

June 2006 TAP Survey: Handheld GPS Devices

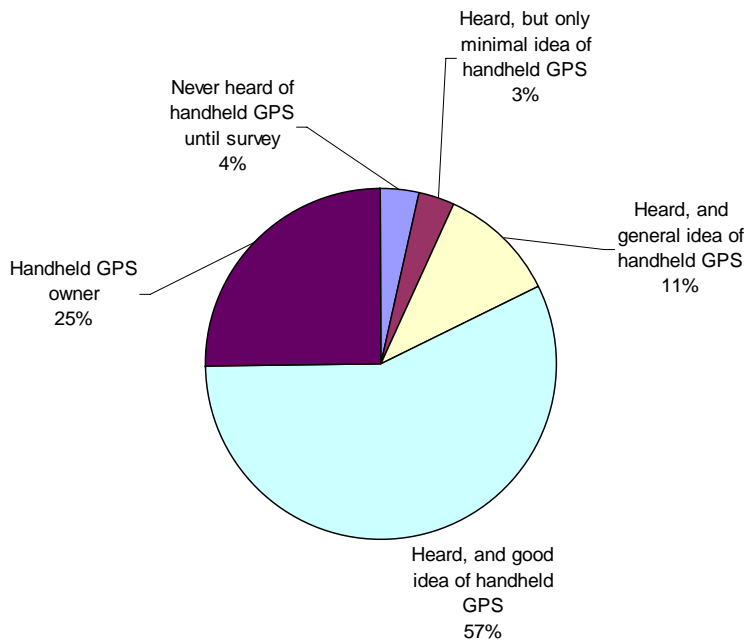
To get a better feel for consumers' perceptions of handheld GPS products, In-Stat conducted a US-based consumer survey about the devices. The survey was fielded in June 2006 and received responses from 1,338 members of In-Stat's Technology Adoption Panel (TAP).

In-Stat's TAP is an online panel of more than 16,000 US-based technology users and decision makers interested in contributing their opinions and insights about technology usage and issues in the workplace. The panel is composed of a diverse group of people who represent a wide range of company sizes, industries, and areas of expertise.

It is important to note that most of the panelists are male, and tend to be more highly educated, more tech-savvy and have higher household incomes than the general consumer population. In effect, this panel allows In-Stat to poll a population of technology early adopters and gauge their knowledge, and usage of, specific products and technologies.

We sought to determine respondents' level of familiarity with handheld GPS devices. Out of the 1,338 panelists that we surveyed, the large majority of respondents (96%) are either familiar with handheld GPS devices or actually own one of these products.

Figure 1. How Familiar Are You With Handheld GPS Devices?

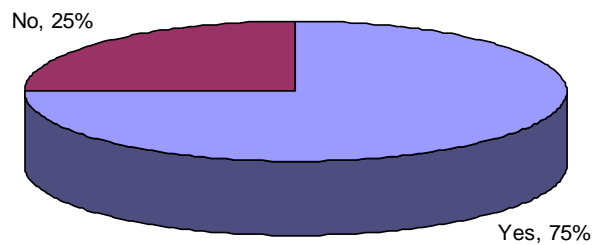


Interest in GPS Technology Incorporated Into Other Portable Devices

GPS technology has been available for a number of years now, but it recently has found its way into a number of different portable CE products, such as cell phones. We asked respondents who expressed a level of familiarity with, or who own a handheld GPS device, whether they would be even more interested in GPS technology if it were incorporated into a different type of portable CE device. The overwhelming majority of these 1,291 respondents (75%) said they would be more interested in GPS technology if it were integrated into another portable device.

Table 1. Would You Be More Interested in GPS Technology if it Were Incorporated into Another Portable Device?

*GPS owners,
and those who
have heard of
GPS before this
survey



Source: In-Stat, 6/06

n = 1291*