

E-waste Survey 2006

**For Public
Release**

March 28, 2006

Methodology

- ◆ Online surveys were conducted among random adults, 50% male/50% female—1,485 completed interviews.
- ◆ Interviewing took place over February 28-March 3, 2006.
- ◆ The analysis focused on random adults segmented by several demographic and behavioral characteristics.
- ◆ Banner legend
 - *Env.—High* (“environmentalists”): High concern (top box of eight boxes) with environmental contamination from electronics products thrown away in trash.
- ◆ Terminology defined for respondents in the survey
 - Rechargeable battery: e.g., NiCad, NiMH
 - Computer peripheral: e.g., printer, scanner
 - Electronics product disposal: e.g., discard, donate, sell

Implications

- ◆ The 2006 e-waste study followed an earlier investigation into awareness of and concern with a variety of environmental issues, plus consumers' propensity to take action (see *Green Attitudes Survey*, March 2005). The original research showed that among online adults:
 - More than three-quarters supported the environmental movement.
 - 96% felt a moral responsibility to take care of the environment.
 - 86% considered the environmental impact of their decisions.
 - 91% had actually made purchases with an eye to the environment.

- ◆ This project assessed concern with consumer issues generally and then focused specifically on attitudes toward electronics waste and its disposal by various methods, and for recycling, willingness to pay. Consumers also reported ownership, use and disposal of seven categories of consumer electronics:
 - Rechargeable battery
 - Cell phone
 - Desktop computer
 - Laptop computer
 - Additional computer monitor
 - Computer peripheral
 - Television

- ◆ In addition for cell phone, computer and television we captured replacement rates and the reasons that consumers typically replace these products.

Implications (cont.)

- ◆ **Americans said that a variety of options for recycling were available in their community, among them drop-off at a charity or municipal recycling center, and curbside pickup, the most popular. And yet consumers would not go far out of their way to recycle old electronics products—they would drive a median of just 6.8 miles to deliver batteries, TVs and the like. Environmentalists would drive all of 880 yards farther.**
- ◆ **Don't ask them to pay much either. Across the seven product categories, the median amount the typical consumer would pay for recycling ranged from \$6.02 for a refrigerator to \$3.28 for a cell phone. Environmentalists would pay slightly more—44 cents on average.**
- ◆ **Americans said they own a variety of electronics, most commonly computer equipment and cell phones, and many of these products are sitting at home gathering dust. The leading reasons that consumers store owned but unused electronics were—**
 - **All products: I don't know what to do with it.**
 - **All except laptop: I don't consider it appropriate to throw it in the garbage.**
 - **Laptop only: I want to repair or upgrade it.**
- ◆ **Even so the garbage can was the popular destination for old batteries, computer monitors, peripherals, and TVs, which are difficult to dispose of appropriately because of their size.**
 - **Monitors were also handed down or donated, and peripherals were also donated.**
 - **Cell phones usually were donated.**
 - **Desktop computers were handed down.**
 - **Laptops were sold.**

Implications (cont.)

- ◆ Consumers who replaced an old cell phone, computer or TV over the past year cited a variety of reasons, chiefly:
 - Cell phones (3 in 10)
 - Wanted new features/service that weren't available on my old phone
 - Computer (5 in 10)
 - Computer too slow
 - Wanted newer technology
 - Wanted features or capabilities not available on old computer
 - Television (3 in 10)
 - TV stopped working and was not worth fixing
 - Screen was too small
 - Wanted another TV

Concern With Consumer Issues

- ◆ Half of random adults were *very concerned* (top box of eight boxes) with ID theft, retirement, Internet security and financial privacy. Around 4 in 10 expressed high concern with environmental contamination, auto safety and unsafe consumer products.
 - Those with the highest environmental concern rated significantly higher concern overall. Across all tested issues, concern among this group was 62% above the average American's.
 - Consumers earning at least \$100K expressed the lowest concern overall—31% below average.

Top Box: Concern With Consumer Issues [8 boxes]

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	
Identity theft	54	52	55	40	57	61	55	53	42	58	53	48	77
Your ability to afford retirement	51	45	55	41	54	51	53	49	39	49	52	51	74
Internet security (i.e., spam, spyware, viruses)	50	47	53	35	54	59	52	49	37	55	50	45	72
Financial privacy	50	47	53	37	53	58	53	49	34	55	49	45	71
Contamination of the environment (water, air, ground) from electronics products that are thrown away in regular trash	43	38	48	36	44	48	48	39	27	36	44	54	100
Automobile safety	39	30	46	34	41	40	41	39	24	39	42	34	64
Unsafe consumer products	38	31	44	30	40	41	42	36	23	37	39	36	66
Global warming	31	28	34	25	32	35	34	28	19	22	30	47	62

Concern With Electronics Waste Issues

- ◆ Consumers expressed less concern with most issues relating specifically to electronics waste. Overall, 4 in 10 were *very concerned* (top box of eight boxes) about toxic substances and one-third expressed high concern with e-waste dumping in developing nations.
 - Environmentalists were far more concerned than others—across all e-waste issues 79% more said they were *very concerned* than typical Americans.
 - High-income respondents registered 45% below average.

Top Box: Concern With Electronics Waste Issues [8 boxes]

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	
Leaching of toxic metals and chemicals from improperly disposed products	42	39	45	32	43	50	45	41	29	37	41	53	77
Dumping of electronics waste in developing countries with weak environmental protections	33	30	36	27	34	35	35	33	19	26	33	41	60
How long electronics products last until they become obsolete	23	20	25	16	22	28	23	24	11	22	23	24	39
Inmates in federal prisons who voluntarily participate in processing of electronics waste	18	15	20	13	19	19	18	19	7	17	19	15	33

Electronics Recycling Costs

- ◆ Only one statement about electronics recycling costs resonated with a significant share of Americans:
 - Manufacturers should pay the costs of recycling electronics products they produced (41% top box agreement of eight boxes).
- ◆ More (55%) environmentalists *strongly agreed* with this statement.

