

newsworthy trends

Women Opting For Technology Products

(NAPSA)—Diamonds may no longer be “a girl’s best friend.”

According to the results of a new survey released by the Consumer Electronics Association (CEA), 58 percent of women say that they would choose a high-definition television over a one-carat diamond ring, and 64 percent say they would choose a digital camera over half-carat diamond stud earrings.

Women’s interest in technology products is on the rise, with 42 percent of women expressing interest in consumer electronics products, both established and new. In fact, when compared to men, women expressed a higher level of interest in both color TVs (63 percent) and digital cameras (43 percent).

Women’s ownership of consumer electronics products has increased as well. Twenty percent of women own a laptop computer, compared to just 12 percent in 2000. Nearly two-thirds of women own a cellular or PCS phone, up from 49 percent in 2000, and 58 percent own a handheld music device, compared to 51 percent in 2000.

Three out of every four women initiate the purchase of consumer electronics products themselves or along with their spouse or partner. Almost half (49 percent) of all electronics purchase decisions are initiated exclusively by women, up from 40 percent in 1998.

“Female consumers spend approximately \$55 billion each year on consumer technology products—that’s nearly half of the total consumer electronics mar-



Women are increasingly responsible for making the decisions when it comes to purchasing electronics.

ket,” says Sean Wargo, director of industry analysis for CEA. “With the survey results showing a significant portion of women saying they are now more confident in purchasing electronics, we can only expect their collective buying power to increase as well.”

The Consumer Electronics Association represents more than 1,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products. To learn more, visit the Web site at www.CE.org.