely to not support BP funded organizations.

		By Gender				By Age				By Income			
		United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
		Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
The org's that BP sponsors need \$ to support their missions, so they should accept the sponsorship funds from BP and do something positive with it	Agree	48%	44%	63%	57%	45%	47%	54%	66%	47%	47%	54%	69%
	Disagree	14%	10%	8%	11%	14%	10%	11%	8%	13%	10%	11%	9%
I would not support any organizations receiving funds from BP	Agree	22%	21%	9%	7%	26%	18%	10%	5%	21%	22%	9%	7%
	Disagree	52%	41%	71%	66%	43%	49%	59%	78%	43%	55%	62%	75%

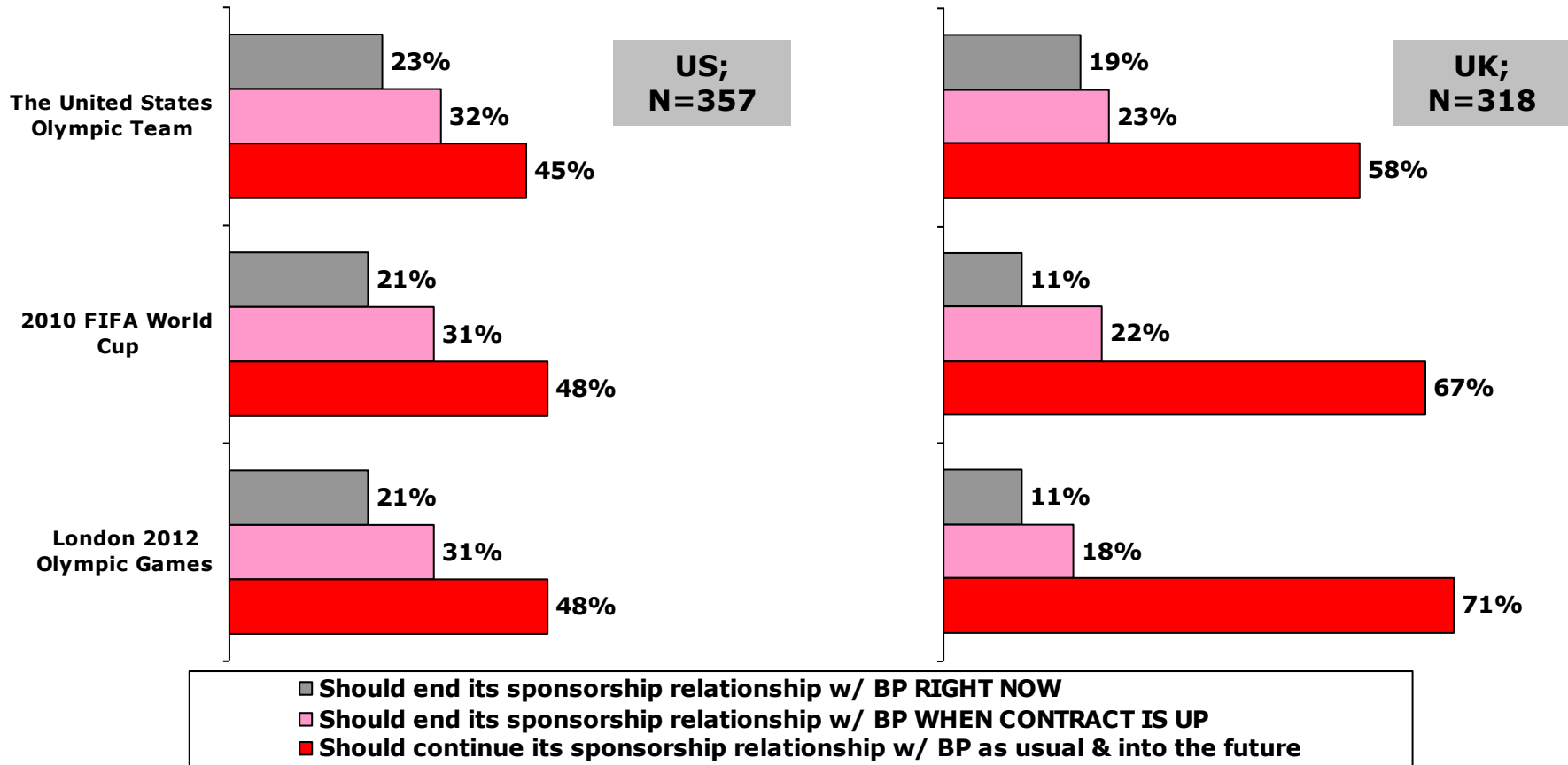
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"Similar to many multi-national companies, BP is an official sponsor (or corporate partner) with various sports, entertainment, and arts / cultural activities. Considering the current situation with the BP oil spill in the Gulf of Mexico, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree Completely.'"

# Preferred Course Of Action for Specific Sponsorships

[United States & United Kingdom]

Both the US and UK participants agreed that the Olympic and FIFA World Cup BP global sponsorships should continue as usual, however UK consumers felt more strongly in the affirmative.



"For each of the following sponsorships, which do you think would be the right course of action in light of the BP oil spill?"



# Preferred Course Of Action for Specific Sponsorships

## [United States & United Kingdom]

Younger consumers felt relatively more strongly than older consumers regarding the elimination of BP's US Olympic team sponsorship at the end of the current contract.