Top Box: Agreement With Statements About Electronics Recycling Costs [8 boxes]

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
Manufacturers should pay the costs of recycling electronics products they produced.	41	40	42	37	39	46	42	42	32	38	40	47	55
Retailers should pay the costs of recycling products they sold.	19	20	19	19	18	21	21	19	16	18	19	21	28
Consumers should pay the costs of recycling electronics products they bought.	11	11	11	11	9	11	11	10	7	12	10	11	16
Taxpayer funds should be used to pay the costs of recycling electronics products.	6	6	6	6	6	5	7	5	2	4	6	8	11

Electronics Recycling

- ◆ Two-thirds of consumers *strongly agreed* (top box of eight boxes) that manufacturers should facilitate recycling and reusing electronics products.
 - More environmentalists (8 in 10) felt that manufacturers should make their products greener.
 - Fewer high-income Americans than others favored shifting responsibility for recycling to manufacturers.

Top Box: Agreement With Statements About Electronics Recycling [8 boxes]

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Manufacturers should design electronics products to be easier to recycle.	64	60	67	55	65	69	66	62	56	63	62	68	84
Manufacturers should make it easier to refurbish/reuse older products to extend their life.	63	59	67	55	64	69	65	60	57	62	63	65	81

Community Recycling—Awareness

- ◆ Asked about options for community recycling, nearly two-thirds of consumers were aware of charity drop-off points, and half knew about municipal recycling centers. Only one-third were aware of curbside pickup programs.
- ◆ Awareness was relatively flat across demographic and behavioral segments.

Awareness of Community Recycling Options

RNDM	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
TOTAL	%	%	%	%	%	%	%	%	%	%	%	%	
Drop off at charity (e.g., Goodwill)	63	62	66	68	61	61	63	60	66	63	60	70	64
Drop off at municipal recycling center	50	53	47	44	50	55	50	48	51	50	49	50	53
Municipal-based curbside pickup	34	37	31	28	34	38	33	34	34	32	35	32	36
Prepaid return shipping/send back to manufacturer (e.g., Dell)	28	31	26	29	27	28	26	28	32	28	28	27	29
Drop off at retailer (e.g., Best Buy)	22	26	20	26	18	27	22	21	23	22	22	24	23
Other	2	3	2	2	2	3	2	1	2	3	2	1	2
None	17	16	17	16	18	14	17	18	13	17	18	14	15

Community Recycling—Usage

- ◆ Three-quarters of environmentalists were *very likely* (top box of eight boxes) to take advantage of curbside recycling pickup. This compared with two-thirds of typical Americans.
- ◆ Other recycling options drew lower shares—6 in 10 environmentalists and under half of random adults overall.

Top Box: Likelihood to Use Recycling Options [8 boxes]

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
Municipal-based curbside pickup	68	65	70	57	70	73	67	71	70	69	66	70	77
Prepaid return shipping/send back to manufacturer (e.g., Dell)	47	43	52	40	50	49	48	46	48	48	48	46	62
Drop off at municipal recycling center	44	43	46	32	48	51	46	43	41	47	45	41	59
Drop off at retailer (e.g., Best Buy)	42	38	45	32	45	45	42	42	40	43	41	42	56

Recycling—Driving Distance

- ◆ Affinity for environmental issues had little impact on how far a consumer would drive in order to recycle old electronics products. Across most segments the median distance was 7 miles, although women would drive farther than men (7.5 miles vs. 5.9 miles).

Maximum Distance Would Drive to Recycle Old Electronics Products

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	≤\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Would not drive any distance	6	9	3	5	5	8	5	5	7	6	5	7	3
1 mile or less	6	7	5	4	7	5	6	5	3	5	6	6	6
2-4 miles	25	28	22	27	24	26	25	24	27	25	27	21	25
5-9 miles	36	34	39	38	36	36	38	39	34	37	34	41	35
10 miles or more	27	23	31	26	29	25	26	27	29	27	28	25	31
MEDIAN (miles)	6.8	5.9	7.5	6.8	7.0	6.5	6.8	7.0	6.8	6.8	6.7	6.9	7.3

Recycling—Willingness to Pay

- ◆ Income had a strong impact on how much a consumer is willing to pay for recycling.
- ◆ In spite of their expressed support for recycling, environmentalists would pay just 10% more than average Americans; they earned 11% less than others.

Amount Willing to Pay for Recycling (\$Median)

RNDM	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
TOTAL	%	%	%	%	%	%	%	%	%	%	%	%	
Refrigerator/other major appliance	6.02	5.33	6.46	7.45	6.26	4.76	6.09	5.33	10.61	5.58	5.19	8.40	6.63
Desktop computer	4.71	4.44	5.13	5.50	4.87	4.17	4.83	4.41	6.63	4.49	4.48	6.40	5.40
TV	4.65	4.38	4.89	4.86	5.01	4.13	4.68	4.39	6.97	4.52	4.35	6.21	5.26
Additional computer monitor	4.54	4.36	4.70	5.15	4.61	4.09	4.64	4.19	6.20	4.34	4.34	5.83	4.87
Laptop computer	4.53	4.23	4.84	5.41	4.68	3.91	4.64	4.25	6.23	4.32	4.35	5.87	4.81
Computer peripheral	4.31	4.01	4.61	4.80	4.29	3.94	4.45	3.96	5.75	4.12	4.14	5.31	4.67
Rechargeable battery	3.39	3.24	3.51	3.60	3.36	3.30	3.56	3.20	3.29	3.22	3.37	3.70	3.73
Cell phone	3.28	3.14	3.43	3.47	3.26	3.16	3.39	3.03	3.56	3.20	3.21	3.57	3.62
AVERAGE OF MEDIANS	4.43	4.14	4.70	5.03	4.54	3.93	4.54	4.10	6.16	4.22	4.18	5.66	4.87

Ownership and Use of Electronics Products

- ◆ Desktop computers, computer peripherals (e.g., printer, scanner) and cell phones had the greatest penetration, owned and used by around 9 in 10 consumers. Laptop computers were last.
- ◆ One-fifth of Americans had an unused computer monitor collecting dust. Fewer consumers reported an old cell phone, peripheral, desktop computer or rechargeable battery.
- ◆ Overall, around 1 in 10 Americans did not own a desktop computer, peripheral or cell phone, while 56% didn't have a laptop.

