

All I want for the holidays this year is...

Results from KnowledgeStorm's Technology Buyer Holiday Survey

As the holidays get into full swing, and companies are closing out the year, business and technology professionals have taken a few moments out of their hectic day to think about what's on their wish lists. KnowledgeStorm recently conducted a holiday survey of its opt-in community of business and technology professionals who research their B2B technology purchases online — this short survey is intended to give insight into technology buyers' personal attitudes and behaviors regarding technology gadgets, time off from work during the holiday season and gift giving in the workplace.

Over 4,400 business and technology professionals responded to the survey, representing a wide variety of job titles, industries and company sizes, sharing their thoughts on everything from what's on top of the wish list this year to what they thought of the gift they got from their bosses last year.

The report is broken out into three sections. The first section discovers what personal technology gadgets people are wishing for this year. The second investigates how much time employees plan to take off at the holidays. And the third delves into tech buyers' opinions about gift giving in the workplace.

Here are the highlights from the findings:

I. What's on your holiday wish list this season?

Technology buyers are always sizing up the latest personal tech gadgets

When asked if there were any tech gadgets on their wish lists this holiday season, 72% of respondents claimed "Yes, I always have my eye on something." The majority of the remaining 28% of respondents claimed that although they didn't have any gadgets on their holiday wish list, that they wouldn't mind receiving something.

Personal tech gadgets made a lot of wish lists, but many respondents thought that they would wind up buying the gadgets for themselves

Thirty-one percent of respondents expect that they will receive a tech gadget as a gift this year, while almost 44% responded that they will most likely end up buying one for themselves this year. Just over 25% believe that they won't receive a tech gadget as a gift and do not plan to go purchase one for themselves.

Decision makers are pragmatic when it comes to personal technology

When rating themselves on an adoption curve, 74% of respondents replied "I'm a pragmatist — I wait for the price to drop and the gadget to prove worthy" when asked about when they invest in the latest technology gadgets, such as iPods, TiVO and so on. Only 20% of respondents said that they were "early adopters."

The iPod effect continues

While most respondents labeled themselves pragmatists, 50% stated that they either already own or plan to buy the latest iPod this holiday season. Interestingly, the newest iPod was the most submitted answer (46%) to the question of "what do you think is the best new gadget available this holiday season?" Conversely, VOIP service seems to be something that technology buyers can do without at home with 72% of respondents claiming either "maybe next year" or "not interested."

II. How much time are you taking off this year?

Technology buyers dictate their own holiday vacation plans

Personal work loads and family travel plans account for 79% of respondents' vacation planning this holiday season. The remaining respondents claim that their boss or business conditions are factors in determining how much time they plan to take off this year.

Work can wait...extended holiday vacations are the norm this year...again?

Sixty-three percent of survey respondents answered that they will take extra time off this holiday season in addition to designated company holidays, with 33% claiming that they plan to be off work at least a full week. This is nothing new for most, however, as 78% of respondents said that they are taking the same amount of time, or more time off, this year as they took off last year.

Most major projects and decisions will be completed before employees leave for the holidays

An overwhelming 90% of respondents claim that, before they leave for their holiday vacations, they will try to get all major decisions and projects completed and off their desks so they can relax during their days off. The other 10% of respondents admitted that they plan to put off any major decisions and projects until they are back in the office after the holidays and can refocus on the tasks at hand.

III. Are you getting a holiday gift from your boss this year?

Tech buyers do not expect a gift from their boss this year, although, it would be a nice gesture

When asked about gift giving at the office, the majority of respondents (53%) said that it is a nice gesture while 25% had no feelings for or against it. Only 4% of those polled expect a gift from their boss this year.

Gifts from the boss generally receive a passing grade

While 45% of respondents claim they received nothing from their boss last year, only 4% of those who did receive a gift answered that the gift from their boss last year "stunk." Twenty-five percent of tech buyers said the gift from their boss last year were "so-so." Another 25% said they received a "great gift."

So, what's on your wish list this year?

See below for a demographic breakdown of survey respondents. To learn more about this survey, please contact Amber Reed, Public Relations Manager, KnowledgeStorm at: 678-597-5910 or amber.reed@knowledgestorm.com.

SURVEY SUMMARY

Respondents: 4,435

Method: Online survey

Timeframe: 11/22/2005 to 11/30/2005

Audience: KnowledgeStorm's subscriber base of business and technology professionals (demographics below)

SURVEY RESPONDENT DEMOGRAPHICS

Company Size (*employees*)

Large (501+)	41.3%
Small (1 to 500)	58.7%
	100.0%

Geography - Domestic/International

US/Canada	66.4%
International	33.6%
	100.0%

Role/Job Title

IT Role	26.8%
Business Role	58.6%
Other	14.6%
	100.0%

Industry

Computers and Technology	27.6%
Other Industry Specific (not listed)	9.5%
Banking and Finance	7.4%
Manufacturing Industries	6.8%
Education and Training	5.7%
Healthcare	5.7%
Professional, Scientific and Technical Services	5.1%
Telecommunications	4.7%
Government and Public Administration	4.7%
Insurance	3.2%
Engineering, Construction and Scientific	2.7%
Retail and Wholesale	2.7%
Media and Information Publishing	1.9%
Aerospace and Aviation	1.5%
Transportation and Shipping	1.4%
Utilities	1.4%
Nonprofit Organizations and Trade Associations	1.3%
Food and Beverage	1.2%
Pharmaceutical	1.1%
Real Estate	0.9%
Automotive	0.9%
Legal Solutions	0.8%
Entertainment, Travel and Hospitality	0.8%
Natural Resources	0.5%
Agriculture and Forestry	0.3%
Textiles and Apparel	0.2%
	100.0%