		By Gender				By Age				By Income			
		United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
		Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
The United States Olympic Team	End right now	23%	23%	20%	18%	22%	24%	12%	26%	23%	24%	22%	15%
	End after contract	29%	34%	25%	21%	37%	26%	28%	17%	32%	27%	27%	21%
	Continue	48%	43%	55%	61%	40%	50%	60%	57%	45%	49%	52%	64%
2010 FIFA World Cup	End right now	20%	22%	11%	11%	22%	21%	10%	12%	24%	18%	15%	6%
	End after contract	27%	34%	21%	22%	33%	29%	28%	15%	29%	30%	25%	20%
	Continue	53%	44%	67%	67%	46%	50%	62%	73%	47%	52%	60%	74%
2012 London Olympic Games	End right now	21%	21%	9%	12%	22%	20%	12%	10%	21%	20%	13%	8%
	End after contract	27%	34%	17%	19%	33%	29%	23%	14%	30%	30%	23%	15%
	Continue	53%	44%	73%	69%	46%	51%	66%	77%	49%	51%	64%	77%

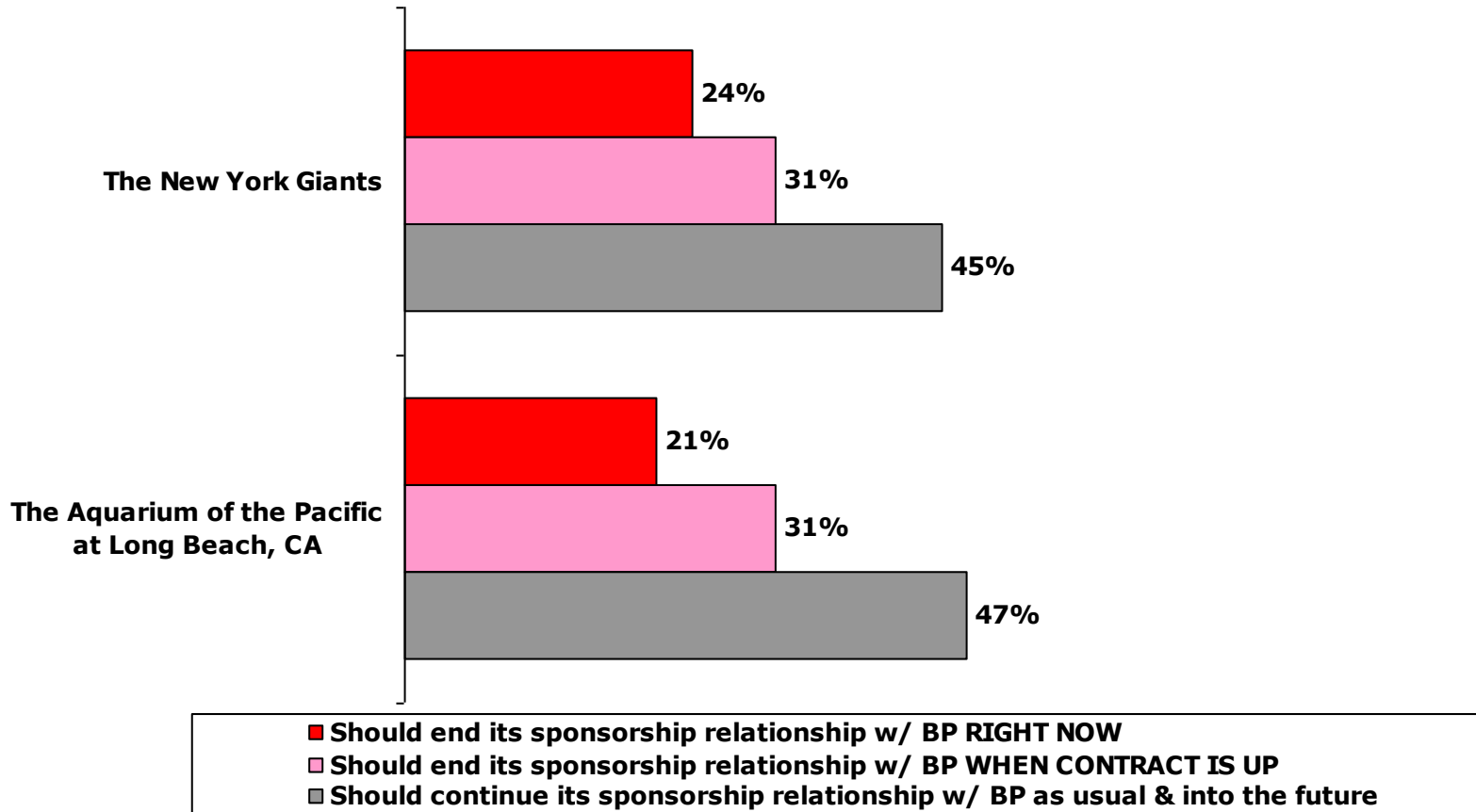
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"For each of the following sponsorships, which do you think would be the right course of action in light of the BP oil spill?"

# Preferred Course Of Action for Specific Sponsorships

[United States Only]

A majority of US participants felt that The New York Giants and The Aquarium of the Pacific should end their sponsorship relationship with BP either right now or when the contract is up.



US Results; N=357

“For each of the following sponsorships, which do you think would be the right course of action in light of the BP oil spill?”

# Preferred Course Of Action for Specific Sponsorships

## [United States Only]

There does not seem to be a gender, age or income distinction among how respondents felt toward the continuation of BP's sponsorship of The New York Giants or The Aquarium of the Pacific.