Electronics Products: Owned and In Use

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Desktop computer	90	90	90	86	91	92	88	92	93	92	91	86	91
Computer peripheral	87	89	86	82	87	92	83	93	95	87	89	85	87
Cell phone	84	81	87	88	83	80	77	92	95	85	84	82	83
Additional computer monitor	65	68	62	60	66	68	62	70	71	68	65	59	67
Rechargeable battery	57	65	50	57	55	58	53	61	68	62	56	53	53
Laptop computer	39	43	35	39	40	37	29	48	62	42	36	39	34

Electronics Products: Owned and Not In Use

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Additional computer monitor	20	20	21	21	22	16	19	19	26	19	17	27	19
Cell phone	17	15	18	19	18	13	16	17	25	18	15	19	17
Computer peripheral	16	15	18	19	18	12	17	16	21	16	16	19	16
Desktop computer	15	14	16	17	15	11	14	16	18	14	13	19	13
Rechargeable battery	11	12	10	12	12	8	10	11	20	12	9	15	10
Laptop computer	8	8	9	7	9	7	7	10	12	9	7	8	7

Electronics Products: Not Owned

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Laptop computer	56	52	59	56	55	58	66	46	33	52	58	56	62
Rechargeable battery	37	30	44	36	39	37	42	33	23	32	40	39	42
Additional computer monitor	25	24	27	28	25	23	28	22	20	24	26	25	23
Cell phone	12	15	9	8	13	15	17	6	3	11	12	14	11
Computer peripheral	7	7	8	11	7	5	11	3	1	8	6	8	8
Desktop computer	6	7	6	7	6	6	7	5	4	5	6	8	6

Collecting Dust: Rechargeable Battery

Base: Have Unused Rechargeable Battery

- ◆ Respondents indicated all of the reasons that they retained unused products.
- ◆ Nearly half of consumers didn't know what to do with an old rechargeable battery (e.g., NiCad, NiMH)—women more than men.
- ◆ An equal share of environmentalists didn't consider the garbage an appropriate option, although overall Americans were less concerned about just tossing a battery.
- ◆ About 3 in 10 were still looking for a good way to dispose of a battery. Virtually no one was looking to donate it.

Reasons for Storing Owned and Unused: Rechargeable Battery

Base: Rechargeable Battery Owned and Not Used

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
I don't know what to do with it.	45	38	48	47	48	28	40	50	52	47	42	46	47
I don't consider it appropriate to throw it in the garbage.	35	38	32	30	42	31	36	39	32	28	34	44	45
I haven't found a good disposal method and/or recycler for it yet.	28	31	25	23	25	45	33	25	26	21	30	35	33
I paid too much for the product just to throw it away.	13	13	14	13	14	10	9	14	16	13	11	13	9
I want to repair or upgrade it.	9	12	8	9	12	7	12	7	6	15	8	6	9
I want to donate it.	7	9	4	6	6	7	9	9		8	9	4	11
I want to sell it.	6	8	4	6	6		6	7	3	11	4	2	8
Other	26	28	25	28	22	38	26	20	32	30	21	27	16

Collecting Dust: Cell Phone

Base: Have Unused Cell Phone

- ◆ Four in 10 Americans were stuck with an old cell phone because they didn't know what to do with it or just couldn't see themselves dropping it in the trash.
- ◆ A significant share—about one-third—wanted to donate it.

Reasons for Storing Owned and Unused: Cell Phone
Base: Cell Phone Owned and Not Used

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
I don't know what to do with it.	41	46	38	46	39	43	36	57	33	51	33	43	33
I don't consider it appropriate to throw it in the garbage.	37	38	37	42	37	28	35	40	38	35	32	46	34
I want to donate it.	30	28	31	21	35	30	26	25	54	35	26	29	30
I haven't found a good disposal method and/or recycler for it yet.	25	30	22	21	28	22	19	31	38	28	19	30	25
I paid too much for the product just to throw it away.	20	21	18	22	20	15	23	14	21	18	14	30	19
I want to sell it.	12	10	13	18	10	7	11	12	13	16	11	10	10
I want to repair or upgrade it.	8	9	7	6	7	15	12	3	5	10	8	5	9
Other	15	17	15	13	17	17	20	9	10	10	22	13	18

Collecting Dust: Desktop Computer

Base: Have Unused Desktop

- ◆ Overall 3 in 10 consumers didn't consider it appropriate to throw away a desktop computer or know what to do with it. Environmentalists were no more likely to nix the garbage option than others.
- ◆ Around one-quarter planned to fix the computer or was still looking for a good disposal method.

Reasons for Storing Owned and Unused: Desktop Computer

Base: Desktop Computer Owned and Not Used

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
I don't consider it appropriate to throw it in the garbage.	33	29	36	33	33	33	30	34	43	33	27	42	35
I don't know what to do with it.	31	27	34	35	33	23	25	43	32	33	28	34	29
I want to repair or upgrade it.	28	22	34	29	33	20	36	18	21	33	22	31	28
I haven't found a good disposal method and/or recycler for it yet.	23	21	23	21	20	33	23	20	36	29	14	29	22
I want to donate it.	18	20	17	12	16	35	13	25	25	22	15	18	14
I paid too much for the product just to throw it away.	15	12	17	18	12	13	9	18	32	14	14	18	12
I want to sell it.	13	16	10	20	10	8	15	9	18	10	15	15	14
Other	19	28	12	18	20	18	20	20	11	17	24	15	19

Collecting Dust: Laptop Computer

Base: Have Unused Laptop

- ◆ The most popular reason for hanging on to an old laptop computer was to repair or upgrade it. This claim is suspect as laptops are more difficult and expensive to repair or upgrade than desktops.
- ◆ Close behind as reasons were—don't know what to do with it or don't consider the garbage appropriate.

Reasons for Storing Owned and Unused: Laptop Computer

Base: Laptop Computer Owned and Not Used

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
I want to repair or upgrade it.	32	29	35	32	29	33	40	27	21	24	42	29	37
I don't know what to do with it.	25	22	27	36	26	17	22	27	26	31	13	36	24
I don't consider it appropriate to throw it in the garbage.	24	27	24	29	22	29	24	30	21	26	16	36	27
I paid too much for the product just to throw it away.	20	20	19	21	19	21	16	19	37	24	18	18	17
I haven't found a good disposal method and/or recycler for it yet.	20	27	14	21	19	21	22	19	16	26	7	32	22
I want to sell it.	16	20	13	29	10	8	26	5	11	17	11	21	17
I want to donate it.	10	16	6	7	10	13	14	5	16	14	9	7	7
Other	23	24	24	18	31	13	20	30	21	24	24	21	24

Collecting Dust: Add'l Computer Monitor

Base: Have Unused Monitor

- ◆ One-third of consumers held onto an old computer monitor because they weren't comfortable throwing it away—more liberals than average and fewer environmentalists.
- ◆ Nearly as many Americans didn't know what to do with it.

