

Survey Intent:

Discover pricing per Megabyte trends for Sandisk's core memory card and USB products.
Determine brand strength and position of Sandisk.
Determine future trends in pricing for NAND flash based products.

Survey Design

We conducted the survey in two parts.

Survey Part I - Memory cards

Please call a camera store, electronics retail chain or computer store and ask the following questions:

1. What is the highest density (xD, Mini SD, Micro SD, Compact Flash etc.) card you sell from Sandisk?
2. How much is it?
3. Is there another brand that has more memory or is cheaper?
4. What is the best brand of memory card to buy?

The person at the store may ask you what purpose you will use the card for and you can tell them it is for a digital camera.

Please include the store name and location (city, state).

Survey Part II - USB Drives

Please call a camera store, electronics retail chain or computer store and ask the following questions:

1. What is the highest density USB Flash drive you sell?
2. How much is it? What brand?
3. Are Sandisk USB flash drives the best? Do you sell another brand that is better?
4. Will they be getting cheaper soon?

Please include the store name and location (city, state).

Interesting Trends in Survey:

Sandisk was rated as the "best brand" of USB drive by 18 out of 53 respondents. 13 other brands were cited as being the "best" by various respondents with PNY leading the pack with 7. 29 out of 53 respondents believed that prices would fall on USB drives in the near future. Several were very specific and said prices would not fall for the rest of the year. One respondent from South Africa said prices were rising for USB drives. Increases in price from Taiwanese suppliers. Sandisk U3 technology only mentioned 1 time as a differentiating factor. Suggest U3 is not relevant to purchasing choices for customers. 41 out of 54 memory card respondents thought Sandisk was the top brand for the various memory card form factors. Circuit City consistently has lower density higher priced Sandisk products. Best Buy appears to be the leader in rolling out the new Sandisk 4GB Mini SD cards. No one else seems to have them. Olympus and Fuji seem to be competitors against Sandisk in xD cards but not other form factors. Pansonic seems to be a competitor in Mini SD but not other form factors.

Special Notes on Survey

In many cases we asked multiple questions about different memory card formats at the same store. There is extra field data from this survey but we do not believe it offers materially different viewpoints on the memory card or USB markets. It is available upon request.

Store Name	City	State	Highest Density		Higher Density		Sandisk Best?	Comments
			Sandisk xD Cards	Price	Brand	Density		
Walmart (Superstore)	Houston	TX	1GB	\$39.99	Fuji	NA	Yes	NA
Keeble & Shuchat Photography	Palo Alto	CA	2GB	\$39.99	Sony	NA	Yes	Kingston makes cheaper xD cards.
Circuit City	Lynnwood	WA	2GB	\$99.00	Olympus	NA	No	There is no best brand
Samys Camera	Los Angeles	CA	NA	NA	Olympus	2GB	No	Olympus xD card is \$55.95
Best Buy	Westbury	NY	NA	NA	NA	NA	No	No Sandisk xD media in the store.
FNAC	Lyon	France	NA	NA	Olympus	2GB	No	They don't sell Sandisk brand xD cards. Only Olympus and Fuji xD.
Office Max	Spokane	WA	2GB	\$64.99	NA	NA	Yes	NA
Best Buy	Houston	TX	NA	NA	Fuji	2GB	No	We do not have any Sandisk xD cards. Fuji 2GB xD is \$81.00
Futureshop	Ottawa	Canada	1GB	\$40.00	NA	NA	Yes	NA
Best Buy	Augusta	GA	2GB	\$74.95	Fuji	2GB	Yes	Fuji 2GB is \$69.95

Store Name	City	State	Highest Density		Higher Density		Sandisk Best?	Comments
			Sandisk Mini SD	Price	Brand	Density		
Keeble & Shuchat Photography	Palo Alto	CA	2GB	\$50.00	Sony (maybe)	NA	Yes	Sandisk makes the cheapest and best product in the market
Circuit City	Lynnwood	WA	1GB	\$41.99	Panasonic	NA	No	No best brand
Best Buy	Westbury	NY	4GB	\$89.99	None	NA	Yes	NA
Best Buy	Mineapolis	MN	2GB	\$59.99	None	NA	Yes	\$39.99 For 1GB Mini SD Sandisk card.
Best Buy	Augusta	GA	4GB	\$116.99	None	NA	Yes	NA
Best Buy	Wichita	KS	2GB	\$54.99	None	NA	Yes	NA
Best Buy	Oshawa	Canada	2GB	\$49.99	None	NA	Yes	NA
Samys Camera	Los Angeles	CA	2GB	\$89.99	None	NA	Yes	This store only sell Sandisk memory products.
Darty	Lyon	France	2GB	\$39.90	None	NA	Yes	30 euros using 1.33 \$ conversion ratio.
Circuit City	Orange	CT	1GB	\$41.99	Panasonic	NA	Yes	Panasonic 1GB is \$29.99