		By Gender		By Age		By Income	
		Male; N=161	Female; N=196	18-44; N=171	45+; N=186	Under \$50,000; N=221	\$50,000+; N=107
The New York Giants	End right now	24%	24%	22%	25%	24%	22%
	End after contract	30%	32%	35%	28%	30%	31%
	Continue	46%	44%	43%	47%	46%	47%
The Aquarium of the Pacific at Long Beach, CA	End right now	20%	22%	24%	19%	22%	21%
	End after contract	31%	32%	32%	31%	30%	33%
	Continue	49%	46%	44%	50%	48%	47%

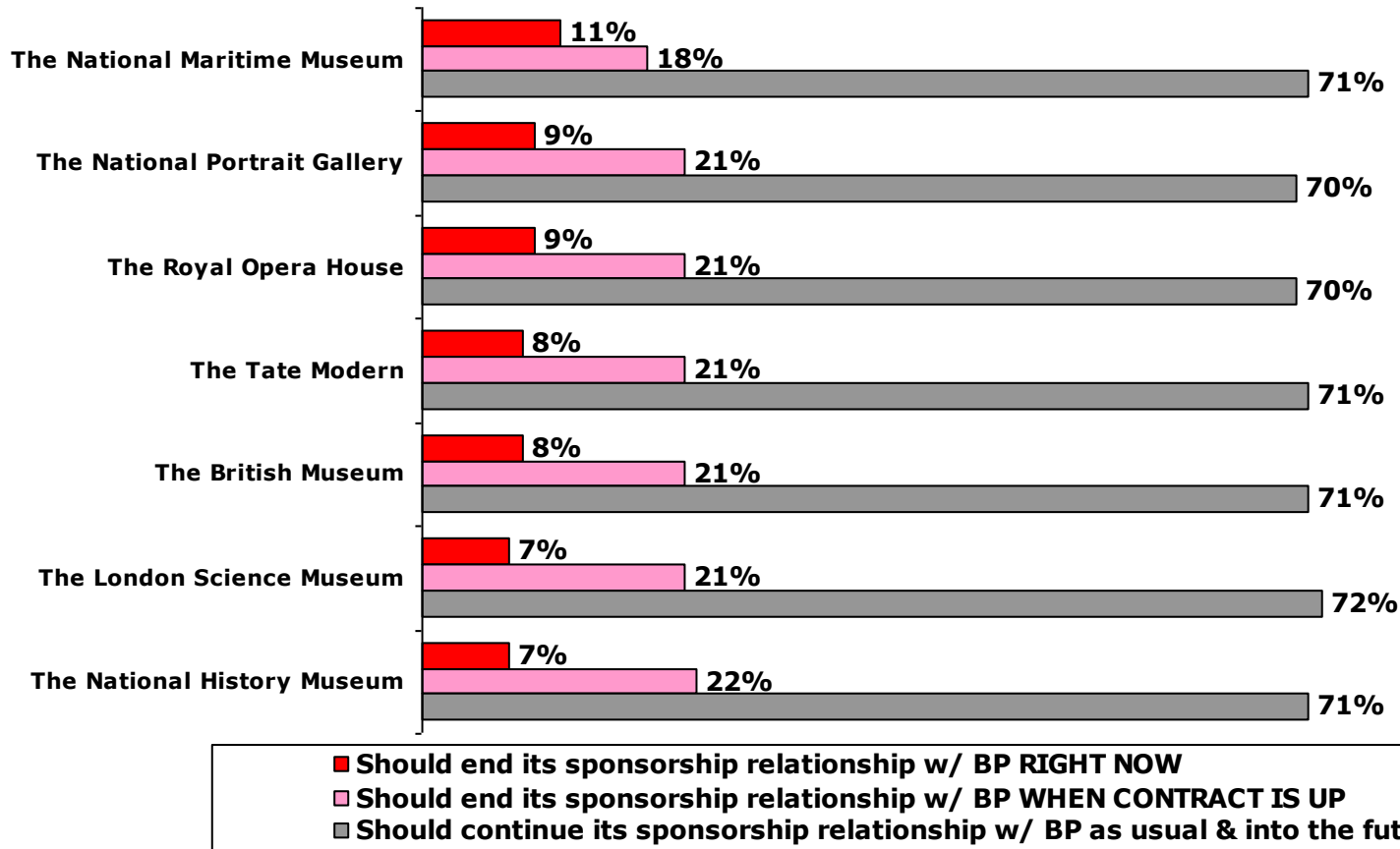
■ Denotes a significant difference at the 90% confidence level

"For each of the following sponsorships, which do you think would be the right course of action in light of the BP oil spill?"

# Preferred Course Of Action for Specific Sponsorships

[United Kingdom Only]

A large majority of UK participants felt that national UK sponsorship relationships with BP should continue as usual and into the future.



UK Results; N=318

“For each of the following sponsorships, which do you think would be the right course of action in light of the BP oil spill?”

# Preferred Course Of Action for Specific Sponsorships

## [United Kingdom Only]

Older, wealthier UK participants felt more strongly that national UK sponsorship relationships with BP should continue as usual and into the future.

		By Gender		By Age		By Income	
		Male; N=150	Female; N=168	18-44; N=163	45+; N=155	Under £25,000; N=153	£25,000 +; N=127
The National Maritime Museum	End right now	7%	15%	12%	10%	13%	8%
	End after contract	16%	19%	23%	12%	22%	15%
	Continue	77%	66%	65%	78%	65%	77%
The National Portrait Gallery	End right now	10%	8%	11%	7%	11%	6%
	End after contract	19%	23%	25%	16%	28%	17%
	Continue	71%	69%	64%	77%	61%	78%
The Royal Opera House	End right now	8%	10%	9%	9%	11%	5%
	End after contract	19%	22%	26%	16%	28%	18%
	Continue	73%	69%	66%	76%	62%	77%
The Tate Modern	End right now	7%	8%	9%	7%	9%	5%
	End after contract	19%	23%	26%	16%	28%	17%
	Continue	73%	69%	65%	77%	63%	78%
The British Museum	End right now	7%	9%	9%	7%	10%	5%
	End after contract	19%	23%	27%	15%	28%	17%
	Continue	75%	68%	64%	78%	62%	79%
The London Science Museum	End right now	6%	8%	7%	7%	9%	4%
	End after contract	19%	23%	28%	14%	29%	15%
	Continue	75%	69%	65%	79%	62%	81%
The National history Museum	End right now	7%	7%	8%	6%	9%	5%
	End after contract	17%	27%	28%	16%	28%	19%
	Continue	76%	66%	64%	78%	64%	76%