Reasons for Storing Owned and Unused: Additional Computer Monitor
Base: Additional Computer Monitor Owned and Not Used

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
I don't consider it appropriate to throw it in the garbage.	32	32	30	32	28	39	31	35	35	33	25	39	27
I don't know what to do with it.	27	23	30	42	26	14	26	28	30	30	21	33	22
I haven't found a good disposal method and/or recycler for it yet.	21	22	22	18	22	26	22	16	30	26	14	26	21
I want to donate it.	19	21	17	16	22	21	15	24	25	22	19	17	19
I want to repair or upgrade it.	16	15	17	14	16	18	20	12	5	14	18	15	20
I paid too much for the product just to throw it away.	13	10	16	12	12	12	12	18	10	13	10	16	12
I want to sell it.	12	15	9	16	10	11	15	8	5	13	10	14	11
Other	28	30	27	25	30	26	28	30	25	26	30	27	30

Collecting Dust: Computer Peripheral

Base: Have Unused Peripheral

- ◆ Most commonly consumers said they hang onto their old computer peripherals for three reasons—they don't know what to do with them, don't want to put them in the garbage or want to repair/upgrade them.

Reasons for Storing Owned and Unused: Computer Peripheral
Base: Computer Peripheral Owned and Not Used

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
I don't know what to do with it.	25	20	29	36	24	10	24	31	23	30	21	27	24
I don't consider it appropriate to throw it in the garbage.	25	26	23	26	26	20	27	27	16	25	21	29	24
I want to repair or upgrade it.	21	20	22	21	22	17	26	13	16	18	21	22	19
I haven't found a good disposal method and/or recycler for it yet.	18	19	17	21	18	15	16	24	19	30	10	19	16
I paid too much for the product just to throw it away.	17	12	20	19	18	7	14	24	19	11	15	27	20
I want to donate it.	17	22	14	15	18	17	16	18	16	21	16	13	17
I want to sell it.	12	16	8	10	13	10	16	5	10	8	14	11	12
Other	28	28	28	26	25	37	24	31	32	27	26	32	27

Collecting Dust: Television

Base: Have Unused TV

- ◆ Consumers said equally that they weren't comfortable throwing an old TV in the trash and didn't know what to do with it.

Reasons for Storing Owned and Unused: TV
Base: TV Owned and Not Used

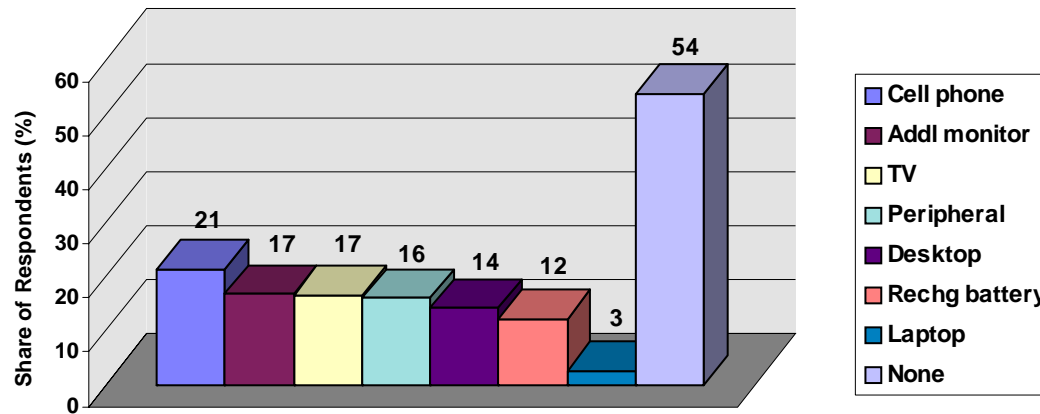
	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
I don't consider it appropriate to throw it in the garbage.	24	24	23	22	24	24	28	13	33	26	22	24	27
I don't know what to do with it.	23	23	24	33	24	14	23	22	25	28	23	17	15
I haven't found a good disposal method and/or recycler for it yet.	18	14	20	17	20	14	16	18	21	21	11	24	18
I want to donate it.	14	14	14	7	14	22	13	13	21	17	9	19	15
I want to repair or upgrade it.	13	11	14	20	14	3	11	16	13	11	12	17	13
I paid too much for the product just to throw it away.	9	10	9	13	7	8	7	13	13	4	15	7	13
I want to sell it.	9	11	7	7	10	11	12	11		6	11	12	20
Other	39	40	40	28	42	49	41	40	33	32	45	38	35

Electronics Product Disposal

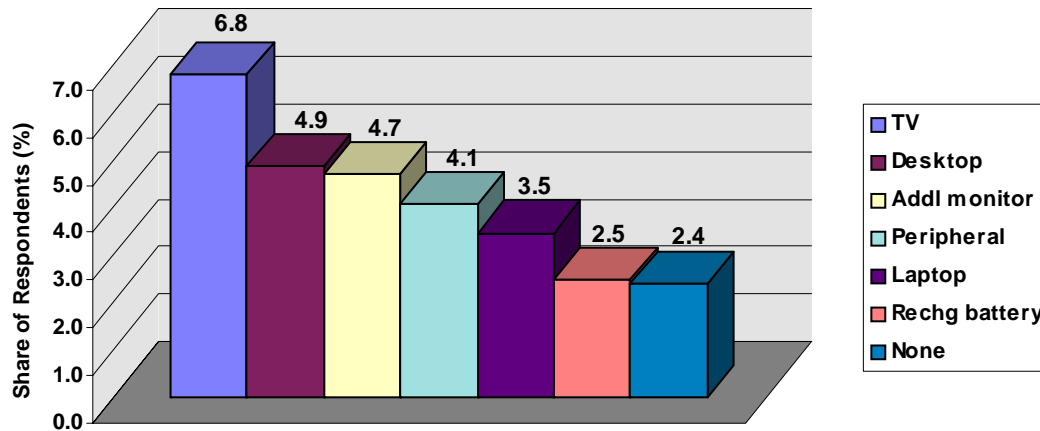
- ◆ **Half of consumers did not dispose of any electronics products over the past year.**
 - **Among the balance, the product most likely to have been disposed by any means (garbage, recycling, donation) was a cell phone. One-fifth of Americans got rid of a cell phone over the past 12 months.**
 - **Close behind were an extra computer monitor, TV and computer peripheral.**
 - **Likelihood to dispose of a product scaled with age and income. In all cases the causal variable was income—individuals who earned more purchased more new products and were more likely to get rid of old merchandise.**