Store Name	City	State	Highest Density		Higher Density		Sandisk Best?	Comments
			Sandisk Micro SD	Price	Brand	Density		
Keeble & Shuchat Photography	Palo Alto	CA	2GB	\$59.99	Sony	8GB	Yes	I recommend Sandisk. Good products for good prices
Circuit City	Lynnwood	WA	1GB	\$45.00	None	NA	No	There is not a best brand
Walmart (super center)	Houston	TX	2GB	\$39.99	None	NA	Yes	NA
Darty	Lyon	France	2GB	\$47.98	None	NA	Yes	36 euros at 1.33 exchange rate v. \$ Transcend sells a 2GB Micro SD card for the same price as the Sandisk card.
Samys Camera	Los Angeles	CA	2GB	\$89.99	None	NA	Yes	Micro SD cards are hard to find, this Sandisk one is probably the best value
Futureshop	Whitby	Canada	2GB	\$35.99	None	NA	Yes	NA
Best Buy	Wichita	KS	2GB	\$47.95	Kingston	Density = \$	Yes	NA
Best Buy	Bloomington	IN	2GB	\$59.99	None	NA	Yes	NA
Staples	Wakefield	RI	2GB	\$40.00	None	NA	No.	Sony is the best brand according to this respondent. Staples has a store brand that is cheaper.

Store Name	City	State	Highest Density		Higher Density		Sandisk Best?	Comments
			Sandisk MMC Mobile	Price	Brand	Density		
Walmart (Superstore)	Houston	TX	1GB	\$34.99	Transcend	2GB	Yes	NA
Keeble & Shuchat Photography	Palo Alto	CA	1GB	\$30.00	NA	NA	Yes	There are other brands, such as Sony or Kingston, but are they good on value? No way. Sandisk is an all around great product.
Best Buy	Morgantown	WV	1GB	\$49.99	NA	NA	Yes	NA
FNAC	Lyon	France	512MB	\$23.94	NA	NA	Yes	18 euros. 1.33 conversion ratio.
PC World	Warwick	RI	1GB	\$17.00	NA	NA	No.	Panasonic
Circuit City	Spokane	WA	1GB	\$29.99	NA	NA	Yes	Samsung is also a good brand.
CompuMart	Mississauga	Canada	1GB	\$43.50	No	No	Yes	Using .87 Canadian to U.S.\$ conversion.
Best Buy	Wichita	KS	512MB	\$19.95	Kingston	1GB	Yes	NA
Best Buy	Houston	TX	1GB	\$50.00	NA	NA	Yes	We don't have any in store, but you can order it from the web site.

Store Name	City	State	Highest Density		Higher Density		Is Sandisk Best Brand?	Comments
			Sandisk Ultra / Extreme / Pro	Price	Brand	Density		
Samys Camera	Venice	CA	4GB	\$139.95	NA	NA	Yes	Sandisk is the leader in CF cards especially in speed of transferring files. They are a little more expensive than some other cards but they are worth the money.
Keeble & Shuchat Photography	Palo Alto	CA	4GB	\$70.00	Sony	8GB	Yes	NA
Ritz Camera	Large	FL	NA	NA	Lexar	2GB	No	Do not sell Sandisk products. Only Lexar (Micron). Lexar 2GB Ultra II CF card is \$69.99
Circuit City	Lynnwood	WA	8GB	\$279.99	None	NA	No	There are cheaper brands for Ultra II CF cards but none with more memory than Sandisk.
Walmart (superstore)	Houston	TX	8GB	\$189.00	None	NA	Yes	NA
Circuit City	Orange	CT	8GB	\$279.99	Seagate	8GB	Yes	Seagate 8GB card is \$189.99
FNAC	Lyon	France	8GB	\$179.95	NA	NA	Yes	There is no cheaper card of this density (8GB). In lower storage (2 Gb), Lexar are a little cheaper.
Circuit City	Spokane	WA	512MB	\$49.99	NA	NA	Yes	NA
Best Buy	Houston	TX	4GB	\$99.00	NA	NA	Yes	NA

