

## Green Factors Impacting Tech Brand Consideration

Device is rated as Energy Star energy efficient



Manufacturer ensures your old/discarded device will be recycled or disposed of responsibly



Manufacturer meets U.S. EPA standards for environmentally sensitive disposal of non-recyclable parts



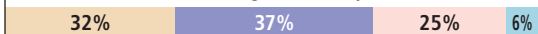
Device manufacturer utilizes green energy or renewable and non-polluting energy sources as part of its production processes



Device is made from recycled content/components



Manufacturer contributes to green-friendly charities and causes



0% 20% 40% 60% 80% 100%

- Top2Box (Definitely/Probably would influence)
- MidBox (Might or might not)
- Low2Box (Definitely/Probably would not influence)
- Don't know



Source: Ipsos Insight © Ipsos Insight 2007

Base: All U.S. respondents who have personally owned/used some technology devices and have Internet access (n=909)