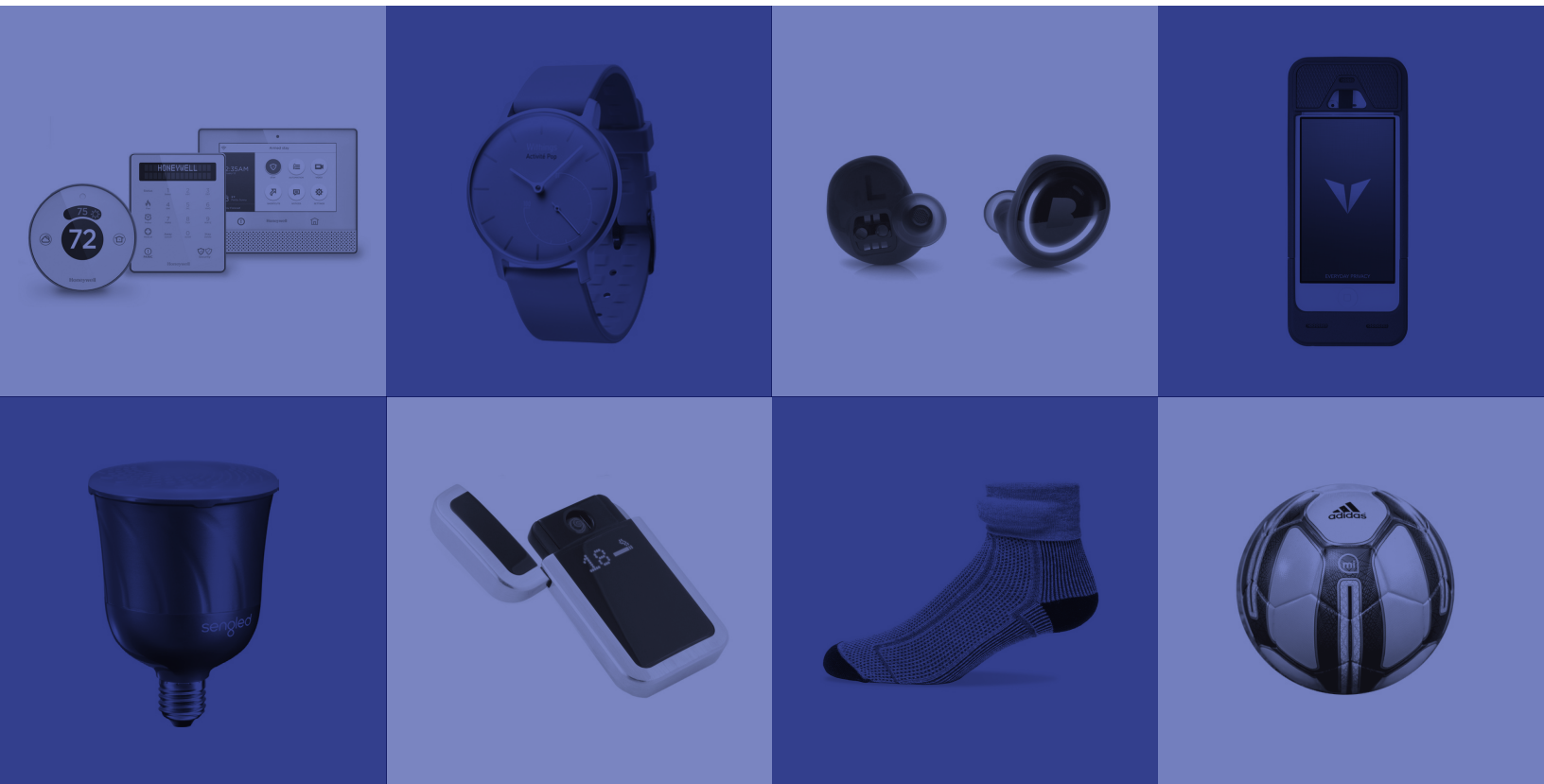




# FIRST INSIGHT'S CES 'Consumer First Look' Report Findings

JANUARY 2015



**FIRSTINSIGHT**

THINK LIKE YOUR CUSTOMER



# As the CES Dust Settles

## THESE STAR PRODUCTS WILL RISE

While a popular item, the CES gadgets market is still relatively young and consumers have a strong point of view on what they want in terms of form and functionality. After running insights on nine CES gadgets in the news today, First Insight reveals consumers' top gadget choices.