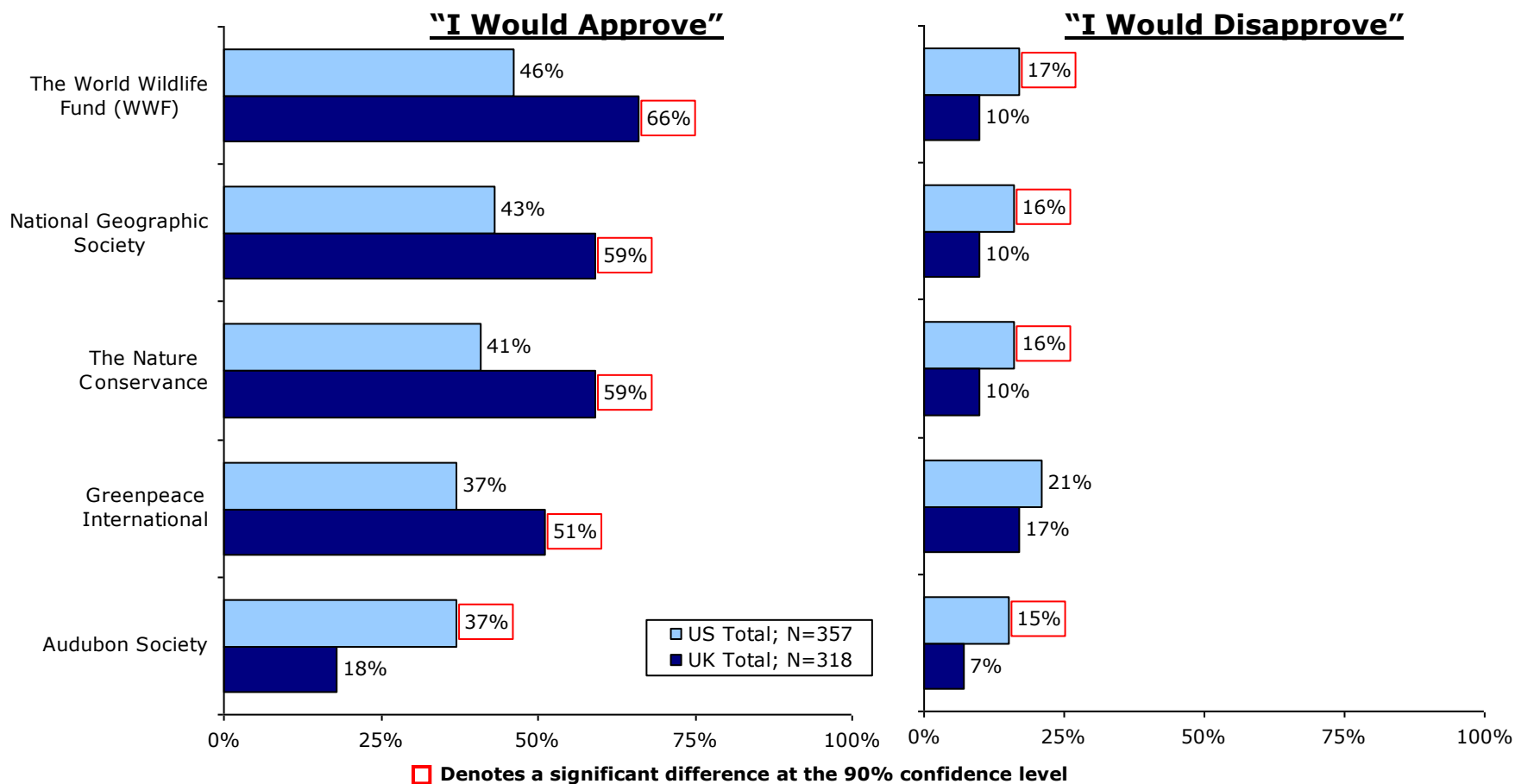
 Denotes a significant difference at the 90% confidence level

“For each of the following sponsorships, which do you think would be the right course of action in light of the BP oil spill?”

# Feelings Toward Potential BP Sponsorships

[US & UK] Summary of "I Would Approve" and "I Would Disapprove"

Favorable "New sponsorship" opportunities still exist for BP, with citizens of both countries favoring new relationships between BP and environmental organizations.



"We are interested in your opinion should a sponsorship relationship occur between BP and a non-profit environmental organization. If BP were to sponsor the following organizations, which statement would best describe your opinion?"

# Feelings Toward Potential BP Sponsorships

[US & UK] Summary of "I Would Approve" and "I Would Disapprove"

Wealthier participants in the US reported a relatively higher percentage of disapproval toward new relationships between BP and environmental organizations.

		By Gender				By Age				By Income			
		United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
		Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
The World Wildlife Fund (WWF)	Approve	45%	47%	62%	69%	45%	47%	60%	72%	52%	40%	66%	67%
	Disapprove	16%	17%	10%	11%	16%	17%	13%	8%	12%	25%	11%	10%
National Geographic Society	Approve	43%	43%	60%	58%	42%	44%	52%	67%	48%	36%	60%	59%
	Disapprove	14%	17%	9%	11%	15%	17%	13%	7%	12%	22%	11%	9%
The Nature Conservancy	Approve	40%	42%	59%	58%	42%	40%	50%	67%	46%	36%	60%	58%
	Disapprove	16%	17%	8%	11%	15%	17%	14%	6%	12%	24%	9%	10%
Greenpeace International	Approve	34%	39%	45%	57%	36%	38%	52%	50%	43%	28%	51%	53%
	Disapprove	25%	17%	21%	14%	19%	22%	18%	16%	15%	33%	21%	15%
Audubon Society	Approve	39%	36%	23%	14%	30%	43%	21%	15%	41%	34%	18%	17%
	Disapprove	16%	14%	5%	8%	14%	16%	9%	4%	11%	22%	7%	7%

