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Press Release

# Small Tablets Most Popular Holiday Gift Items and 25% of Online Purchases Made on Tablets

## Holiday Electronics Shopping Survey Answers the What, For Whom, Why, How Much and Where Questions about Black Friday and Cyber Monday Purchases

Foster City, CA, December 12, 2013: TECHnalysis Research, LLC announced the results of its first syndicated research effort, a QuickPulse survey on US holiday electronics shopping trends that occurred over Thanksgiving, Black Friday and Cyber Monday. The company surveyed 401 US consumers aged 18-74 that made electronics purchases during that time and found that the best most popular category of purchases was large (>8 “ screen size) tablets, followed closely by game consoles and small (8” and under) tablets. The company also found that only 44% of purchases made during those days were gifts for others—half were made for the individual themselves and another small percentage were non-gift purchases for others. Looking at the results by intended recipient shows interesting differences. Notably, small tablets were the most popular items purchased as gifts, but PC accessories (e.g., USB devices, speakers, cases, etc.) were the most popular items purchased for the buyer and as non-gift purchases for others. The research also showed important distinctions based on the day of the purchase as well as the sales channel (retail vs. online) used by the buyer.

Most of the purchases were considered by the buyer to be additional new devices, but 43% of overall purchases were replacements for existing devices. Not surprisingly, this was particularly true for more established categories like TVs, PCs and smartphones. The average dollar amount spent on electronics for each day and sales channel worked out to just over $500, with a higher $584 average for retail purchases and a $447 average for online purchases. Notably, retail sales on Thanksgiving Day averaged $690, suggesting that the controversial move to push Black Friday sales up one day proved effective. For those individuals who made purchases online, 45% of Thanksgiving/Black Friday purchases were made on mobile devices (25% on tablets alone) and 39% of Cyber Monday purchases were made with tablets or smart phones, with a similar 25% made on tablets. Most online sales were made from purchasers’ homes, but 11% of Thanksgiving/Black Friday online sales were made while the individuals were mobile, while 13% of Cyber Monday online purchases were made from work.

“Holiday shopping for electronics this year reflected both the growing interest in new categories as well as the expanded usage of those categories,” said Bob O’Donnell, founder and chief analyst at TECHnalysis Research. “Purchasing a tablet on a tablet or even a TV from a smartphone are realities that vendors, retailers and online sales channels need to consider as they continue to evolve their go-to-market and merchandising strategies.”

TECHnalysis Research is offering a free download of the top-level results of its Holiday Shopping 2013 QuickPulse Survey on its website at [www.technalysisresearch.com](http://www.technalysisresearch.com). A more complete version with market share, detailed breakdowns of devices category purchases by day, channel and intended recipient, as well as inquiry support and the opportunity for custom cross-tabs and other detailed analysis is available for purchase.

For additional information, please visit the company’s web site at [www.technalysisresearch.com](http://www.technalysisresearch.com).

*Founded by technology market research veteran Bob O’Donnell, TECHnalysis Research, LLC provides strategic consulting and market research services to the technology industry and professional financial community. Building on a deep understanding of critical technology and business trends, in conjunction with hard-hitting, original research, the firm provides unique "out-of-the-box" perspectives that are still grounded in the practical realities of the technology, media and telecom markets.*