

Sample size		n=1,299
<i>Which of the following items, if any, do you plan to buy or have already bought as gifts for others for the 2011 holiday season? Please choose all that apply.</i>		
Electronic items such as video and home audio equipment (e.g., DVD players, blue ray players, speakers, MP3 players, cell phones, etc.)		11%
Computer equipment including desktops, laptops, printers etc.		7%
Video game hardware (handheld devices, stand-alone consoles or consoles that attach to your TV set)		4%
Digital camera or digital camcorder		3%
<i>And which of the following specific electronic items, if any, do you plan to buy or have already bought as gifts for others for the 2011 holiday season? Please choose all that apply.</i>		
E-reader (e.g., Kindle, Sony e-reader)		8%
Tablet computer (e.g., iPad, Playbook)		6%
Smartphone (e.g., iPhone, Blackberry, Android)		3%
None of the above		77%
Don't know		9%
<i>Which of the following items, if any, would you like to receive as gifts this holiday season? Please choose all that apply.</i>		
Tablet computer (e.g., iPad, Playbook)		17%
E-reader (e.g., Kindle, Sony e-reader)		13%
Computer equipment including desktops, laptops, printers etc.		12%
Electronic items such as video and home audio equipment (e.g., DVD players, blue ray players, speakers, MP3 players, cell phones, etc.)		12%
Smartphone (e.g., iPhone, Blackberry, Android)		9%
Digital camera or digital camcorder		8%
Video game hardware (handheld devices, stand-alone consoles or consoles that attach to your TV set)		3%