- ◆ **Service life was driven more by product life cycle/obsolescence than cost.**
 - **TVs had the greatest life—a median of nearly 7 years for the average consumer. Note that the basic functions of a conventional television, i.e., video and audio quality, improve slowly. Consequently, there is little reason to replace a TV before it breaks, unless a consumer upgrades to high-definition.**
 - **Laptop computers, a relatively expensive item, had a median service life of only 3.5 years, as the technology for portable electronics improves continually.**

Disposed Electronics Products Past 12 Months



Service Life Before Disposal (Median Years)



Disposal Method: Rechargeable Battery

Base: Disposed of Battery

- ◆ Respondents indicated the one method used for each product disposed of in the past year.
- ◆ Nearly 4 in 10 Americans just tossed their old rechargeable batteries (e.g., NiCad, NiMH).
 - Old folks, those with relatively high income (\$60-99K) and conservatives were most likely to throw away old batteries (nearly half).
 - Environmentalists, liberals, and the youngest and lowest-income consumers were least likely (around one-quarter).
- ◆ One-quarter of consumers delivered old batteries to a collection point. Other methods of disposal were used by no more than 1 in 10 Americans.

Disposal Method: Rechargeable Battery
Base: Rechargeable Battery Disposed

RNDM	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
TOTAL	%	%	%	%	%	%	%	%	%	%	%	%	
Threw away in the garbage	37	39	34	27	32	47	33	47	28	46	31	29	26
Delivered to collection point	26	25	28	29	29	22	28	26	24	17	31	32	25
Delivered to retailer pickup location	11	13	9	7	12	15	9	11	17	8	10	17	13
Picked up by recycler	6	5	6	9	4	7	7	2	7	3	10	5	11
Sent back to manufacturer	5	4	8	9	6	6	5	6	3	8	1	5	7
Donated to nonprofit organization or school	5	5	6	7	6	3	5	2	7	10	3		4
Handed down to family member or friend	4	2	5	2	4	5	5		7	4	4	2	7
Sold to individual or small business	2	3	2	4	3		2	2	3	1	3	2	3
Sold to recycler	2	3		4			2		3	1	3		1
Other	2	2	3	7		2	2	4			1	7	4

Disposal Method: Cell Phone

Base: Disposed of Cell Phone

- ◆ Overall, 3 in 10 consumers donated an old cell phone, among them half of the highest-income Americans.
- ◆ Far behind in terms of popularity: tossed in the garbage and handed down the battery. Environmentalists were least likely to employ the garbage.

Disposal Method: Cell Phone
Base: Cell Phone Disposed

RNDM	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
Donated to nonprofit organization or school	31	27	33	22	34	37	24	31	50	29	32	32	33
Threw away in the garbage	17	18	16	20	15	14	18	18	12	20	16	12	11
Handed down to family member or friend	15	11	17	24	12	9	19	11	4	14	16	14	16
Sent back to manufacturer	8	7	10	14	7	4	8	10	8	8	8	11	9
Sold to individual or small business	7	9	6	7	9	1	8	5	8	4	9	6	8
Delivered to collection point	6	9	5	4	7	8	4	10	6	8	4	8	5
Delivered to retailer pickup location	6	7	5	4	7	8	6	6	4	5	5	8	7
Sold to recycler	2	4	1		3	3	2	1	4	3	2	2	2
Picked up by recycler	1	2			1	1		2	2	1	2		1
Other	8	7	8	6	5	14	10	6	4	9	6	9	8

Disposal Method: Desktop Computer

Base: Disposed of Desktop

- ◆ Liberal and female consumers were more likely (one-third) to hand down an old desktop computer than the average American (one-quarter). High-income folks were least likely (10%).
- ◆ Two other popular methods of disposal, used by 1 in 5 consumers, were: donated the equipment and threw it away.

Disposal Method: Desktop Computer
Base: Desktop Computer Disposed

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
Handed down to family member or friend	24	15	33	21	21	30	28	25	10	22	21	34	25
Donated to nonprofit organization or school	21	17	24	11	20	30	11	25	38	18	26	16	26
Threw away in the garbage	19	24	16	18	24	13	25	16	5	24	17	16	14
Delivered to collection point	13	19	6	13	13	13	14	10	19	13	13	11	10
Sold to individual or small business	8	9	7	11	7	6	10	4	14	6	8	13	7
Picked up by recycler	6	6	6	13	5	4	5	10		8	4	5	7
Sold to recycler	3	5	1	3	3	4	4		5	2	5		4
Delivered to retailer pickup location	2	1	4	3	3		1	4	5	2	2	3	3
Sent back to manufacturer	0		1		1			1		1			
Other	3	5	1	8	3	2	3	1	5	4	4	3	3

Disposal Method: Laptop Computer

Base: Disposed of Laptop

- ◆ Across all product categories in the study, consumers were least likely to toss an old laptop computer in the garbage (14%).
- ◆ Overall, 3 in 10 chose to sell the equipment, and conservatives were more likely than average to do this.

Disposal Method: Laptop Computer
Base: Laptop Computer Disposed

RNDM	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
Sold to individual or small business	30	33	28	25	27	36	33	18	30	41	15	29	18
Donated to nonprofit organization or school	14		28		23		13	18	10		38		24
Handed down to family member or friend	14	11	11		9	27	13	9	20	12	8	29	18
Delivered to collection point	14	11	17		18	9	7	18	20	12	15	14	18
Threw away in the garbage	14	17	11		23		13	18	10	18	8	14	12
Sold to recycler	5	6	6	25		9	13			6	8		12
Delivered to retailer pickup location	3	6		25				9		6			
Sent back to manufacturer													
Picked up by recycler													
Other	8	17		25		18	7	9	10	6	8	14	

Disposal Method: Computer Monitor

Base: Disposed of Monitor

- ◆ Slightly more than one-fifth of consumers disposed of an extra computer monitor by handing it down, tossing it or donating it.
- ◆ Those earning at least \$100K were most likely to choose donation (38%), while the youngest group donated least often (13%).

