



EcoPinion Survey Points to Negative Customer Perceptions of Green Products and Services

New survey results on customer perceptions of green technologies, products and services.

Washington, DC, January 15, 2008 --(PR.com)-- EcoAlign, a strategic marketing agency focused on energy and the environment and an affiliate of DEFG LLC, today released the results and findings of the second EcoPinion survey on customer perceptions of green technologies.

The second EcoPinion Survey provides further evidence of a green gap between willingness to adopt or purchase green products, services and technologies, and consumer value perceptions around those offerings. While concern for the environment is at an all time high, consumers think that many forms of green technology (renewable, energy efficient or recycled materials) are cost prohibitive, difficult to understand and maintain, and aesthetically unappealing.

“As Kermit the Frog sang, it's not easy being green,” stated Andrea Fabbri, COO and Chief Marketing Officer. “Vendors of green products and services have a lot of work to do to educate and promote their value proposition.”

Findings from the EcoPinion Survey Report include:

1. Forty six percent (46%) of consumers interviewed have adopted some form of green technology. This percentage jumps significantly among the 55+ age group.
2. However, when asked to compare attributes of green technology, consumers who have not already adopted some form of green tech tended toward the more negative value attribute for every comparison. These consumers perceive green technology to be ugly, expensive, and difficult to understand and maintain. The 46% who have adopted green tech were significantly more positive.
3. When asked about their level of concern should their neighbors adopt or install different forms of green technology, the overwhelming majority of consumers are not concerned.
4. For those consumers who would be concerned if their neighbor installed green technology, appearance and safety were the top reasons, with 39% of consumers citing each of these.
5. Consumers age 55 and over are more likely to have adopted green technology, less likely to be concerned if their neighbors install green tech and more likely to view green tech in a positive manner.

A copy of the full EcoPinion report is available at no charge by visiting EcoAlign's website at www.ecoalign.com.

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