



Denmark Consumer Survey 2005

AN IDC NORDIC MULTI CLIENT STUDY

IDC's annual survey of consumers' technology adoption and preferences focuses on the most interesting technologies of the moment – e.g. digital video, IP telephony, mobile gaming etc. It is a unique study, which examines the market from an end-user perspective. While most IDC studies size and forecast markets, position vendors etc., the Consumer Survey identifies the motivations behind the consumers' purchasing plans and reveals perceptions and preferences for different brands, technologies etc.

The Consumer Survey 2005 is a multi client study, meaning that a number of sponsors sign up before the final content is decided.

Markets Covered

This service covers the following segments:

- Danish households
- Early and late technology adopters
- Age groups
- Income groups

Subjects Analyzed

This report will address the following topics:

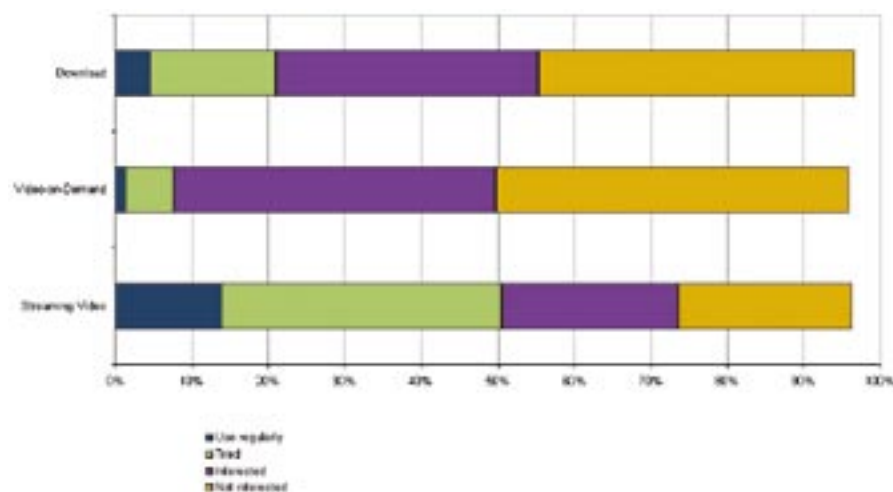
- Consumer Preferences
- Technology Drivers
- Product and Brand awareness
- Price Sensitivity

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- Which IT and telecom technologies are sought after?
- What motivates the consumers to adopt?
- Which technologies will prevail and which will fail?
- How do consumers prefer to buy equipment and services?

Extent of Internet used for watching movies



Source: IDC 2004

Geographical Coverage: Denmark
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Price per Report: 5000 Euros - 15000 Euros depending on scope

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