

Interface Survey Update: USB Leads the Way

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Executive Summary

While the declining worldwide economy has adversely affected PC shipments, digital interfaces continue to be offered in greater numbers than ever before. In the past few years, two new interfaces have begun to be offered on PCs and PC peripherals: DisplayPort and External SATA (eSATA).

In addition to the two new interfaces, the most recent interface survey, conducted in December 2009, also queried our panel about: USB, 1394 or FireWire, Bluetooth, DVI, and HDMI. The survey asked panelists what types of interfaces they had on both home and work PCs, and to what devices they connected each of their interfaces.

As expected, USB proved the most common interface for work and home PC users, with XX% of work PC users and XX% of home PC users claiming USB ports on the computers. It was also the most commonly used interface in both environments. Among work PC users, the next most common interfaces were, in order of ownership: 1394, DisplayPort, DVI, HDMI, and eSATA. Among home PC users, the order was: 1394, Bluetooth, DisplayPort, DVI, HDMI, and eSATA. The ranking of DisplayPort was a surprise, since it is a relatively new interface and is primarily targeted at the corporate space. DVI, HDMI, and Bluetooth have been around longer and have a larger overall installed base worldwide, yet DisplayPort was on a comparable number of respondents' PCs, and was more heavily used by those who had it, compared to those other interfaces.

Just because an interface was common, does not mean it was widely used. Though 1394 was the second most common interface, among both work and home PC users, "I don't use" was the most popular response by both groups when asked to what they connected their PC's 1394 ports.

HIGHLIGHTS

- USB is the most common interface in home and work PCs.
- DisplayPort proved popular; it was on XX% of respondents' work PCs and XX% of home PCs.
- XX% of work PC users had desktops as their primary PC, while XX% of home users did.

Report Summary

The market for digital interface technologies continues growing, and includes USB, 1394, DVI, HDMI, and Bluetooth, among others. USB is the most common and most-used PC interface among both home and work PC users.

This 21-question survey tracks the ownership of seven interface technologies among In-Stat's Technology Adoption Panel in both work and home PCs: USB, 1394, DVI, HDMI, Bluetooth, DisplayPort, and eSATA. It also queried the 1,216 tech-savvy, predominantly male, online respondents about what they connected their PCs to using these connections, including PC peripherals, consumer electronics, and mobile devices. Demographic information about the respondents, including age, gender, income, and marital status, is also included.

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Methodology

The data provided in this report is the result of a 21-question, In-Stat Technology Adoption Panel (TAP) survey completed in December 2009. Topics covered included current ownership and use of interface technologies, including USB, 1394, DVI, HDMI, Bluetooth, DisplayPort, and External SATA (eSATA). The survey polled 1,216 respondents. There are references in the report to an October 2008 TAP survey that asked essentially the same questions. The demographics of the panel were very similar in 2008; however the 2008 survey sample was larger, at 1,379 respondents.

The TAP is a dynamic, online panel of almost 18,000 US-based technology users and decision makers interested in contributing their opinions and insights about technology usage and technology issues in the workplace and at home. The panel is comprised of a diverse group of people who represent a wide range of company sizes, industries, and areas of expertise.

Since the panel was recruited primarily as a business panel, it should not be considered representative of all US consumers. Although the panelists are also consumers and can give their opinions as such, there are many differences in the composition of the panel versus the overall consumer population in the US. In particular, the panel is under-represented by younger people, and the majority of TAP panelists are men. In addition, TAP panelists tend to be more highly educated, have a higher average household income and, in general, are more tech-savvy than the average US consumer. Even though TAP survey findings cannot be applied to the consumer market as a whole, the tech-savvy nature of the panel does provide good insight into early market trends. While the results cannot be applied to the general populace, they do provide a good road map to how technologies/services will develop.

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Related In-Stat Reports

- #IN0904454MI *eSATA: A Niche Interface Comes Under Pressure from USB 3.0*, January 2010
<http://www.instat.com/abstract.asp?id=161&SKU=IN0904454MI>
- #IN0904457MI *DVI & HDMI: DVI Declines Gradually While HDMI Rises Sharply*, December 2009
<http://www.instat.com/abstract.asp?id=161&SKU=IN0904457MI>
- #IN0904456MI *DisplayPort 2009: The New VGA or the New DVI?*, October 2009
<http://www.instat.com/abstract.asp?id=161&SKU=IN0904456MI>
- #IN0904452MI *Bluetooth: Low Energy and High Speed Join the Party*, July 2009
<http://www.instat.com/abstract.asp?id=161&SKU=IN0904452MI>
- #IN0904460MI *Wired USB 2009: High-Speed Rules, SuperSpeed on the Way*, June 2009
<http://www.instat.com/abstract.asp?id=161&SKU=IN0904460MI>
- #IN0904459MI *Interface Survey 2009: Tracking Interface Usage on Work and Home PCs*, July 2009
<http://www.instat.com/abstract.asp?id=161&SKU=IN0904459MI>