Disposal Method: Additional Computer Monitor
Base: Additional Computer Monitor Disposed

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
Handed down to family member or friend	22	13	29	24	16	32	25	25	12	18	23	30	22
Threw away in the garbage	22	25	19	20	24	20	26	21	12	29	18	17	16
Donated to nonprofit organization or school	22	18	25	13	25	23	16	19	38	20	25	17	29
Delivered to collection point	11	19	5	11	10	11	11	12	12	10	9	17	13
Sold to individual or small business	9	10	7	15	9	3	6	11	12	7	9	11	7
Picked up by recycler	5	5	6	7	6	4	4	7	8	4	5	7	6
Delivered to retailer pickup location	2	3	2	4	2	3	4	1		4	2		2
Sold to recycler	1	3		2	2		3			1	2		2
Sent back to manufacturer	1		2		2			2		2			
Other	4	5	4	4	4	5	5	2	8	4	7		2

Disposal Method: Computer Peripheral

Base: *Disposed of Peripheral*

- ◆ Americans were split about how to get rid of an old computer peripheral (e.g., printer, scanner).
 - Overall nearly 3 in 10 chose the garbage and an equal share donated the equipment.
 - High-income Americans donated the most (46%), and, along with environmentalists, were least likely to throw a peripheral in the trash.

- ◆ Handing down was a distant No. 2 with a 16% share.

Disposal Method: Computer Peripheral
Base: *Computer Peripheral Disposed*

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
Threw away in the garbage	28	34	23	30	31	24	29	34	21	35	24	26	20
Donated to nonprofit organization or school	28	23	32	23	26	33	18	27	46	22	30	32	36
Handed down to family member or friend	16	12	17	5	16	20	18	18	11	16	18	11	17
Sold to individual or small business	9	9	10	21	7	3	9	9	7	8	8	11	7
Delivered to collection point	8	11	6	7	9	9	13	4	4	11	6	8	6
Picked up by recycler	4	2	7	2	4	6	4	4	7	2	6	4	5
Delivered to retailer pickup location	2	1	3	2	1	3	2	3		2	2		2
Sold to recycler	1	2	1	2	2		3			1	2		3
Sent back to manufacturer	1		2	2	1				4		1	2	
Other	3	7		5	3	3	5	1		2	3	6	3

Disposal Method: Television

Base: Disposed of TV

- ◆ Most frequently consumers elected to throw away an old television (30%), and those with relatively high incomes were the worst offenders—37% with income \$60-99K preferred the garbage.
- ◆ Televisions are a frustrating item for consumers to deal with. By virtue of their size TVs represent a huge source of waste and are also very difficult to dispose of in an appropriate way.

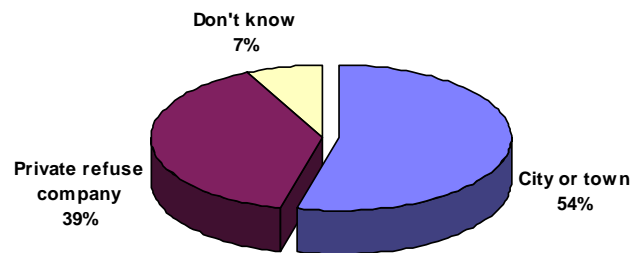
Disposal Method: TV
Base: TV Disposed

RNDM	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%	
Threw away in the garbage	30	32	29	33	35	17	28	37	22	36	25	31	23
Donated to nonprofit organization or school	19	20	17	11	18	28	16	17	38	17	17	24	20
Handed down to family member or friend	16	10	20	23	11	18	17	15	9	13	22	11	22
Delivered to collection point	10	14	7	7	11	10	13	5	6	9	12	7	11
Sold to individual or small business	8	7	8	11	7	7	7	11	6	11	6	6	9
Picked up by recycler	7	4	10	7	8	6	8	5	13	5	5	15	6
Sold to recycler	2	3	1	2	3		3	2		2	3		4
Delivered to retailer pickup location	1	1	1		1	1		2		1	1		1
Sent back to manufacturer	0		1		1				3		1		
Other	7	9	6	7	4	13	8	8	3	6	9	6	5

Garbage Collection

- ◆ Half of consumers believed that the municipal government is in charge of garbage collection, and 4 in 10 indicated a private refuse company.
- ◆ While there were considerable differences across age cohorts—nearly two-thirds of the youngest consumers had municipal garbage collection vs. 44% for those aged 55+ years—very likely the difference is an artifact of residence. Younger folks are concentrated in urban areas, where the local government typically is in charge of collecting refuse, while consumers of middle age or beyond are more likely to live outside the big cities, where private companies also operate.

Who Handles Garbage Collection



Replacement: Old Cell Phone

Past 12 Months

- ◆ Overall 43% of consumers replaced a cell phone over the past year, and the rate was highest for:
 - Women (48% vs. 38% for men)
 - Young folks (53% vs. 36% for the 55+ age group)
 - Wealthy consumers (55% vs. 41% for those who earned under \$60K)

- ◆ One reason predominated with 3 in 10 consumers:
 - *Wanted new features/service that weren't available on my old phone*

- ◆ Around 1 in 5 mentioned:
 - *Got tired of my old phone and wanted something new.*
More than three times as many consumers in the 18-34 age group cited this reason than those aged 55+.
 - *Changed service plans.*
 - *Replaced it as part of my service plan (such as "new every two" from Verizon).*
 - *Changed carriers.*
 - *Cell phone broke.*
 - *Battery couldn't hold a charge.*

Replaced Old Cell Phone, Past 12 Months

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Replaced:													
No	57	62	52	47	58	64	59	55	45	56	59	54	57
Yes	43	38	48	53	42	36	41	45	55	44	41	46	43

Reason replaced (Base=% of Yes):

Wanted new features/service that weren't available on my old phone	31	32	30	36	27	34	30	30	34	30	31	31	32
Got tired of my old phone and wanted something new	20	20	21	30	19	9	21	18	21	18	21	23	21
Changed service plans	20	20	20	20	19	22	21	21	16	17	19	25	23
Replaced it as part of my service plan (such as "new every two" from Verizon)	19	20	19	17	20	19	17	20	24	25	16	18	16
Changed carriers	19	18	21	18	21	19	23	15	16	17	20	20	18
Cell phone broke	18	18	19	22	17	16	19	18	17	21	19	15	17
Battery couldn't hold a charge	17	16	18	20	16	13	18	15	18	18	15	18	16
Broke/lost my old one	12	11	13	13	11	13	13	10	12	10	12	15	14
Lost coverage with my old phone	4	3	4	4	4	1	4	2	4	5	4	1	4
Other	5	5	5	5	4	7	5	5	7	4	6	5	5

Replacement: Old Computer

Past 12 Months

- ◆ The replacement rate for old computers varied little across demographic or behavioral segments. In the past 12 months 3 in 10 consumers swapped out an old machine.

