

# HOLIDAY GIFT IDEAS

## Survey Says: More People Ask For Electronic Gifts

(NAPSA)—To be known as someone with a gift for giving, don't give people presents—give presents to people.

What's the difference? When you give presents to people you take into account their lifestyles, hobbies and secret desires. How do you determine that? Here's a hint: A recent survey conducted by Equation Research found more and more people are adding technology gifts, such as wireless phones, digital cameras and computer games, to their holiday wish lists.

In the survey, parents ranked mobile phones the number one gift among technology items they would buy for their teenage children. Nearly half (46 percent) said technology/electronic gifts top their child's gift list and 42 percent say they believe a mobile phone is their child's most desired gift.

"Electronic gifts are becoming more and more popular each holiday season," said Jeff Hallock, of Sprint. "What's nice about today's mobile phones is that there are several affordable phones that come with a built-in digital camera, camcorder, Internet access, as well as downloadable ringers and games."

Among teens and young adults, digital cameras were the highest-ranking gift with mobile phones coming in second. Computer games were the third most-requested gift item in these groups. Digital cameras ranked highest across all demographic groups surveyed and camera phones have quickly become a "must-have" item for teens and young adults.



**This year, Santa's bringing high-tech gadgets to good girls and boys.**

When asked what electronic device would be most difficult to live without for a single day, mobile phones were number one, with the Internet coming in a close second. When asked how important certain items were to their daily lives, the majority in all age groups listed music as the most important. Television, computers and mobile phones ranked high in each category as well.

"Mobile phones have become ubiquitous and people of all age groups are using them for much more than talking these days," Hallock added. "Sprint is seeing an increasing demand for phones that do it all, from allowing Internet access, to snapping digital photos to playing wireless games."

As for getting something for the not-so-techno on your list, cater to their interests at local bookstores, supermarkets, plant nurseries and antique shops.