

newsworthy trends

Survey Unveils The Truth About Men And Their Knowledge Of Home Electronics

(NAPS)—A national survey of men 25 to 49 years old shows that they don't know as much about purchasing home electronics as they profess to in public—but they are willing to learn.

According to the Circuit City Technology Thermometer, 77 percent of men feel they are up to date with the latest advances in computer, television and stereo equipment—but are they really? Only 12 percent of the respondents knew the size ratio of HDTV (16:9) and 71 percent didn't know what PVR stands for (personal video recorder). With the holidays just around the corner (men purchase 70 percent of the home technology holiday gifts), Santa may need a refresher course.

"With a never-ending supply of new electronics hitting the shelves, most men can't keep up to date with what's hip for the home, even though many think they know everything," says David Gregg, the Discovery Channel's "Techknow Guy."

However, one consumer electronics retailer is hoping to change that. This October, Circuit City is hosting Circuit City EXPO 2001, a month-long celebration of the hottest technologies shoppers are looking for.

According to the Technology Thermometer, 30 percent of men still don't know how to program all their home electronics and 43 percent are unfamiliar with broadband technology. During EXPO 2001, Circuit City's 40,000+ associates will reach out to shoppers, answering questions and dispelling the mysteries behind the magic of this year's sizzling electronics goodies.

"Before men scurry out into the wilderness of consumer electronics this holiday season, they need to educate themselves about the newest technologies. It's easy to be

Men and Home Electronics

Results from the Circuit City Technology Thermometer survey

In Control of Remotes

A man's desire for control doesn't stop at the store purchase. Seventy-three percent said it's important or very important that they have control of the remote when watching television.

It's a Man's Job

When it comes to buying home electronics for the holidays, men do the bulk of the buying. Nearly three out of four (71 percent) report that they are the member of the household responsible for purchasing home electronics.

Size Doesn't Matter...

Men aren't all that concerned with the size of their electronics. Less than 20 percent said that bigger remote controls were better than smaller ones.

...Or Maybe It Does

Thirty-six percent of men said it would take a 52" television to get a woman to say, "Wow, he's got a big TV!"

Time for a Techknow Tutor

While 83 percent of men claimed to be somewhat or very familiar with home electronics, 81 percent didn't know what a digital darkroom is and 42 percent were unfamiliar with broadband technology.



intimidated by new technologies. It's easy to be intimidated by all the new products and services out there and we want to alleviate all that confusion," says John Froman, Circuit City's executive vice president of merchandising.

According to Gregg, broadband Internet access, Wireless Web, digital darkrooms, home theater systems, Windows XP and HDTV are some of this year's hottest home technologies. However, many men are unfamiliar with some or all of these technologies; just eight percent of those surveyed are familiar with digital darkrooms.

"What I hear the most often is, 'I want the biggest and the best,'" says Gregg. "But what everyone needs to know, especially men, is that the biggest and best may not be for you. Unless you're replacing your entire audio system or buying a new computer, you need to make sure what you really want will work with what you already

have. And if it doesn't, get what works best with your existing equipment or begin planning for a new system. But you can't be afraid to ask questions."

Fortunately, men say they are willing to ask questions in order to get the right answers. Of the men surveyed, 78 percent said they have no problem asking questions when shopping.

"It may be genetic, but men see home electronics as magical," says Froman. "But because home electronics have become so complex—with different features, modes and settings, the average man looks at his remote control as a mysterious wand with a power button. EXPO 2001 is a time for men who want to know to come in and ask questions."

For more information about EXPO 2001 or this year's hottest consumer electronics, log onto www.circuitcity.com or stop into any one of the nearly 600 Circuit City stores nationwide.