

Press Release



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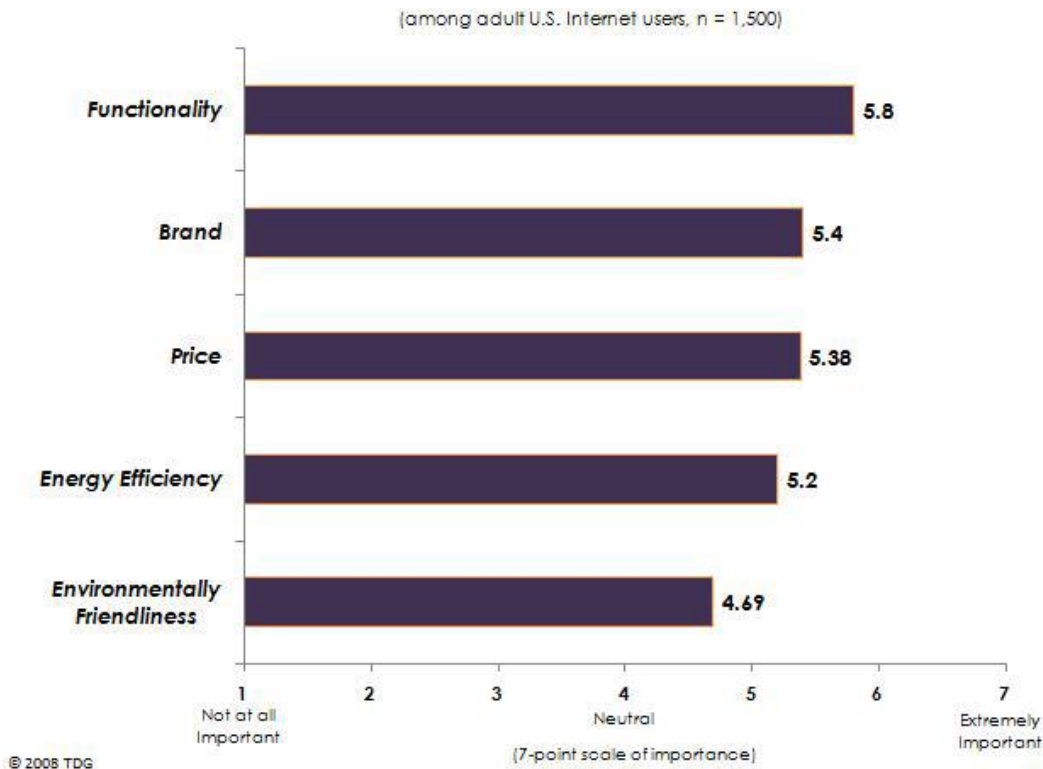
New PC Buyers Say "Yes" to Energy Efficiency, "Maybe" to Environmental Friendliness

*U.S. Consumers Warming to "Green-Tech" Attributes
though Traditional Purchase Drivers Remain Dominant*

September 25, 2008 (Dallas, Texas) - Despite the widespread perception that consumers are rapidly adopting 'green' purchasing habits—that is, selecting energy- and environmentally-friendly products and services—when it comes to buying new PCs, 'green' considerations remain less important than traditional purchase drivers. According to TDG's latest analysis, *It's Not Easy Being Green! Part 2*, attributes such as functionality, brand, and price will continue to matter most in deciding which PC to purchase, though energy efficiency and environmental friendliness (in that order) can be deciding factors in cases of product parity.

"Consumer technology vendors are spending a fortune on positioning their products and services as eco-friendly or 'green'," noted Michael Greeson, TDG's president and principal analyst. "While there is no doubt that 'going green' is an admirable corporate objective, it begs the question as to whether or not consumers are responding to such messaging."

In an attempt to answer this question, TDG surveyed 1,500 adult U.S. Internet users regarding the importance of five attributes in their next PC purchase, including functionality, brand, price, energy efficiency, and environmental friendliness. Average importance rankings are highlighted below.



As illustrated, functionality is without a doubt the most important attribute of the five (5.8 ranking), while environmental friendliness is without a doubt the least important (4.69 ranking). As Greeson noted, "It's not that environmental friendliness is somehow unimportant, only that it ranks as less important than other considerations. It would seem that the 'green' of one's wallet continues to trump the 'green' of the environment."

Other interesting insights from this report include the following:

- 85% of adult Internet users rank functionality as (to varying degrees) important in their next PC purchase, while only 56% similarly rank environmental friendliness.
- In general, energy efficiency is now of equal importance to price: approximately 72% of consumers rank the both attributes as important in their next PC purchase.
- Where 'green' attributes are important, they are likely not decisive considerations except in cases where the PC's functionality, brand, and price are equivalent. In other words, when two PCs have pretty much the same functionality, equally reputable brands, and cost about the same, only then will energy- and eco-friendliness figure into most PC purchase decisions.
- Although both concepts may be considered 'green' considerations, consumers tend to look at energy efficiency as only remotely related to environmental friendliness. Though conserving energy may lead to reduced consumption of

fossil fuels and thus improve the environment, it is more likely that the cost savings associated with improved energy efficiency is the true motive behind the attribute's importance.

TDG's latest report, [It's Not Easy Being Green, Part 2 – The Importance of Energy Efficiency and Environmental Friendliness in Pending PC Purchases](#) is the second in a three-report series based on TDG's most recent consumer research on 'green' behavior among U.S. consumers. [Part 1](#) discusses 30 different 'green' variables including general dispositions, technology recycling habits, and both home- and travel-related 'green' activities. Part 2 analyzes the extent to which green behavior will impact pending PC purchase decisions and the extent to which different factors such as gender, age, income, tech-adopter status, and political affiliation impact this behavior. [Part 3](#) will discuss which key technology brands consumers perceive to be most 'green.'

For more information about TDG's 3-part report series on 'green' consumer behavior, or to order a copy of the reports, contact the firm at 469.287.8050.

About TDG

The Diffusion Group is a market planning and research firm dedicated to keeping our clients In Front of the Curve.™ Since 2004, TDG has helped more than 250 technology leaders, media companies, and service providers to understand and manage the quantum shifts now impacting how consumers access, navigate, distribute and consume media – whenever and wherever they may be.

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