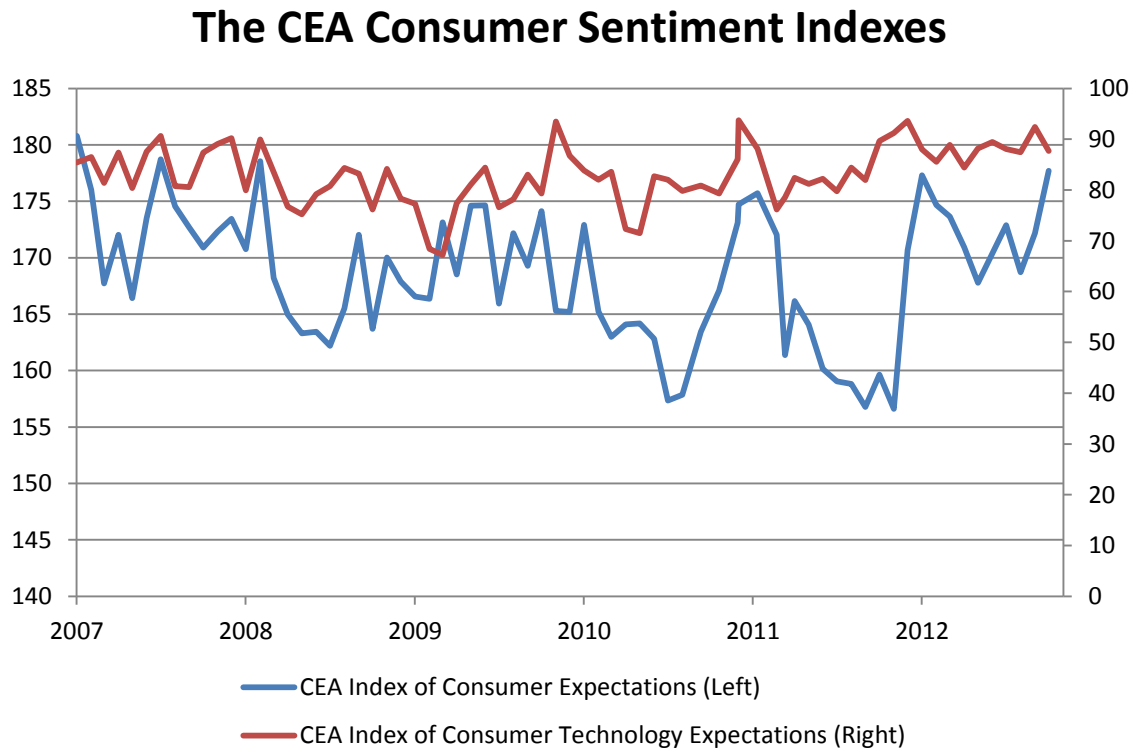
The CEA Consumer Sentiment Indexes

The CEA Consumer Sentiment Indexes represent more than three years of research into cutting-edge methods for measuring consumer expectations about the future. The indexes measure how consumers perceive the overall health of the economy and the outlook for technology spending. Both indexes focus on consumer perceptions of the future. These forward looking expectations provide market observers valuable information into how consumers will likely behave over the pursuing months.

The CEA Index of Consumer Expectations increased in October – to a five year high. The CEA Index of Consumer Technology Expectations decreased in October. This decline follows a sharp increase in September which was likely driven by key product launches during the month.