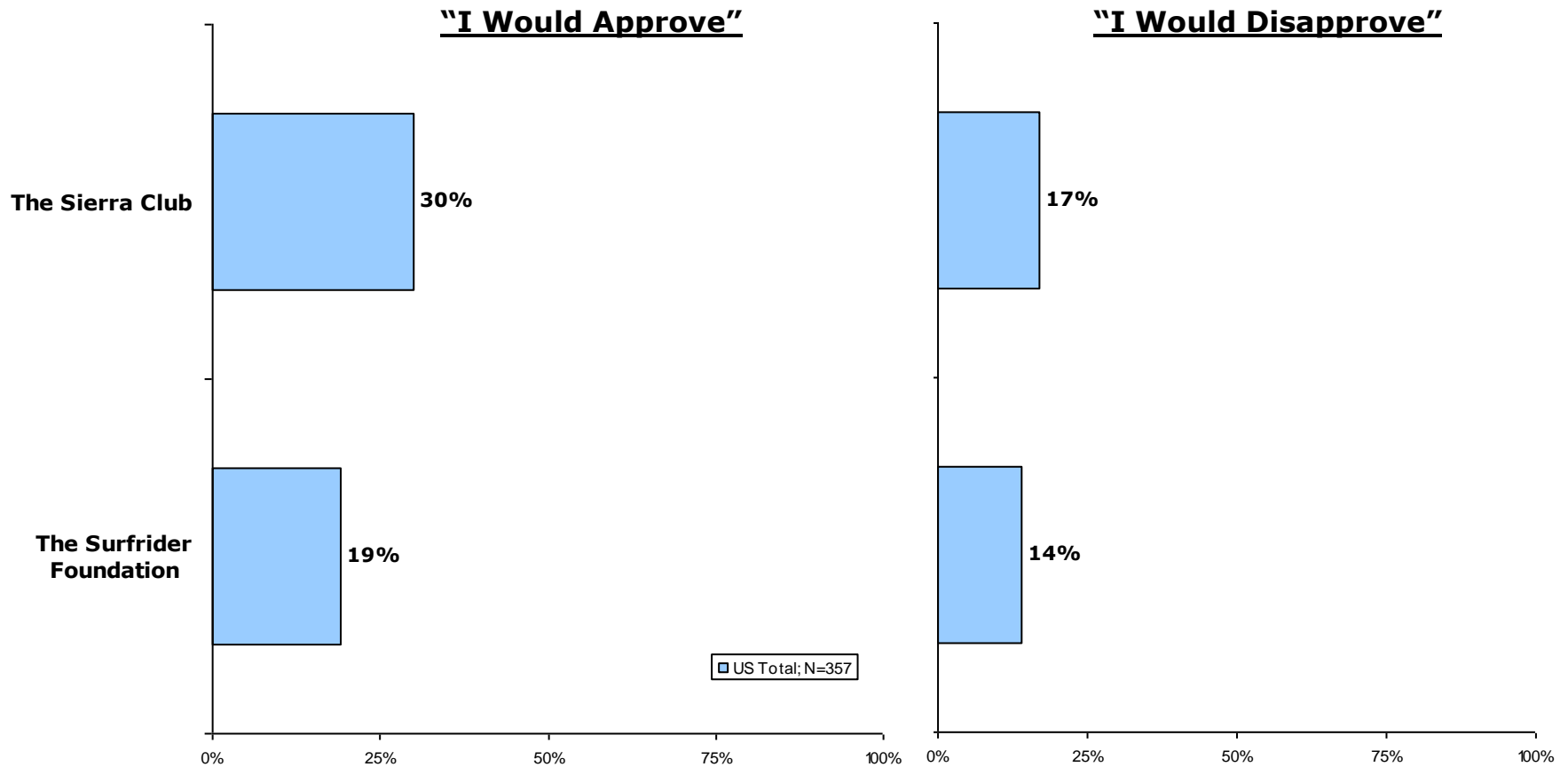
■ Denotes a significant difference at the 90% confidence level

"We are interested in your opinion should a sponsorship relationship occur between BP and a non-profit environmental organization. If BP were to sponsor the following organizations, which statement would best describe your opinion?"

# Feelings Toward Potential BP Sponsorships

[US Only] Summary of "I Would Approve" and "I Would Disapprove"

A larger percentage of US citizens would approve a new relationships between BP and non-profit environmental organizations than disapprove.



□ Denotes a significant difference at the 90% confidence level

"We are interested in your opinion should a sponsorship relationship occur between BP and a non-profit environmental organization. If BP were to sponsor the following organizations, which statement would best describe your opinion?"



# Feelings Toward Potential BP Sponsorships

[US Only] Summary of "I Would Approve" and "I Would Disapprove"

Wealthier, older US citizens reported a higher rate of disapproval toward the new relationships between BP and non-profit environmental organizations.

		By Gender		By Age		By Income	
		Male; N=161	Female; N=196	18-44; N=171	45+; N=186	Under \$50,000; N=221	\$50,000+; N=107
The Sierra Club	Approve	33%	28%	26%	34%	34%	26%
	Disapprove	21%	13%	13%	20%	12%	25%
The Surfrider Foundation	Approve	19%	19%	23%	16%	21%	17%
	Disapprove	17%	12%	12%	17%	10%	22%

