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NEW STUDY REVEALS TOP 10 CONSUMER ELECTRONICS GIFTS TO BE PURCHASED THIS HOLIDAY SEASON

Holiday Wish Lists of Electronics Enthusiasts Also Learned

CHICAGO (November 2, 2006) — Last week's survey of 1,452 consumer electronics enthusiasts revealed the top 10 electronics gifts to be purchased this holiday season. Video games top the shopping list of the affluent (those with incomes of \$100,000 plus), with 28.2% stating they're likely to purchase them this holiday season. Those with incomes less than \$100,000 indicated software (22.7%) was number one on their shopping lists.

In this new national study, conducted by *Home Electronics Journal*, online publisher Thomas, Townsend & Kent's e-mail newsletter geared toward consumer electronics enthusiasts, and market intelligence firm BIGresearch, consumer electronics enthusiasts were asked what consumer electronics made their shopping lists year.

Top 10 Electronics Holiday Gifts

	\$100,000 Plus Income Segment	\$25,000 - \$99,000 Income Segment
1	Video Games (28.2%)	Software (22.7%)
2	Flat Panel LCD TVs (27.7%)	Video Games (21.6%)
3	Flat Panel Plasma TVs (25.8%)	Laptops (21.5%)
4	Digital Cameras (25.1%)	MP3 Players (21.1%)
5	Laptops (24%)	Digital Cameras (20.8%)
6	Software (19.8%)	iPods (18.8%)
7	iPods (19.6%)	Flat Panel LCD TVs (16.4%)
8	MP3 Players (19%)	Video Game Systems (13.1%)
9	Video Game Systems (16.7%)	Printers (11.3%)
10	Cell Phones (12.8%)	Desktops (10.8%) Flat Panel Plasma TVs (10.8%)

Interestingly, what tops their shopping list isn't necessarily top on their wish list. The affluent segment is hoping to receive flat panel plasma TVs (25.8%), laptops (25.1%) and DVR/TiVo (25.1%). The wish lists of the under \$100,000 segments consists of flat panel LCD TVs (31.4%), laptops (27.2%) and flat panel plasma TVs (23.9%).

"While demand is extraordinary, so are the choices," said Roy Weiss, publisher of *Home Electronics Journal*. "The battle will be won by the best marketer...consumers have more interest than dollars to spend," added Weiss.

Individuals interested in receiving a complimentary report on the findings of this recent study can request the information at the TTK website, www.thomastownsendandkent.com.

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