

Press Release



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Tech Enthusiasts Less “Green” than Early Mainstream

Consumers When it Comes to Technology Purchases

August 15, 2008 (Dallas, Texas) - According to new research from TDG, consumers who consider themselves technology enthusiasts are less concerned than mainstream consumers regarding the environmental impact of their personal technology purchases. Specifically, 63% of Mainstreamers are to varying degrees concerned with the eco-impact of their CE and technology purchases, compared with 50% of Early Adopters and 39% of Tech Laggards (those last to purchase new technology products).

“Virtually every consumer technology vendor is spending a fortune on manufacturing and positioning their products and services as eco-friendly or green,” noted Michael Greeson, TDG’s president and principal analyst. “While this is an no doubt that “going green” is an admirable corporate objective, there is some question as to what extent different groups of consumers will respond to this messaging.”

For example, 23% of Early Adopters are to varying degrees unconcerned about the environmental impact of their CE and technology purchases (13% being “not at all concerned), compared with 12% of Early Mainstreamers (with 3% “not at all concerned). As Greeson noted, “When it comes to green technologies, Early Adopters more closely resemble Tech Laggards, hardly the bleeding-edge innovative behavior one might expect to see from this segment.”

The implications? The optimal target for green technologies is not necessarily the most tech-savvy consumer. In fact, such solutions will likely prove more compelling to those with a more mainstream temperament.

TDG's latest report, [It's Not Easy Being Green – Eco-Friendly Attitudes and Behavior among U.S. Internet Consumers](#) is the first of a two-report series based on a second-quarter 2008 survey of more than 1,500 U.S. adult Internet users regarding more than 30 different environmental and energy-related activities and dispositions including:

- Technology recycling habits (e.g., recycling of PC monitors, CPUs, ink jet cartridges, and cell phones);

- General “green” dispositions (e.g., relevance of global warming, use of socially responsible investment tools, or volunteer work);
- Home-related “green” activities (e.g., installing extra insulation or energy-efficient appliances, adjustment of thermostats to save energy, or recycling refuse); and
- Travel-related “green” activities (e.g., driving below the speed limit, purchasing a hybrid automobile, carpooling, or use of mass transit).

Each of the 30 variables is analyzed by gender, age, income, tech-adopter status, and political affiliation.

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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