

In-Stat T.A.P Survey Executive Summary: Portable Media Players (PMPs)

To gain a better understanding about the market for personal media players (PMPs), In-Stat conducted an online survey among members of its Technology Adoption Panel (TAP) on the topic. The survey resulted in 994 respondents.

In-Stat's TAP is an online panel of more than 13,000 US-based technology users and decision makers interested in contributing their opinions and insights about technology usage and technology issues in the workplace. The panel is comprised of a diverse group of people who represent a wide range of company sizes, industries, and areas of expertise. The diversity of the panel also allows us to gather information on a variety of topics from many different perspectives. However, the reader should note that the TAP is comprised of mainly business users that represent the earlier adopters. In other words, the majority of panelists is male, and tends to be more highly educated, have higher household incomes and be more 'tech-savvy' than the general consumer population.

Key Findings of the Survey

While the overwhelming majority of respondents (82.8%) have at least heard of a PMP before participating in this survey, only 2.5% actually own a PMP. Therefore, the reader should use caution when drawing conclusions about PMP owners.

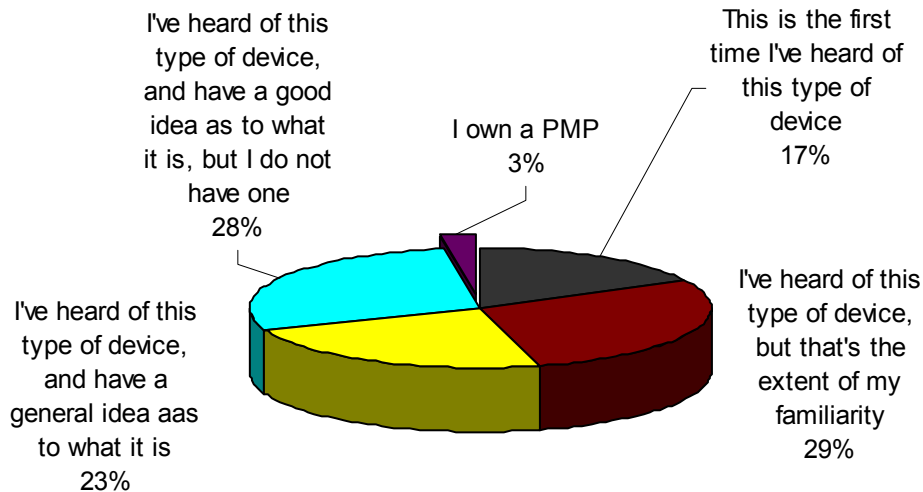
Table 1. Which of the following describes your familiarity with Portable Media Players

Familiarity with Portable Media Players (PMPs)	% of Respondents	# of Respondents
This is the first time I've heard of this type of device	17.2%	171
I've heard of this type of device, but that's the extent of my familiarity	28.6%	284
I've heard of this type of device, and have a general idea as to what it is	23.4%	233
I've heard of this type of device, and have a good idea as to what it is, but I do not have one	28.3%	281
I own a PMP	2.5%	25
Total Respondents	100.0%	994

Source: In-Stat, 6/05

The low percentage of PMP owners suggests that PMPs represent an emerging market in the consumer electronics space, especially given the fact that the majority of In-Stat's TAP panelists tend to be more 'tech-savvy', thus earlier adopters.

Figure 1. Which of the following describes your familiarity with Portable Media Players



Source: In-Stat, 6/05

N = 994

Other key findings of this survey include:

- Interest in owning a PMP does exist. Of those respondents who have heard of a PMP, but do not own one, 4.6% of these respondents intend to purchase a PMP in the next year. A notable 43% are interested in owning a PMP; however, they do not plan to purchase one in the next year.
- Non-PMP owners do not own a PMP because they don't feel a need for the device. "No interest in carrying media content at all times" and "no need" are the top two reasons why respondents do not own a PMP, with 40% and 35% of non-PMP owners, respectively.
- Price is important. Almost 86% of respondents who are considering a PMP purchase this year indicate that price will be the most important criterion when making a PMP purchase. To that point, 35% of this group of respondents indicates that they are willing to pay between \$100 and \$200. This is the largest percentage in this group.
- Retail is the distribution channel of choice for PMP owners. Forty-four percent of PMP owners purchased their devices at a retail store such as Staples, Best Buy or Circuit City.