

## How Green Are Today's Tech Consumers?

An Interview with Mike Belmont, Senior Vice President, Ipsos MediaCT

Ipsos MediaCT has been tracking Green technology issues for several years. In this interview, Mike shares some highlights from this year's findings sourced from *The Ipsos Green Technology Report*.

**Q1. As U.S. consumers keep juggling their priorities, how does sustainability rank in the technology purchase process?**

**Mike:** Being Green is definitely taking high priority for today's technology companies. Certainly, Green has been a widely used buzz word over the past several years, and the technology industry is no exception. Our proprietary data show that environmental policies and programs are becoming more top of mind for U.S. consumers when they make technology purchases.

That said, the proportion of consumers who said they investigated or considered the environmental aspects of their purchase remains low overall. This suggests that environmental considerations, although important to some, are still second tier purchase criteria for technology products and fall behind price, brand, and form factor. Still, some are willing to pay more for a Green positioned technology product, so these perceptions can positively impact the bottom line for many of our technology and retail clients.

“The Ipsos Green Technology Report is becoming an increasingly important – and popular – means of measuring the environmental opinions and attitudes of today's tech consumer.”

**Q2. What types of environmental policies, programs or benefits have the most impact on technology consumers?**

**Mike:** We found that consumers are impacted most by environmental policies and features which claim to reduce energy consumption – and thus the costs of operating. Green considerations have yet to significantly impact smaller technology products such as mobile phones and mp3 players, but we expect that to change in the near future.

Overall, awareness of environmental policies and programs is still low for many companies – in our study approximately 4 in 10 consumers did not associate *any* technology brand we tested with Green or environmentally friendly business practices. However, we have seen some brands make significant improvements in their Green perceptions since we began tracking – this suggests that brands can impact their perception through their policies and messaging.

**Q3. Finally, can you provide us with a better understanding of what today's Green consumers look like?**

**Mike:** Our data has shown that the Green consumer is challenging to identify through typical means such as age, gender, income level, or education. Environmental concerns in a tech consumer purchase is based on an attitude very independent from demographics: consumers either have this as a consideration factor or they don't.

Contact: [Mike.Bellmont@ipsos.com](mailto:Mike.Bellmont@ipsos.com)

T: 612.573.8506

Website: [www.ipsosmediact.com](http://www.ipsosmediact.com)



**Ipsos MediaCT**

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