Store Name	City	State	Highest Density		Higher Density		Sandisk Best?	Comments
			Sandisk Memory Stick Pro	Price	Brand	Density		
Walmart (Superstore)	Houston	TX	1GB	\$29.99	No	NA	Yes	NA
Best Buy	Houston	TX	4GB	\$89.99	No	NA	NA	Carries Sony cards too but Sandisk is cheaper.
Best Buy	Augusta	GA	4GB	\$89.99	Sony	8GB	Yes	Sony Memory Stick PRO Duo is 269.99
Best Buy	Wichita	KS	2GB	\$54.95	No	NA	Yes	NA
Best Buy	Spokane	WA	4GB	\$89.99	No	NA	Yes	NA
Darty	Lyon	France	2GB	\$74.48	Sony	4GB	NA	*They don't sell memorystick pro anymore. memory stick duo is generally sold with an adapter allowing its use as a plain memorystick
Samys Camera	Venice	CA	2GB	\$82.95	No	NA	Yes	sony has a 2GB product we sell but costs more. Sandisk better because it is cheaper.

Store Name	City	State	Highest Density USB Drive	Cost	Brand
Fry's Electronics	Manhattan Beach	CA	16GB	\$167.00	Corsair
Walmart	Massillon	OH	8GB	\$89.98	Edge
Futureshop	Quebec City	Canada	8GB	\$149.00	CAD GTX
Radioshack	Tulsa	OK	4GB	\$49.99	Sandisk
Best Buy	Springfield	NJ	2GB	\$25.00	PNY
New York Camera	Philadelphila	PA	4GB	\$74.99	Lexar
Radioshack	Austin	TX	4GB	\$140.00	Sony
Murphy's Camera	Louisville	KY	4GB	\$99.00	Sandisk
Coopé HEC	Montreal	Canada	2GB	\$58.17	Imation
J and R	New York	NY	12GB	\$149.00	Memorex
J and R	New York	NY	12GB	\$149.00	Memorex
CompUSA	Lexington	KY	16GB	\$759.99	Buslink Pro
Best Buy	Atlanta	GA	12GB	\$122.99	Edge
Best Buy	New York	NY	8GB	\$125.99	PNY
Best Buy	Holmdel	NJ	8GB	\$125.99	PNY
Best Buy	Grand Forks	ND	4GB	\$49.99	Sandisk
Best Buy	Omaha	NE	8GB	\$125.99	PNY
Walmart	Kernville	TX	2GB	\$59.97	Sandisk
Cowboy Computers Inc	Hardy	VA	4GB	\$55.00	PNY
Best Buy	Virginia Beach	VA	4GB	\$49.99	Sandisk
Circuit City	Elk Grove	CA	8GB	\$179.99	PNY
OCMod.com	Internet	Internet	12GB	\$150.95	Verbatim
Walmart	San Angelo	TX	1GB	\$29.88	Sandisk
Frontier Electronics	Johannesburg	S. Africa	4GB	\$44.00	Whale
Mr. Gadget	Internet	Australia	2GB	NA	Sandisk
Bell Electronics	Dallas	TX	8GB	\$95.00	Imation
Vobis	Oporto	Portugal	4GB	\$35.00	CMemory
Fry's Electronics	Sunnyvale	CA	4GB	\$79.99	Sandisk
Best Buy	Santa Maria	CA	8GB	\$99.99	Sandisk
Circuit City	Albany	NY	8GB	\$179.99	PNY
Best Buy	Framingham	MA	8GB	\$139.00	PNY
Best Buy	Spokane	WA	1GB	\$53.95	Kingston
Best Buy	Oklahoma City	OK	4GB	\$49.99	Sandisk
Carrefour	Lyon	France	4GB	\$48.00	PNY
Futureshop	Oshawa	Canada	8GB	\$99.99	US Modular
Elecrodevice	Mumbai	India	4GB	\$31.00	Sandisk
Genelec	Tuzla	Bosnia	8GB	\$91.77	Take MS
Radioshack	Reno	NV	4GB	\$59.99	Sandisk
Circuit City	Orange	CT	16GB	\$349.99	PNY
Best Buy	Houston	TX	8GB	\$140.00	PNY
Staples	Orange	CT	4GB	\$49.94	Sandisk
Best Buy	East Brunswick	NJ	8GB	\$79.99	PNY
Fry's Electronics	Tempe	AZ	8GB	\$69.99	Memorex
Radio Shack	San Angelo	TX	4GB	\$119.00	Sandisk
Best Buy	Wesbury	NY	8GB	\$139.99	PNY
Fry's Electronics	Dallas	TX	8GB	\$90.00	Adata
Best Buy	Humble	TX	4GB	\$45.00	Sandisk
Radio Shack	Clearwater	FL	4GB	\$199.99	Sandisk
AP Electronics	Houston	TX	2GB	\$119.50	Integralis
PC World	Glasgow	Scotland	4GB	\$107.96	Integral
Walmart	Houston	TX	4GB	\$80.00	Transcend
Best Buy	Tukwila	WA	4GB	\$49.99	Sandisk
Keeble & Shuchat Photography	Palo Alto	CA	1GB	\$50.00	Sandisk

