

CONSUMER ELECTRONICS PANEL



Consumer Electronics Panel

Wedbush Decision Metrics is:

Customized Surveys

Our team of market research professionals specializes in creating questions that provide insights into historical changes, current market conditions, and forward-looking forecasts based on scenario testing.

Fast

Results are provided within days, not weeks.

Unbiased Interpretation

As an independent third-party, we provide objective, unbiased survey design and results interpretation. We provide anonymity for both you and the respondents.

Fixed Costs

No on-going retainer or subscription fees. Projects are charged on a flat-rate basis that includes access to specialized low-incidence target audiences.

Analytical Insights and Actionable Recommendations

Graphical results are presented via interactive reporting, integrating the expertise of our sector specific analysts.

- Telecommunications, Entertainment & Media, Hardware/Software, and Internet Usage are only a few of the technology panel characteristics that can be selected when identifying audiences to complete your survey.

- *Telecommunications* -- wireless carriers; local/long distance service provider
- *Entertainment & Media* -- consumer electronics; digital media and music; satellite provider, cable operators, video gaming and interactive entertainment
- *Hardware/Software* -- computers and peripherals; software applications
- *Internet* -- e-commerce behavior; Internet Service Providers; Broadband/Wifi

Own / Considering Purchase Of:	Current Service Provider	Activities
Big Screen TV (larger than 35")	Number of Household Computers	Check Bank or Investment Account
High Definition TV	Computer Brand	Download Media (Music / Video)
Plasma / LCD TV	Printer Brand	Host Personal Website
TiVo / DVR	Internet Service Provider	Make A Reservation For Restaurant
CD Player	Primary Internet Browser	Online Dating
DVD Player	Primary Operating System	Participate In An Online Game
Video Game System	Long Distance Service Provider	Participate In An Online Chat/Bulletin
Desktop Computer	Local Telephone Service	Pay Bills
Laptop Computer	Mobile/Cellular Service Provider	Research Product Features / Price
Wireless Ethernet Card	TV Service Provider	Research Real Estate
MP3 / iPod	Cable or Satellite TV Provider	Research Travel Availability / Costs
Blackberry / iPhone		Search Help Wanted / Employment
Cellular Phone		Search Online Yellow / White Pages
Digital Camera		Send Electronic Greeting Card
Video Camera		Shop For An Automobile
High-speed Internet Access At Home		Shop Or Apply For A Credit Card
GPS Devices		Shop Or Apply For Insurance
Web Camera		Shop Or Apply For Mortgage / Loan
		Trade Stocks / Mutual Funds
		Use Instant Messaging

The list above is presented for demonstration purposes and represents only a partial list of the comprehensive consumer electronics profile available for selection. A complete list of consumer electronics attributes is available by calling 415.263.6628.

For more information contact:

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