**1**

**HONEYWELL LYRIC  
THERMOSTAT**

**9/10**

**FIRST INSIGHT  
VALUE SCORE**

### Consumer Reaction

Consumer sentiment was 61% positive, the second highest of all products in this insight.

### Ideal "Buy" Price

Consumers are willing to pay an average price of \$287 for the thermostat - \$7 above the list price of \$280.

### It's HOT with GenX Men

Men ages 35 – 49 were willing to pay almost \$30 more than suggested retail ticket.

**2****WITHINGS  
ACTIVITE POP****7 / 10****FIRST INSIGHT  
VALUE SCORE**

### Consumer Reaction

Given a value score of 9 by Baby Boomers. Consumer sentiment with women (39% positive) was higher than that of men (34% positive).

### Ideal “Buy” Price

Withings is about \$25 off pricing this watch in its sweet spot, as the average consumer is willing to pay \$124 for the watch, vs. its entry point list price of \$149.95. That said **women are willing to pay \$10 more** than the current list price. Why? Style may have something to do with it as one woman commented, “It doesn't look like the usual wearable gadgets that track fitness. Love it for that - it's fashionable.”

**3****DASH  
HEADPHONES****5 / 10****FIRST INSIGHT  
VALUE SCORE**

### Consumer Reaction

Consumer sentiment was 68% positive – the highest of any product in this insight.

### Ideal “Buy” Price

Depends on who's buying. On average the ideal price is \$211 (list price is \$299) but men over the age of 50 were willing to pay \$5 more than the list price, whereas Millennials are only willing to pay \$179. Overall, men valued the headphones by \$60 more than women did.

### Turn-Ons (and offs)

Men think they would be great for working out.

Women are concerned about them fitting in their ears or losing them easily.



# The Consumers with an Eye

## ON NEW PRODUCTS FROM CES 2015

Consumer sentiment can prove highly valuable to any device company that is planning to bring a new technology to market – as can getting a handle on the basic profile of today's technology consumer.

Here are some basic profile points to keep in mind.

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### Early Technology Adopters

Overall 69% of the consumers that participated in this insight consider themselves to be early adopters of technology.

**75%** of men and **59%** of women are early adopters.

While Millennials (**70%**) and GenX (**68%**) are driving the early adoption of technology, Baby Boomer's aren't far behind with **66%** citing they are early adopters.

### Platform Specifics

Of those that participated in the insight, 57% are Apple users and 38% are Android users with 5% using an "other" platform. While Apple is currently the most popular platform amongst all generations, more Millennials are using Android than any other generation.

### Who's Willing to Shell Out \$\$\$ for Tech

When it comes to who will shell out more cash, there were some surprising results. On average, self-described "late adopters" are willing to pay more, and boomers are willing to pay the most on average for new gadgets. Android users on average are willing to pay more, and men are willing to pay more than women.



## First Insight Data Methodology

First Insight's predictive analytic approach goes beyond a simple survey: it's an engaging gamification mechanism, as well as an algorithm that weighs individuals' answers differently depending on their accuracy while rating already-released "constants" that are known as high-sellers or sales flops.

First Insight executed an Insight on Smart Devices that were selected by TIME and showcased at CES 2015 using its predictive analytics solution, which applies predictive models to real-time consumer data. A total of nine (9) devices were tested, and the Insight included four additional devices used as reference. First Insight ran the Insight from 1.9.15 to 1.12.15 on the TIME.com website.

1361 total responses were generated.

## Products Tested

- Honeywell Lyric Thermostat • Adidas Smartball • Withings Activite Pop Watch
- Dash Headphones • Quitbit • Om Smartshirt • Sensoria Smart Socks
- Quantum Security Case • Sengled Lighbulb

## First Insight Data Output Explained

For each item, First Insight generates the following:

### Value Score

The ultimate predictive measure of how well an item will perform in the market. Ranges from 10 (high) to 1 (low). A composite of price demand and sentiment, filtered through First Insight analytic models.

### Model Price

Predicted average selling price of the item (after all discounts and promotions).

### Sentiment

Average of the sentiment of respondents provided through a 5-point Likert scale. Positive sentiment (percentage of love/like); Negative sentiment (percentage of leave/hate).

### Comments

Top comments, positive and negative, based on word scoring and analytics applied to phrases and statements provided by consumers.