Sandisk USB The Best	Better Brand	USB Prices Falling Soon	Comments
No	All the same	Maybe	NA
No	Edge	No	USB Drives are in high demand.
No	None	Yes	NA
Yes	NA	No	4GB Sandisk normally \$129.99
No	NA	Yes	Sandisk USB drives are very comparable to other brands, but generally charge more for their products. Other brands that are popular with customers are PNY and Lexar.
Yes	NA	Yes	Sandisk is the best selling brand.
Yes	NA	Yes	Expects to see 4GB USB drives under \$100 by year-end.
Yes	NA	Maybe	Only sell Sandisk media. Believe it is the best.
No	NA	Yes	Use .865 \$ / CAN \$ conversion ratio
Yes	Lexar	Yes	Lexar and Sandisk are best selling brands. 4GB and 8GB USB device prices are dropping fast.
No	PNY	No	Called this store 2x. Two separate customer service reps.
No	PNY	Yes	Bustlink Pro product not stocked at CompUSA stores but ordered on request.
No	Edge	NA	NA
No	Memorex / Samsung	Yes	NA
Yes*	NA	Yes	The largest Sandisk drive we have currently is 4GB. * Sandisk has best reputation among customers (AKA brand recognition)
Yes	NA	Yes	NA
No	PNY	Yes	Sandisk Cruzers are very popular because of the U3 Smart Technology (said that this allows for auto launching of programs from the flash drive).
No	None	Yes	NA
No	Memorex	Yes	NA
Yes	NA	Yes	NA
Yes*	PNY	Yes	"Yes Sandisk is very good, it has the slide out USB port so it doesn't get broken like other brands.," No I would recommend the Sandisk, or the PNY if you are looking for more space.
No	Verbatim	NA	NA
No	NA	No	NA
No	Whale	No	The store has recently dropped the price of USB flash drives, but they say that their suppliers from Taiwan are increasing prices now. This store does not carry Sandisk. Has called Sandisk to start relationship but no response from Sandisk reps in South Africa.
Yes	NA	NA	Only small quantities available.
No	All the same	Yes	Prices can drop \$20 in a few months.
No	CNMemory	Yes	NA
No	Sony	Yes	NA
Yes	NA	NA	Prices will not drop for some time as they are already cheap.
Yes	NA	No	NA
No	All the same	No	NA
No	Kingston	No	NA
Yes	NA	No	NA
No	PNY	No	NA
No	NA	No	Prices will not drop anymore this year.
Yes	NA	Yes	NA
No	Take MS	Yes	Never heard of Sandisk
Yes	NA	No	They only sell Sandisk. 4GB USB is on sales at \$59.99 down from \$140+.
No	PNY	Yes	NA
No	All the same	Yes	NA
No	All the same	No	NA
No	PNY	Yes	NA
No	Memorex	No	NA
No	Sony	No	NA
Yes	NA	Yes	NA
No	All the same	Yes	NA
No	All the same	Yes	NA
Yes	NA	No	Only sell Sandisk.
No	Integralis	Yes	Do not sell Sandisk
No	Integral	Yes	Do not sell Sandisk
No	Transcend	Yes	NA
No	All the same	No	NA
Yes	NA	No	NA

