

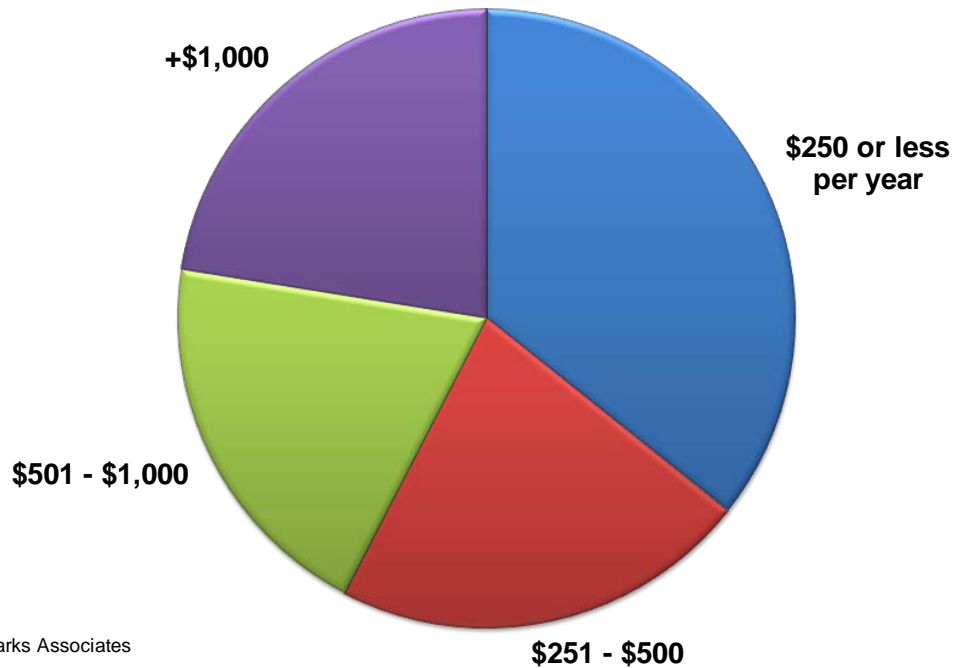
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

**SYNOPSIS**

*Consumer Segmentation: The Big CE Spenders* segments the market for consumer electronics and analyzes the consumers that typically spend \$1,000 or more each year on CE devices.

It identifies their demographic characteristics, purchasing behaviors, and brand/retail store preferences. It also analyzes their role in the broader market for consumer electronics.

**Annual Amount Spent on Electronics**  
(U.S. Broadband Households)



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**ANALYST INSIGHT**

“A core group of 'Big Spenders' accounts for a substantial piece of the CE market. These consumers don't necessarily purchase high-end models, but they purchase a lot of devices. Products that cater to their needs will have better odds of success in the market.”

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

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ATTRIBUTES

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

Authored by John Barrett and Yilan Jiang  
Executive Editor: Tricia Parks

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