

Feature/Attribute Importance to Purchase (Top Two Box)

	All Headphone Purchasers	Premium (\$100+) Headphone Purchasers
Brand	54%	84%
Sound quality	48%	76%
Water/sweat resistant	35%	22%
Length of cord	20%	27%
Noise cancelling	20%	47%
Color	10%	8%
Playback/volume controls	10%	21%
Microphone	6%	10%
Cordless	5%	15%

Source: The NPD Group/Consumer Tracking Service