





# HDTV Sets and Laptops Top Holiday Wish Lists

Toronto (October 10, 2007)—Three-in-four (76%) have at least one digital lifestyle product on their wish lists leading up to the Christmas season according to a national survey of 1,200 American consumers by Solutions Research Group.

## WISH LIST TOP 10—OVERALL

	Flat screen High Definition TV	35%		New Cell Phone	10%
	New Laptop Computer (Windows)	20%		New Digital Video Camera	9%
	New Digital Camera	17%		Nintendo Wii	9%
	New Desktop Computer (Windows)	14%		Sony PS3	7%
	GPS Navigation System for the car	10%		Blu-ray or HD-DVD High Definition DVD Player	6%



- HD-capable flat screen TVs were number one with a bullet among all population subgroups with 35% of mentions. Interestingly, most of those HD sets will not deliver true HD to their owners, as only 2% also intend to get a HD box from their cable or satellite company (ranked at #20 on the list).













- Apple's **iPhone** was ranked #15 overall. The hottest Apple-branded product was a laptop, ranked #11 overall and #9 among women.
- While no individual Apple product ranked higher than #11 on the wish lists, when combined, Apple-branded technology products make it to the top 5 overall with one-in-six considering purchase, suggesting strong potential holiday season for the company.
- Men and women had six items in common in the top 10—the rest were unique by gender. Sony **PS3** and **Xbox 360** were on the top 10 list of men but did not make it to the top 10 list of women. On the other hand, TiVo/DVR and Apple laptops were in the top 10 for women but did not show up on men's wish lists for the holidays.

- Laptops were preferred over desktop PCs 2-to-1 among those 18-34. Nintendo Wii, Sony PS3 and Xbox 360 were all on 18-34 lists—Nintendo Wii was the highest ranked console, ranked #8 overall, edging out Sony PS3 which came in at #9. Xbox was ranked #12.
- Digital cameras are popular across all age groups—ranked #2 or #3 in all age or gender groups.
- GPS navigation for cars is mainstreaming—it was ranked #5 item among men and #7 among women.

### TOP 10—MEN

	Flat screen High Definition TV	37%		Sony PS3	10%
	New Laptop Computer (Windows)	21%		New Cell Phone	9%
	New Digital Camera	16%		New Digital Video Camera	8%
	New Desktop Computer (Windows)	15%		Xbox 360	8%
	GPS Navigation System for the car	11%		Nintendo Wii	8%

### TOP 10—WOMEN

	Flat screen High Definition TV	33%		New Digital Video Camera	11%
	New Laptop Computer (Windows)	19%		GPS Navigation System for the car	10%
	New Digital Camera	18%		Nintendo Wii	9%
	New Desktop Computer (Windows)	13%		Apple Laptop Computer	7%
	New Cell Phone	12%		TiVo or another DVR	6%

The information in this release comes from *Digital Life America—Holiday 2007 Edition*. The results cited are based on a survey of 1,200 online Americans aged 18 and older in September 2007 using a professionally-managed panel representative of the US online population. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

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