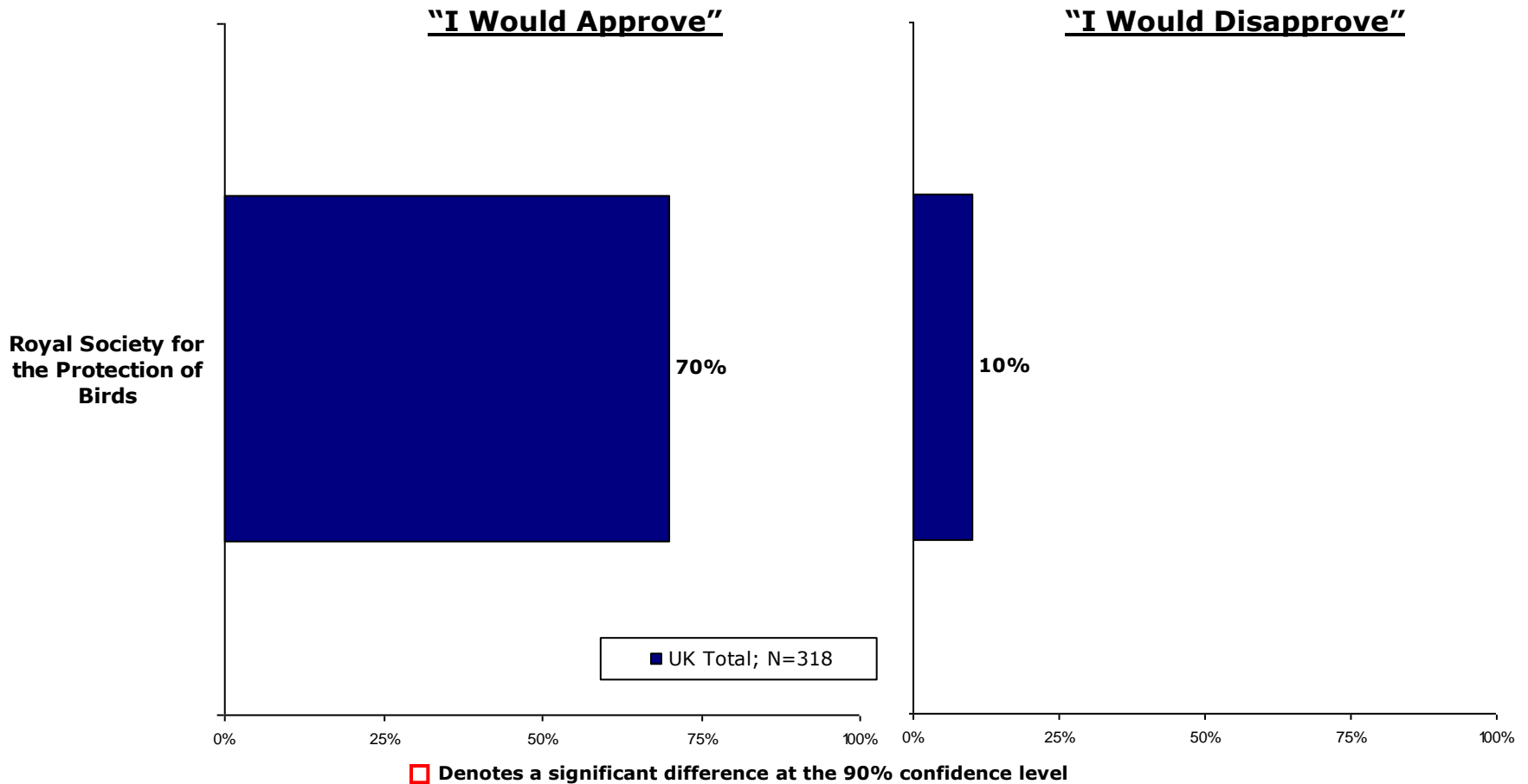
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"We are interested in your opinion should a sponsorship relationship occur between BP and a non-profit environmental organization. If BP were to sponsor the following organizations, which statement would best describe your opinion?"

# Feelings Toward Potential BP Sponsorships

[UK Only] Summary of "I Would Approve" and "I Would Disapprove"

A much larger percentage of UK citizens would approve a new relationship between BP and the Royal Society for the Protection of Birds than disapprove.



"We are interested in your opinion should a sponsorship relationship occur between BP and a non-profit environmental organization. If BP were to sponsor the following organizations, which statement would best describe your opinion?"

# Feelings Toward Potential BP Sponsorships

[US Only] Summary of "I Would Approve" and "I Would Disapprove"

A larger percentage of older UK citizens would approve a new relationship between BP and the Royal Society for the Protection of Birds than disapprove.

		By Gender		By Age		By Income	
		Male; N=150	Female; N=168	18-44; N=163	45+; N=155	Under £25,000; N=153	£25,000 +; N=127
Royal Society for the Protection of Birds	Approve	69%	71%	64%	76%	72%	69%
	Disapprove	9%	11%	13%	7%	11%	9%

