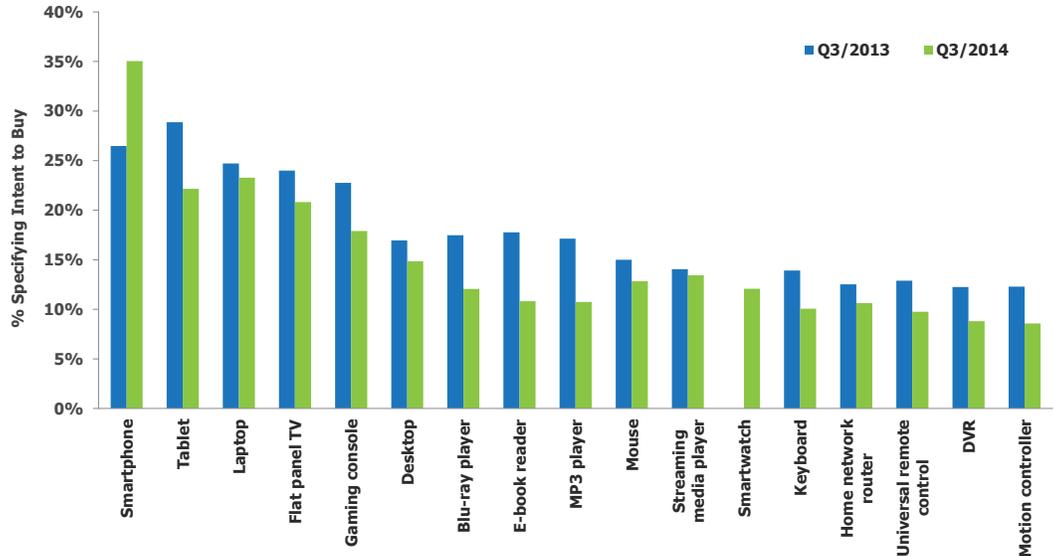


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Barbara Kraus**, Director of Research, and **David Mitchel**, Research Analyst, **Parks Associates**

SYNOPSIS

2014 Holiday Purchase Intentions analyzes consumer intentions to purchase CE devices on the eve of the 2014 holiday shopping season. It focuses on four product categories (tablets, smartphones, gaming consoles, streaming media devices) and highlights how these product categories are performing relative to 2013 and investigates the key drivers behind each product category.

CE Purchase Intentions (Q3 2013 vs. Q3 2014)
(Among All Broadband Households)



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ANALYST INSIGHT

“The holiday shopping season accounts for a substantial portion of annual CE device sales and, heading into the 2014 season, smartphones and streaming media devices appear poised to perform well.”

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

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Previous Research

- The Evolving Market for Streaming Media Devices (Q3/14)
- Optimizing Retail Channel Results (Q3/14)
- Connected Gaming Consoles (Q2/14)
- The Reinvention of Gaming Consoles (Q2/14)
- 360 View: CE Adoption and Trends (Q1/14)

Key Findings**Industry Insight****Recommendations****Holiday Purchase Trends**

- Computing & Mobile Products Purchased in the Year (2008 - 2014)
- Home Entertainment Products Purchased in the Year (2008 - 2014)
- Accessories Purchased in the Year (2008 - 2014)
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Additional Research from Parks Associates

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