

In-Stat T.A.P Survey Executive Summary: 2006 Holiday Spending

In-Stat's Technology Adoption Panel (TAP) is an online panel of more than 15,000 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

The holiday season represents a strong revenue-generating opportunity for consumer electronic (CE) manufacturers. This year, In-Stat wanted to get a sense of which CE products will top consumers' wish lists at the holiday season. In order to do this, In-Stat conducted an online survey among members of its TAP on the CE products they will consider purchasing this holiday season. The survey resulted in 1,193 respondents.

Respondents were able to select the top three CE products they would consider purchasing; and the following CE products represent the top five CE products respondents will consider purchasing at the 2006 holiday season:

- Digital cameras
- HDTVs
- Desktop or laptop personal computers (PCs)
- Portable MP3 players
- Portable global positioning system (GPS) devices

Overall, consumer spending on CE products is expected to remain strong this holiday season. Relatively affordable and portable products, like portable MP3 players, digital cameras, and mobile phones, will likely be purchased as gifts, while the higher-priced CE products, like HDTVs and digital camcorders, will be purchased for personal use.

Table 1. What CE Product Will You Consider Purchasing This Holiday Season

What CE Product Will You Purchase This Holiday Season?	% of respondents	# of respondents
Digital camera	17.8%	212
HDTV (Plasma, DLP, or LCD)	17.6%	210
PC (Desktop or laptop)	16.9%	202
Portable MP3 player	15.7%	187
Portable GPS device	9.7%	116
Mobile phone	9.6%	114
Video game console	6.6%	79
Digital camcorder	6.0%	72
DVD recorder	6.0%	71
DVD player	4.7%	56
XM or Sirius satellite radioreceiver	4.6%	55
PVR	4.2%	50
Portable DVD player	3.7%	44
PDA	3.3%	39
Blu-ray or HD-DVD player	2.6%	31
Portable gaming device	2.6%	31
Edutainment device	2.3%	27
PMP	1.2%	14
Stereo	0.5%	6
TV (unspecified)	0.3%	4
Other	1.1%	13
Will buy a CE product, but not sure which yet	17.2%	205
No plans to buy a CE product	19.4%	231

Source: In-Stat, 9/06

Interesting to note is that 17.2% of respondents do plan to purchase a CE product this year, yet they are not yet sure which type they will buy. Still, these consumers will contribute to the healthy spending expected in CE this holiday season. Of the 1,193 respondents surveyed, only 19% have no plans to purchase a CE product, further highlighting the importance of the holiday season for CE retailers, manufacturers, and suppliers.