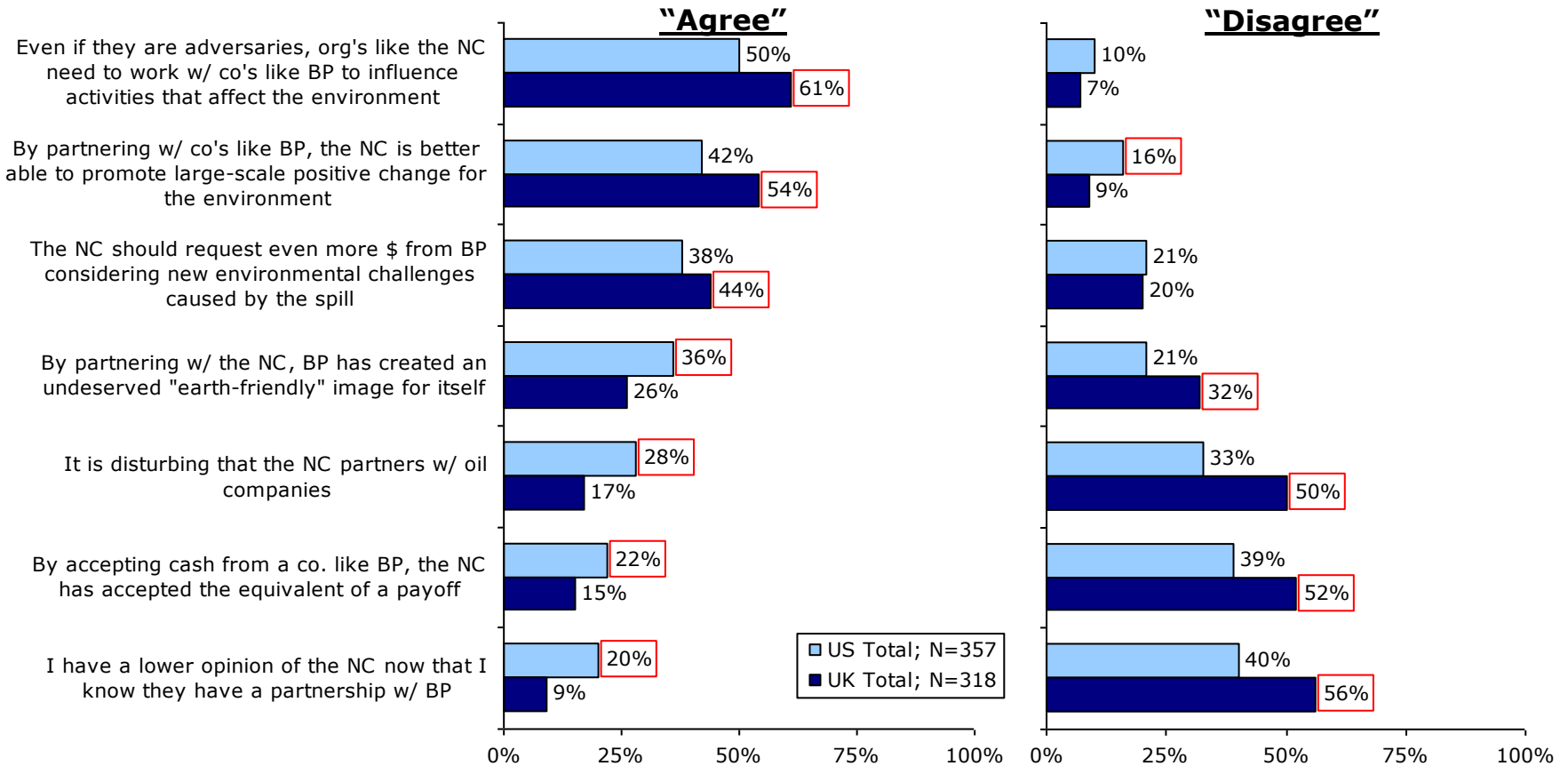
Denotes a significant difference at the 90% confidence level

"We are interested in your opinion should a sponsorship relationship occur between BP and a non-profit environmental organization. If BP were to sponsor the following organizations, which statement would best describe your opinion?"

# BP Nature Conservancy Relationship

## Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Both the US and UK consumers were more likely to agree that working with BP and companies like it is necessary in order to influence activities affecting the environment.



□ Denotes a significant difference at the 90% confidence level

"According to The Washington Post, 'The Nature Conservancy lists BP as one of its business partners. The Conservancy also has given BP a seat on its International Leadership Council and has accepted nearly \$10 million in cash and land contributions from BP and affiliated corporations over the years.'

Knowing this, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree completely.'"

# BP Nature Conservancy Relationship

## Summary of "Agree" [4-5 on a 5-point scale] and "Disagree" [1-2] Ratings

Older UK consumers were more likely to disagree that working with BP and companies like it will negatively influence activities affecting the environment.

		By Gender				By Age				By Income			
		United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
		Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
By accepting cash from a co. like BP, the NC has accepted the equivalent of a payoff	Agree	24%	21%	12%	17%	27%	18%	19%	10%	23%	22%	15%	13%
	Disagree	41%	37%	59%	46%	36%	42%	43%	62%	38%	43%	46%	61%
By partnering w/ the NC, BP has created an undeserved "earth-friendly" image for itself	Agree	34%	37%	27%	25%	40%	32%	28%	24%	36%	38%	28%	25%
	Disagree	27%	16%	33%	32%	21%	21%	26%	39%	19%	23%	32%	35%
It is disturbing that the NC partners w/ oil companies	Agree	23%	32%	17%	17%	29%	27%	20%	14%	27%	32%	18%	17%
	Disagree	41%	26%	54%	47%	30%	35%	44%	57%	32%	38%	46%	58%
I have a lower opinion of the NC now that I know they have a partnership w/ BP	Agree	19%	20%	11%	8%	25%	15%	11%	8%	16%	26%	11%	9%
	Disagree	40%	39%	53%	58%	40%	39%	47%	65%	39%	42%	52%	61%
The NC should request even more \$ from BP considering new environmental challenges caused by the spill	Agree	34%	42%	40%	48%	39%	38%	43%	46%	41%	35%	43%	46%
	Disagree	26%	17%	19%	21%	24%	19%	18%	23%	18%	28%	22%	20%
By partnering w/ co's like BP, the NC is better able to promote large-scale positive change for the environment	Agree	44%	41%	58%	51%	43%	42%	50%	59%	43%	44%	51%	61%
	Disagree	14%	18%	9%	9%	19%	14%	10%	8%	15%	17%	12%	8%
Even if they are adversaries, org's like the NC need to work w/ co's like BP to influence activities that affect the environment	Agree	52%	48%	62%	60%	48%	51%	55%	68%	53%	48%	55%	71%
	Disagree	9%	11%	8%	7%	13%	8%	9%	6%	8%	13%	11%	4%