- ◆ The reasons for replacing the computer varied. Overall, roughly half of consumers cited:
 - *Computer too slow.*
Young consumers were disproportionately impatient.
 - *Wanted new technology.*
Higher-income consumers were most likely to cite obsolescence.
 - *Wanted features or capabilities not available on old computer.*
Fewer conservatives mentioned this reason relative to moderates or liberals.

- ◆ One-third to one-fifth singled out:
 - *Needed more memory (RAM) and could not upgrade.*
 - *Computer broke.*
 - *Computer not compatible with new software.*

Replaced Old Computer, Past 12 Months

RANDOM ADULT													
RNDM	Gender		Age			Income			Politics			Env.	
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High	
%	%	%	%	%	%	%	%	%	%	%	%	%	
Replaced:													
No	69	70	69	70	68	70	70	67	67	67	70	68	69
Yes	31	30	31	30	32	30	30	33	33	33	30	32	31

Reason replaced (Base=% of Yes):

Computer too slow	52	53	51	58	52	47	51	52	56	48	49	61	48
Wanted newer technology	51	52	50	47	54	51	46	57	59	49	54	50	48
Wanted features or capabilities not available on old computer	47	48	46	45	48	49	47	44	46	39	50	51	48
Needed more memory (RAM) and could not upgrade	33	27	37	31	34	32	31	35	31	30	35	33	36
Computer broke	27	29	27	28	24	29	29	28	24	30	23	30	30
Computer not compatible with new software	20	20	19	17	24	16	21	20	20	17	23	19	21
Needed additional computer	15	14	16	12	19	11	16	11	22	15	16	14	15
Hard disk drive full and could not upgrade	15	15	15	17	14	12	14	14	19	12	15	18	14
Computer not compatible with new hardware (e.g., printer or monitor)	14	13	16	17	14	10	15	16	7	11	18	13	15
Computer ruined by viruses or spyware	14	14	15	20	13	9	15	13	17	13	14	16	14
Computer not compatible with iPod or other new gadget	3	2	3	4	2	1	2	3	4	3	4	2	2
Other	7	4	8	12	6	4	9	6	6	8	8	4	6

Replacement: Old Television

Past 12 Months

- ◆ One-fifth of consumers replaced an old TV over the past year. Among them, one-third said:
 - *TV stopped working and was not worth fixing.*
Folks aged 18-34 and those earning \$100K+ were least likely to cite this reason.

- ◆ Other popular reasons (one-third to one-fifth share):
 - *Screen was too small.*
Those aged 55+ were least likely to mention this.
 - *Wanted another TV.*
Fewer men and older consumers chose this.
 - *Wanted an HDTV for higher picture quality.*
Consumers with income under \$60K and political moderates registered below average.

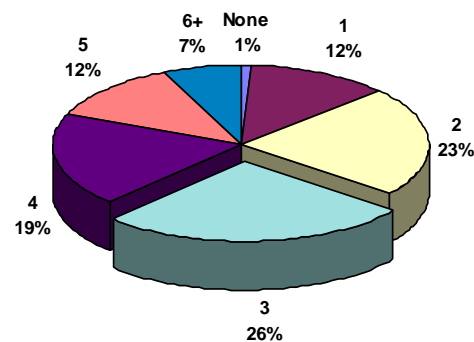
Replaced Old TV, Past 12 Months

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
Replaced:													
No	79	80	78	77	81	79	80	80	70	80	79	78	79
Yes	21	20	22	23	19	21	20	20	30	20	21	22	21
Reason replaced (Base=% of Yes):													
TV stopped working and was not worth fixing	35	39	34	27	37	37	36	38	29	33	39	32	34
Screen was too small	28	28	29	34	33	17	34	23	20	31	24	32	30
Wanted another TV	26	17	32	33	29	14	28	20	29	28	27	20	24
Wanted an HDTV for higher picture quality	21	24	20	20	18	27	15	24	39	23	18	25	20
Wanted a large screen for home theater television	17	18	16	17	19	13	14	14	27	18	13	21	18
Not satisfied by TV's video performance	14	15	14	13	17	13	13	15	20	17	13	13	13
TV was not a wide-screen model	13	12	13	16	12	10	12	16	10	12	11	16	11
TV could not be connected to other audio visual equipment	11	13	7	11	11	9	11	13	6	7	11	14	16
TV was too bulky	8	7	10	10	12	3	9	8	10	8	9	8	9
TV did not have a built-in digital tuner to view free off-the-air digital broadcasts or cable programs	4	6	3	2	7	3	4	4	6	5	4	3	4
Wanted a TV with CableCard in order to get rid of the external cable box	1	1				3			2		1	1	1
Other	11	11	12	18	7	12	14	11	6	9	7	21	11

Television Ownership

- ◆ American households owned a median of 3.5 TV sets, whether in use or gathering dust.
 - Virtually everyone had at least one TV, and one-fifth of households owned 5 or more sets.
- ◆ Ownership scaled slightly with age and income.

TVs in Household, Used or Unused
Median: 3.5



Civic Involvement

Past 12 Months

- ◆ **Three-quarters of Americans reported some kind of civic involvement over the past year. Among them:**
 - **Half went to the polls.**
 - **Roughly 3 in 10 participated in fundraising or volunteer work.**
 - **One-quarter wrote to a company or politician.**

- ◆ **Most activities scaled with age and income, but the association with gender and politics was less stable.**
 - **More men than women voted, but women were more likely to have been involved with fundraising.**
 - **Political moderates voted less than conservatives or liberals, but conservatives participated most in fundraising and liberals were more likely to contact an elected official.**
 - **Overall consumers aged 18-34 were least active.**
 - **Environmentalists had the same profile as other Americans.**

