

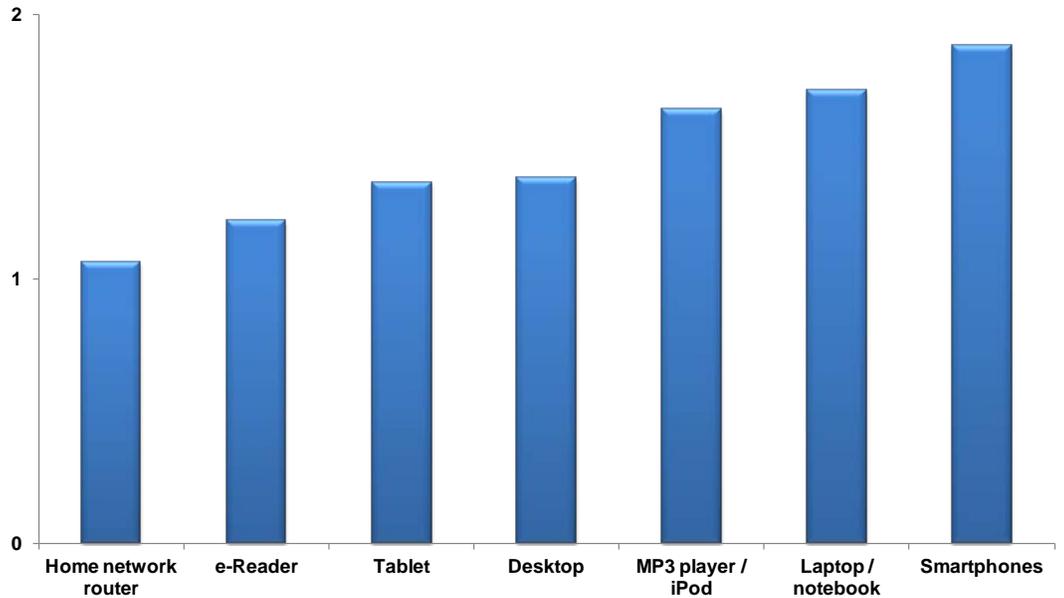
By **John Barrett**, Director, Consumer Analytics, and **Yilan Jiang**, Manager of Consumer Research, Parks Associates

SYNOPSIS

2012 Year in Review: CE Purchases analyzes CE adoption and purchases in 2012. It provides Parks Associates' latest trending data on purchases, expenditure, brands purchases, and retail vs. online sales.

It also includes in-depth analysis of the 2012 holiday shopping season and a comparison between planned purchases and actual purchases, with particular attention to smartphones, tablets, and the emerging showrooming phenomenon in retail stores.

Computing/Portable Devices: Average Number of Devices Owned
(Device Owners, Excluding Outliers, in U.S. Broadband Households)



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ANALYST INSIGHT

“Smartphone and tablet adoption continues to forge ahead while desktop adoption continues to decline. DVR and home network penetration has stagnated. This marks a substantial shift in the CE industry from stationary to portable devices. Smartphones may ultimately prove to be the strongest category thanks to high replacement rates and wide adoption.”

— **John Barrett**, Director, Consumer Analytics, Parks Associates

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