

Bluetooth Consumer Survey: Adoption Panel Has Their Say

Summary

While 45% of the respondents were at least somewhat familiar with Bluetooth, there were 35% who had never heard of the term. This presents a challenge to educate the US population about Bluetooth, what its benefits are, and how this wireless PAN (Personal Area Network) differs from 802.11b wireless LAN. Moreover, the additional challenge is to increase the understanding of those who are not very familiar, and those who are only somewhat familiar. Most panelists have learned about Bluetooth thus far from technical journals or magazines, followed by the Internet and business journals or magazines.

In general, the more consumers know about Bluetooth, the more interest they have in Bluetooth benefits and products, and the more they are willing to pay for those benefits. We found significant interest in residential wireless printing, accessing the Internet wirelessly without a home network, and general cordless connectivity between many devices. These results point toward the opportunity for significant market potential.

For our panel members, we found that as the willingness to pay higher prices for a bundled Bluetooth mobile phone and cordless headset increases, the percentage of high familiarity also increases. This says that at least for early adopters and higher-end consumers, the more they learn about Bluetooth benefits, the greater the likelihood that they will be willing to pay higher prices for a bundled mobile phone/cordless headset package. The sweet spot for a bundled price was from \$100 to \$200 for panel respondents.

The following chart provides a summary of opportunities of Bluetooth applications and products that were included in the panel survey. This figure shows the level of interest **based on those who had at least heard of the term** (but may not necessarily know what it means). When those who had only heard of the term are removed from the data set, leaving the “somewhat,” “very,” and “extremely” familiar responses, the percentages **increase** by an average of 4 points. This points to a positive correlation between knowledge, or familiarity, of Bluetooth and interest in these applications.

Interest in cordless mice and keyboards topped the hit parade at 84%. At least 20% of the market for Bluetooth cordless peripherals would **not** require a coexistence solution with 802.11b, according to this survey sample. Although 47% of the panelists indicated they would want to use such a cordless peripheral at the same time that they are connected to an 802.11b WLAN in their home or office, these results do not mean that 47% of respondents currently use a wireless LAN. It simply means potential use. Some of these respondents could be contemplating installing a wireless LAN in their home sometime in the future, or they may feel that their company might install one in the office in the future.

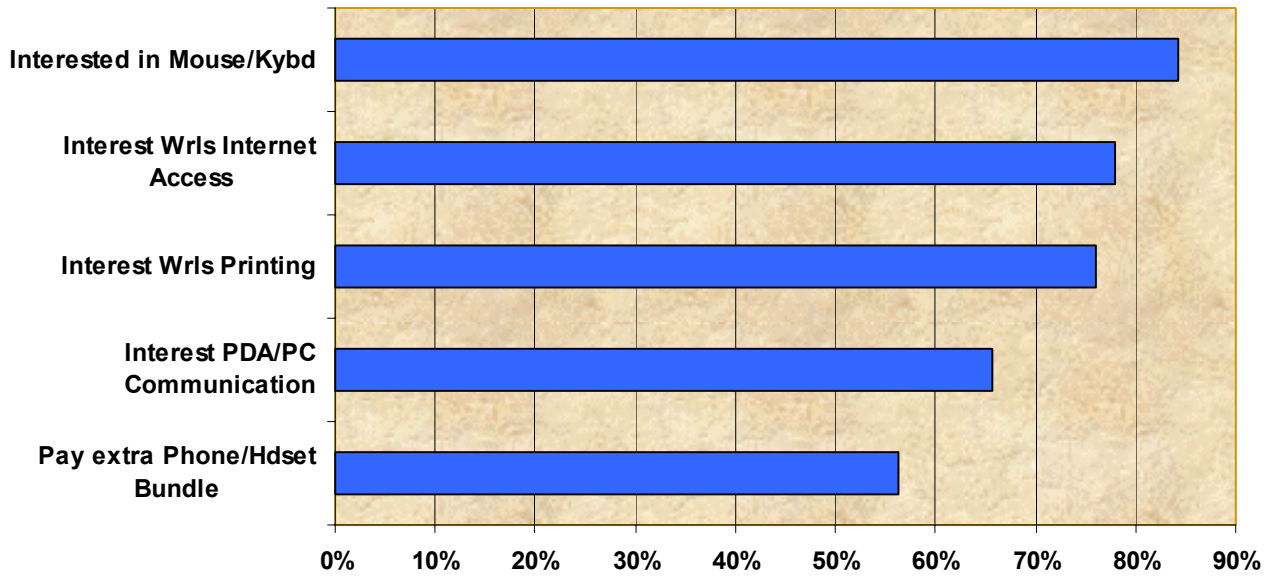
78% of the respondents were interested in wirelessly accessing the Internet at home without a home network. Of those interested in wireless Internet via Bluetooth, the majority cited a preference for using it with a broadband connection; however, there is

also interest in dial-up. Most panelists want to pay less than \$200 for a solution that would outfit two PCs and the modem.

The interest in wireless printing at home (without a home network) was also popular at 76%. The majority of the panelists who are interested in wireless printing at home are willing to pay from \$10 to \$49 extra for the feature.

Figure 1. Summary of Opportunities Indicated by Panelists Based on Interest

(% Interest based on Total Surveyed Who Had Heard of Bluetooth)



Source: In-Stat/MDR, 7/02