



## Old Home PCs: Piling Up in the Closet

Dan Ness, Principal Analyst, MetaFacts, March 21, 2005

In this day and age it's said that a man's home is his landfill, and that's certainly the case with home PCs—almost half of American households with Home PCs that report having a PC prior to their present machine say they are still hanging on to their old one. If the machine does go out the door, the most common single destination is to the hands of a friend, relative or co-worker. Some machines do get recycled, donated, and—yes!—even junked, but reselling is below the noise level, even in this era of eBay.

Why is this important?

Toxic waste is a growing worldwide problem, much of which is concentrated in consumer electronics. Furthermore, understanding replacement rates is also more important than ever to the extent that many consumers minimize their purchases of new products until they feel settled about what they can do with their old equipment. Beyond the core replacement rates, understanding just where PCs end up – in landfills or as someone else's computer – affects fundamental assumptions and forecasts about the future of the industry.

MetaFacts, Inc., has been able to gain insight into the fate of old home PCs through analysis of responses to questionnaires completed by 10,418 American households in its Technology User Profile survey.

### Source Data

Current Technology User Profile subscribers may be interested in the following links with related, more detailed or updated information. If you are not a current Technology User Profile subscriber, and wish to obtain the source data or related information used in this TUPdate, please follow [this link to the TUP Online Store](#).

#### [What Was Done With Previous PC \(Home/Family\)](#)

[TUP 2004 Annual Edition](#) (Excel)

[TUP 2004 Annual Edition](#) (pdf)

[TUP 2003 Annual Edition](#) (Excel)

[TUP 2003 Annual Edition](#) (pdf)

[TUP 2002 Annual Edition](#) (Excel)

[TUP 2002 Annual Edition](#) (pdf)

[TUP 2001 Annual Edition](#) (Excel)

[TUP 2001 Annual Edition](#) (pdf)

### TUP Online Store



TUPdate  
Package

### Other Resources

Current Technology User Profile subscribers may be interested in the following links with related, more detailed or updated information. If you are not a current Technology User Profile subscriber, and wish to obtain the source data or related information used in this TUPdate, please follow [this link to the TUP Online Store](#).

### **What was Done with Previous PC (Workplace)**

[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)  
[TUP 2002 Annual Edition](#) (Excel)  
[TUP 2002 Annual Edition](#) (pdf)  
[TUP 2001 Annual Edition](#) (Excel)  
[TUP 2001 Annual Edition](#) (pdf)

### **What was Done with Previous PC (Self-Employed)**

[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)  
[TUP 2002 Annual Edition](#) (Excel)  
[TUP 2002 Annual Edition](#) (pdf)  
[TUP 2001 Annual Edition](#) (Excel)  
[TUP 2001 Annual Edition](#) (pdf)

### **What was Done with Previous PC (Total Market)**

[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)  
[TUP 2002 Annual Edition](#) (Excel)  
[TUP 2002 Annual Edition](#) (pdf)  
[TUP 2001 Annual Edition](#) (Excel)  
[TUP 2001 Annual Edition](#) (pdf)

## **Other Related Information**

[The Demise of the American Home PCs Profile Report - brochure](#)

## **Background & Methodology**

Factual, decision-making information like this is only found in one place, the Technology User Profile from MetaFacts. The Technology User Profile market research information service is based on extensive primary research selected and balanced to represent the American population - including technology users and non-technology users. Drawn from more than 30,000 surveys per year reporting on over 250 questions, it is the most comprehensive, longest running total market technology study available. TUPdates are brief summaries of information contained in the Technology User Profile.

## **Usage Guidelines**

This TUPdate is provided as a service to subscribers of the MetaFacts Technology User Profile® service, technology marketers, the investment community and other interested parties. Current Technology User Profile subscribers may freely distribute this information within their firms. Further information about Technology User Profile can be obtained at the website [www.technologyuser.com](http://www.technologyuser.com) or by contacting MetaFacts at [sales@metafacts.com](mailto:sales@metafacts.com). If you would like to unsubscribe, please complete the [unsubscribe form](#). If you were forwarded this TUPdate and wish to get on the list for future articles, please [complete a subscription request form](#).