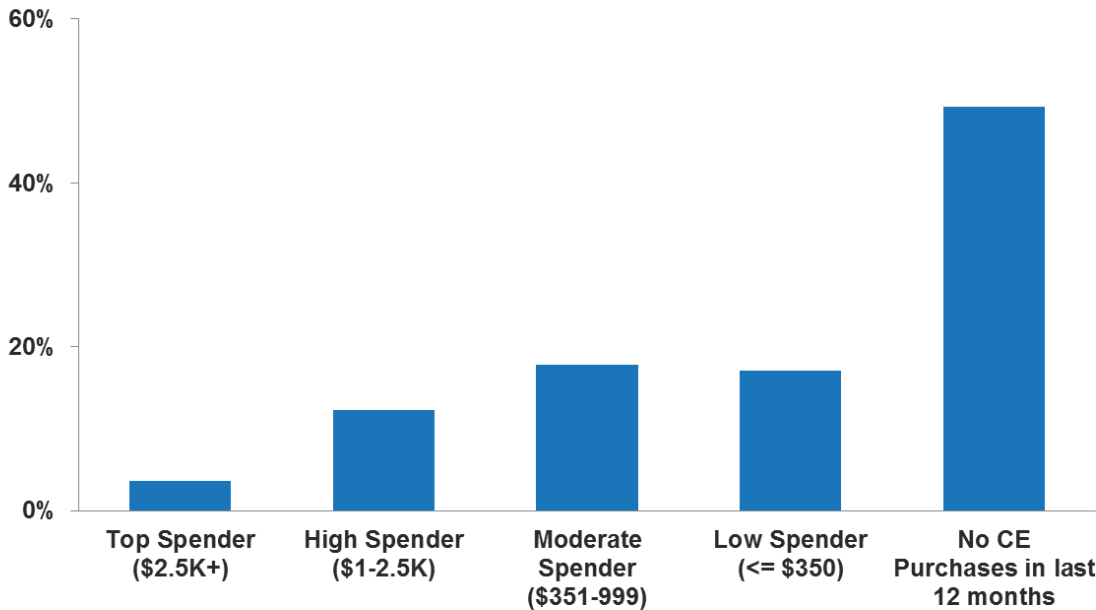


## Spending Segments based on Total CE Expenditure in 12 Months

U.S. Broadband Households



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**Consumer Analytics Team**



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### SYNOPSIS

High-end entertainment devices provide a premium entertainment experience to those consumers willing to invest in them. This study measures the adoption and use of high-performance video, gaming, and audio devices among U.S. broadband households and the related content services used by owners of these platforms. It presents an investigation of purchase motivation, buyer urgency (current vs. future purchasing), and options for device makers to drive greater adoption.

### ANALYST INSIGHT

“The percentage of households purchasing consumer electronics products each year is in decline, and device makers are searching for new solutions to drive sales and revenues. Rising purchase intentions indicate possible pent-up demand for a number of product categories, including TVs, laptops, gaming consoles, streaming media players, and smart speakers with voice assistants.”

— Kristen Hanich, *Research Analyst*, Parks Associates



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