



**FOR IMMEDIATE RELEASE**

## **WITI (WOMEN IN TECHNOLOGY INTERNATIONAL) AND IDC EXPLORE WOMENS' 2005 HOLIDAY-TECHNOLOGY SHOPPING TRENDS**

### ***Nearly 80 Percent of Survey Respondents Plan on Purchasing Technology Gifts This Holiday Season***

**SAN JOSE, Calif., – Dec. 12, 2005** – WITI (Women In Technology International), the world's leading professional organization for tech-savvy women, and IDC, the premier global provider of market intelligence, is releasing the findings of its 2005 holiday survey, "*Women on Holiday Shopping: The Most Wonderful Time of the Year!*" In conjunction with WITI's annual conference, "Taking the Lead...in the Digital Age," held last week in Silicon Valley. The survey reveals that nearly 80 percent of female respondents plan on purchasing technology gifts this year – with digital cameras, iPods, and iPod accessories representing the must-have gifts of the season.

#### **Key survey findings include:**

- **Digital Cameras, iPods and iPod Accessories Are The Must-Have Technology Gifts in 2005.**
  - Trends driving the holiday wish list include: product versatility; stronger female purchase power the "Let's Not Forget About Me" shopping trend; and brand/product awareness.
- **Respondents Using Multiple Channels For Technology Gift Buying**
  - IDC's survey revealed that price drives most purchasing decisions and that women are conducting more research online to save time. However, buying at a physical location is still important. Respondents want to touch and feel the product and get personal assistance from a knowledgeable salesperson.
- **eStores And Brick-And-Mortar Stores Score High on Women's Shopping Stops**
  - The survey saw a parallel between where respondents purchase (or plan to purchase their holiday gifts) and their likelihood to recommend that store or website. eStores and brick-and-mortar big box stores out-scored the big box retailers' Web sites and brick-and-mortar office supply stores.

"A surprisingly high 63 percent of women polled will do the bulk of their 2005 holiday shopping in December," said Seana Dowling, research director, Quantitative Research Group at IDC. "This indicates a great opportunity for last minute marketers to strongly target female purchasers with their holiday marketing campaigns. Additionally, we saw that seven out of the top 10 technology gifts<sup>1</sup> were portable technologies – signifying a movement for women to integrate technology tools in their daily lives."

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When polled “*Who in your household has made or will make the majority of the holiday gift purchases,*” women represented more than 26 percent of the sole purchase decision-makers in their household, as compared to almost five percent of their partners or spouses. Additionally, of these sole purchasers, 25 percent of women and only 15 percent of partners/spouses will be the ones purchasing technology gifts this holiday. This indicates that women will hold the majority of technology buying power in the family dynamic.

“The survey revealed that in addition to purchasing gifts for friends and family this season, there is an increasing trend of women buying technology gifts for themselves,” said Dana Thorat, research manager, Mobility Metrics Primary Research at IDC. “We see this for four out of five of the top technology gifts.”

Carolyn Leighton, CEO, chairwoman and founder of WITI continued: “This study strongly highlights that women are critical in both advancing technology innovation from a development side, as well as driving the adoption and usage of personal technology in daily activities.”

This survey analyzes the 2005 holiday season technology purchasing trends, styles and shopping experiences across a sample of women that were not representative, but *reflective*, of tech-savvy women. Conducted in November 2005 using a Web-based survey, IDC invited current and former WITI members<sup>2</sup> located in the U.S., Canada and Mexico to respond to multiple questions about their 2005 holiday purchasing-decisions. Nearly 1,200 women responded and comparisons were drawn across age, ethnicity, household size and income.

#### **About IDC**

IDC ([www.idc.com](http://www.idc.com)) is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research and events company.

#### **About WITI**

Since 1989, WITI is the premiere global trade professional association for tech-savvy women who acquire wealth, power and influence in the business marketplace. With a global network of smart, talented women and a market reach exceeding two million, WITI has established powerful strategic alliances and programs to provide connections, resources, and opportunities within a supportive environment of women committed to helping each other. WITI's mission is to empower women worldwide to achieve unimagined possibilities and transformations through technology, leadership and economic prosperity.

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<sup>1</sup> The top ten holiday technology gifts included: (1) Digital Camera, (2) iPod, (3) iPod Accessories, (4) Laptop Computer, (5) HDTV, (6) Videogame Console, (7) Camera Phone, (8) Desktop Computer, (9) Smartphone and (10) Handheld Videogame Player

<sup>2</sup> Respondent Profile: 98.6% U.S. respondents; Average age = 42 (range from 20 - 69 yrs. old); 38.1% in households with children; 87% college educated (41% graduate degrees); 89.5% employed (14.9% self-employed); Job Title - 12.6% VP and above, 32.7% managers/directors, 13.8% business staff, 23.2% IS/IT (management or staff)