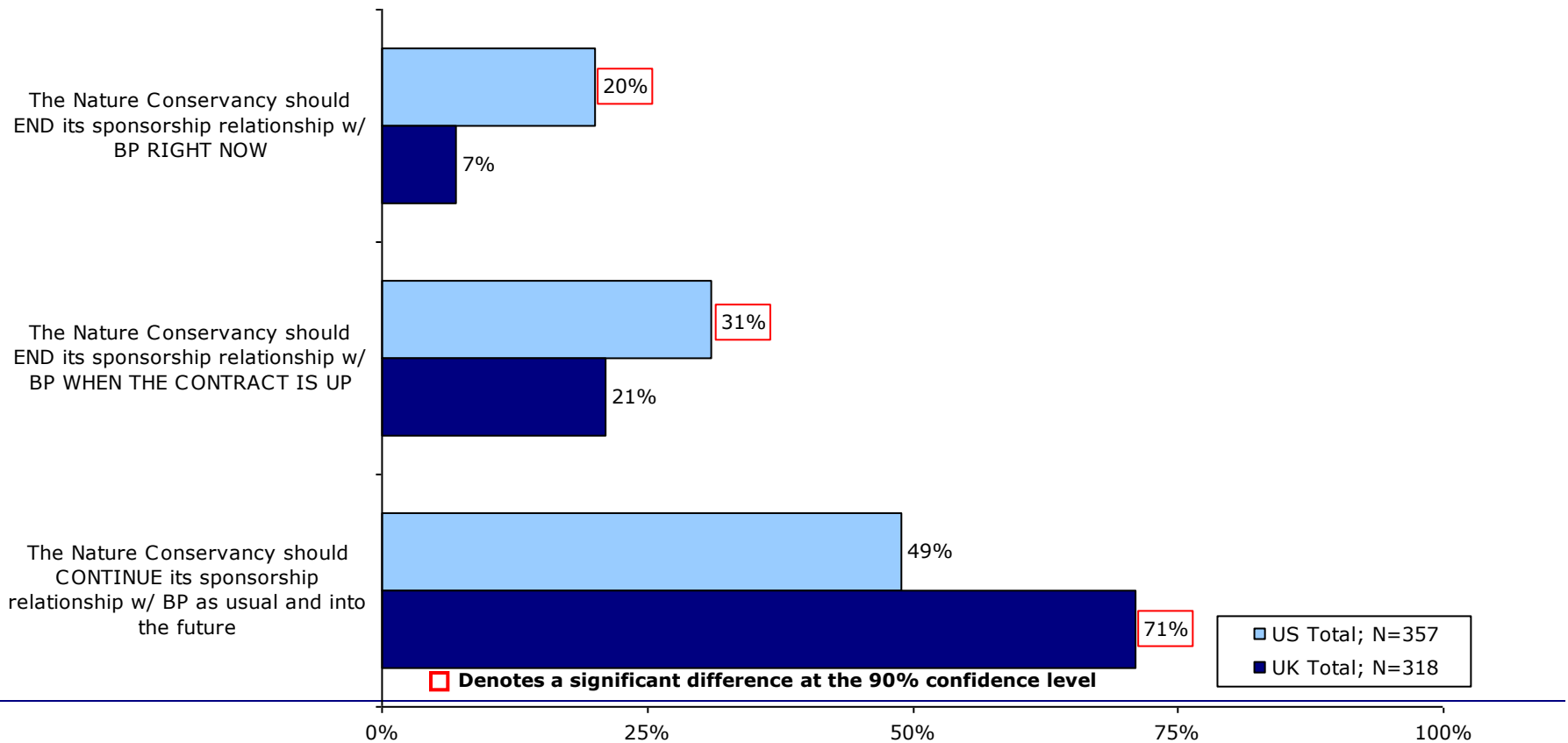
  Denotes a significant difference at the 90% confidence level

"According to The Washington Post, 'The Nature Conservancy lists BP as one of its business partners. The Conservancy also has given BP a seat on its International Leadership Council and has accepted nearly \$10 million in cash and land contributions from BP and affiliated corporations over the years.'

Knowing this, how much do you agree or disagree with the following statements? Please use a scale of 1 to 5, where '1' means that you 'Disagree Completely' and '5' means you 'Agree completely.'"

# Opinion on Whether Nature Conservancy's Relationship w/ BP Should Continue

Over one half of US consumers felt that the Nature Conservancy should either end its sponsorship relationship with BP right now or when the contract is up. However nearly three quarters of UK respondents felt that the sponsorship relationship should continue as usual and into the future.



“When considering the relationship between the Nature Conservancy and BP, which do you think is the right course of action in light of the oil spill?”

# Opinion on Whether Nature Conservancy's Relationship w/ BP Should Continue

In both the US and UK older respondents felt more strongly that the sponsorship relationship between BP and the Nature Conservancy should continue as usual and into the future.

	By Gender				By Age				By Income			
	United States		United Kingdom		United States		United Kingdom		United States		United Kingdom	
	Male; N=161	Female; N=196	Male; N=150	Female; N=168	18-44; N=171	45+; N=186	18-44; N=163	45+; N=155	Under \$50,000; N=221	\$50,000 +; N=107	Under £25,000; N=153	£25,000 +; N=127
The Nature Conservancy should END its sponsorship relationship w/ BP RIGHT NOW	19%	21%	8%	7%	25%	16%	9%	5%	19%	22%	9%	6%
The Nature Conservancy should END its sponsorship relationship w/ BP WHEN THE CONTRACT IS UP	29%	34%	14%	28%	34%	29%	29%	13%	29%	34%	27%	14%
The Nature Conservancy should CONTINUE its sponsorship relationship w/ BP as usual and into the future	53%	45%	78%	66%	41%	55%	61%	82%	53%	45%	65%	80%

■ Denotes a significant difference at the 90% confidence level

“When considering the relationship between the Nature Conservancy and BP, which do you think is the right course of action in light of the oil spill?”



# PERFORMANCE RESEARCH

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