

Who, Who , Who Is Buying What This Holiday Season?

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LMX Study by Ipsos OTX MediaCT

Looking for dad this holiday season?Â Check the electronics aisle.Â Â Â

Thanks to LMX, a national survey of all media and technology adoption by Ipsos OTX MediaCT, Dads with kids aged 6-14 are significantly more likely than moms with kids the same age, to be planning to purchase a host of consumer electronics including smartphones, TVs, Tablets, Blu-ray players, 3-D TVs and desktop computers.

Significant differences in planned purchases were also noted when it came to family ethnicity with African-Americans and Hispanic parents of kids aged 6-14 more likely to be planning to buy smartphones and TVs than Caucasian parents of kids the same age.Â Â Asian/Pacific Islander parents were significantly more likely to be planning on buying a tablet computer, especially the iPad2 when compared toÂ families of other ethnicities.

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