Civic Involvement Past 12 Months

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
NET: ANY INVOLVEMENT	76	76	75	64	77	85	72	80	82	80	72	76	77
Voted in a federal, state or local election	51	55	48	36	51	67	46	56	65	58	44	55	51
Participated in fundraising	29	24	33	22	33	29	24	31	41	32	28	26	31
Volunteered for other groups	28	27	30	25	29	31	24	31	40	30	27	30	28
Wrote to a company about a product	26	26	25	21	28	29	25	26	27	28	24	26	28
Wrote to an elected official	23	24	22	14	25	31	22	24	27	25	18	30	23
Actively participated in local civic issues	12	15	9	8	12	16	10	13	15	13	9	16	14
Wrote to the editor of a magazine or newspaper	10	13	8	6	10	15	9	13	10	11	8	13	10
Wrote to a television or radio station	9	10	9	7	11	10	10	8	8	13	6	10	12
Called a radio talk show	9	11	7	7	10	8	8	10	9	11	7	8	9
Addressed a public meeting	8	9	6	3	7	13	6	8	11	9	6	7	8
Visited elected officials(s)	7	11	5	4	8	11	6	10	9	9	6	7	7
Wrote something that has been published	6	7	5	5	5	8	5	5	8	6	5	9	7
Worked for a political party or candidate	5	7	3	3	5	8	5	6	7	6	4	7	5
Volunteered for an environmental group	5	4	5	6	5	4	5	3	8	4	4	6	6
None--was not involved with any activities	24	24	25	36	23	15	28	20	18	20	28	24	23

Political Orientation

- ◆ Overall, 44% of consumers were politically moderate, one-third rated conservative and one-quarter liberal.
 - More high-income Americans were conservative than moderate (44% vs. 33%), and the oldest cohort (aged 55+) registered the fewest liberals (18%).
 - Environmentalists were slightly more liberal and less conservative than average, but they had the same proportion of moderates.

Political Orientation [15 boxes]

RANDOM ADULT												
RNDM	Gender		Age			Income			Politics			Env.
TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
%	%	%	%	%	%	%	%	%	%	%	%	%
33	37	30	24	34	40	29	35	44	100			27
44	41	47	47	44	41	47	41	33		100		44
23	23	23	29	22	18	23	24	23			100	29

Top-five box: Conservative
 Middle-five box: Moderate
 Bottom-five box: Liberal

Profile

- ◆ In line with the U.S. population, the random sample skewed slightly toward women, and among the outside audience environmentalists were even more likely to be female.
- ◆ Environmentalists were slightly older than the typical American adult—a median of 47.0 years vs. 45.6 years for adults generally.
- ◆ Environmentalists reported less education than other Americans. Roughly 4 in 10 adults with high environmental concern had at least a four-year college degree, 6 points less than the average American.
- ◆ Environmentalists earned a median of \$46.7K, 11% less than the overall population.
- ◆ Responding adults were concentrated in the South (35%).
- ◆ High-income consumers and conservatives were most likely to be married. Young Americans and those who are politically liberal were least likely.

Profile

	RANDOM ADULT												
	RNDM	Gender		Age			Income			Politics			Env.
	TOTAL	Men	Women	18-34	35-54	55+	<\$60K	\$60-99K	\$100K+	Cons.	Mod.	Liberal	High
	%	%	%	%	%	%	%	%	%	%	%	%	%
GENDER													
Male	47	100		31	47	64	43	52	60	53	43	46	42
Female	53		100	69	53	36	57	48	40	47	57	54	58
AGE													
18-34	27	18	36	100			32	20	21	20	29	34	23
35-44	21	21	22		46		20	28	19	20	23	20	21
45-54	25	26	25		54		24	25	27	28	24	25	27
55-64	20	26	15			78	17	22	27	24	19	18	23
65+	6	9	2				22	6	5	6	8	5	6
MEDIAN	45.6	48.8	40.8	26.0	45.7	60.8	43.0	45.8	48.2	48.3	43.5	42.1	47.0
EDUCATION													
Some HS or less	2	1	2	2	2	1	3	0		1	2	1	2
HS graduate	16	15	18	12	19	15	22	11	6	15	20	12	19
Some college	37	35	40	41	35	39	41	36	26	38	37	38	40
College grad+ [Net]	45	49	40	46	44	46	34	53	68	46	41	48	39
College grad	26	27	26	31	27	23	22	31	33	29	26	24	23
Some postgrad	7	7	6	8	6	7	5	9	9	6	6	10	6
Postgrad degree	11	14	8	8	11	15	7	13	26	11	10	15	10
HOUSEHOLD INCOME													
Less than \$40,000	33	30	35	41	30	31	61			28	35	39	39
\$40,000 - \$59,999	21	19	24	24	22	17	39			21	24	16	22
\$60,000 - \$79,999	17	20	15	14	18	20		62		19	17	17	16
\$80,000 - \$99,999	10	10	11	6	14	9		38		11	9	12	9
\$100,000 - \$149,999	8	10	5	5	8	10			68	11	5	7	4
\$150,000+	4	4	3	3	3	5			32	4	3	4	3
Refuse	6	6	7	5	6	9				7	7	5	8
MEDIAN (\$000s)	52.5	57.3	49.4	45.5	55.7	56.8	36.3	76.0	136.9	57.7	49.9	50.8	46.7
REGION													
Northeast	20	22	20	20	21	20	18	22	23	18	21	22	19
South	35	30	39	40	35	29	36	34	35	38	33	33	36
Midwest	25	25	25	23	25	27	28	25	16	24	29	21	26
West	19	23	16	16	18	24	19	19	26	20	17	24	19
Outside U.S.	0	0	0	0	0	0	0	0	0	0	0	0	0

Profile

	RANDOM ADULT												
	Gender		Age			Income			Politics			Env.	
<u>RNDM</u>	<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u><\$60K</u>	<u>\$60-99K</u>	<u>\$100K+</u>	<u>Cons.</u>	<u>Mod.</u>	<u>Liberal</u>	<u>High</u>	
TOTAL	%	%	%	%	%	%	%	%	%	%	%	%	
<u>MARITAL STATUS</u>													
Married	57	58	58	46	58	68	45	72	78	70	55	45	54
Single, never married	20	23	18	40	17	5	26	13	9	12	21	29	19
Divorced	11	10	11	4	13	16	14	7	4	11	12	10	13
Domestic partnership	8	7	9	10	8	5	9	6	9	4	9	11	10
Widowed	2	1	2		1	5	3	1	1	2	2	1	2
Separated	2	1	2	2	2	1	3	0		1	2	3	2
<u>RACE</u>													
White	88	88	88	86	88	90	86	90	92	92	87	85	84
Black	6	5	7	5	7	4	8	3	1	3	7	8	8
Asian	2	3	2	3	2	2	1	4	4	2	2	3	3
Other	4	5	3	6	3	4	5	3	2	3	4	4	4
<u>HISPANIC ORIGIN</u>													
Yes	4	3	4	7	3	2	4	5	2	2	5	3	4
No	96	97	96	93	97	98	96	95	98	98	95	97	96