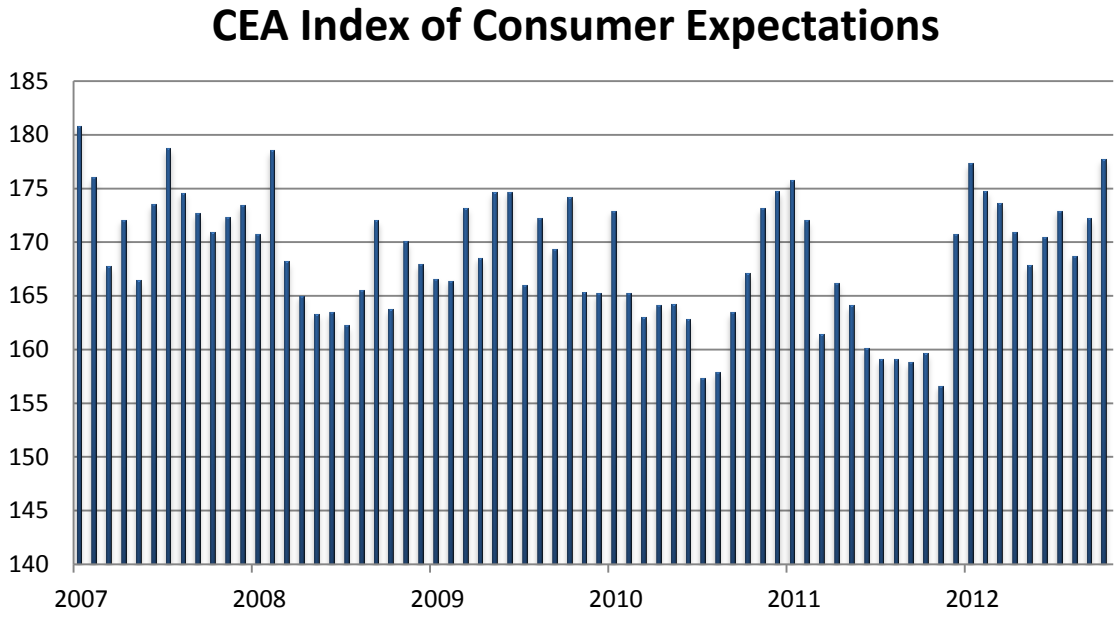


The CEA Index of Consumer Expectations

The CEA Index of Consumer Expectations (ICE) measures consumer expectations about the broader economy. The index carries a maximum value of 300 and a minimum value of 100.

Table 1: CEA Index of Consumer Expectations

2009											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
166.6	166.4	173.1	168.5	174.6	174.7	165.9	172.2	169.3	174.1	165.3	165.2
2010											
172.9	165.2	163.0	164.1	164.2	162.8	157.3	157.8	163,4	167.1	173.1	174.7
2011											
175.7	172.0	161.4	166.2	164.1	160.1	159.1	158.8	156.8	159.6	156.6	170.7
2012											
177.3	174.7	173.6	170.9	167.8	170.4	172.9	168.7	172.2	177.7		



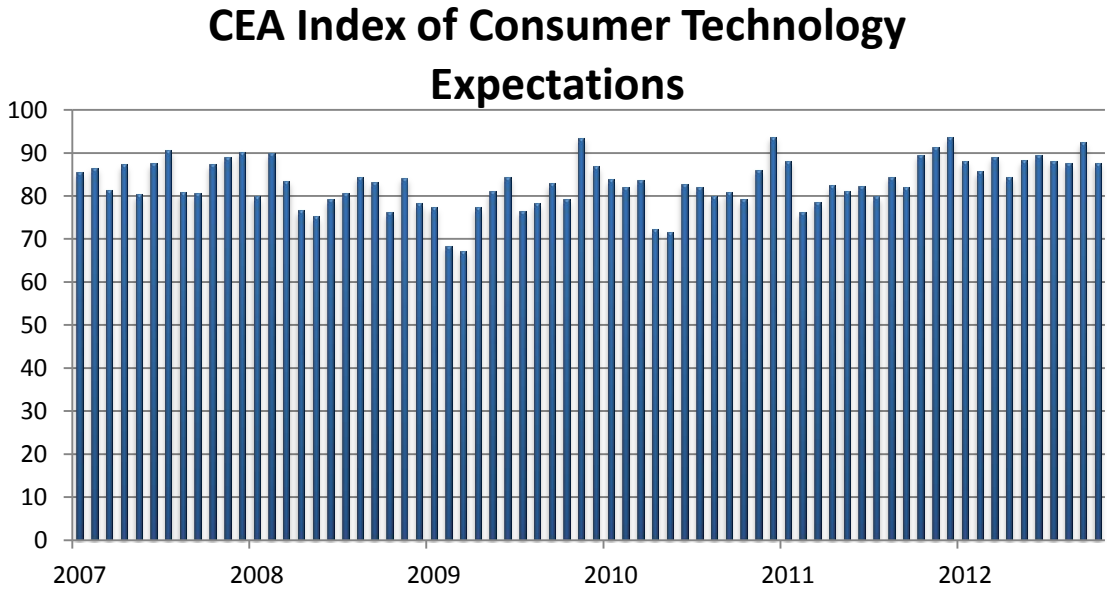
- In October, the CEA Index of Consumer Expectations (ICE) increased by 5.5 percentage points, or roughly 3.2 percent.
- In October consumers felt more positive about the US economy, despite significant headwinds and geopolitical uncertainty.

The CEA Index of Consumer Technology Expectations

The CEA Index of Consumer Technology Expectations (ICE) measures consumer expectations about technology spending. The index carries a maximum value of 200 and a minimum value of zero.

Table 2: CEA Index of Consumer Technology Expectations (ICTE)

2009											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
77.3	68.4	67.2	77.4	81.1	84.4	76.6	78.2	83.0	79.3	93.5	86.8
2010											
83.9	82.0	83.6	72.3	71.5	82.7	82.0	79.8	80.9	79.3	86.1	93.7
2011											
88.1	76.2	78.5	82.4	81.2	82.2	79.8	84.4	81.9	89.6	91.2	93.6
2012											
88.0	85.6	88.9	84.4	88.2	89.5	88.1	87.5	92.4	87.7		



- In October, the CEA Index of Consumer Technology Expectations (ICTE) declined 4.8 percentage points, or roughly 5.2 percent.
- In October consumers showed a decrease in their willingness to spend on tech and their propensity to spend more on tech over the ensuing months.

About the CEA Consumer Sentiment Indexes

The CEA Consumer Sentiment Indexes are published by the Consumer Electronics Association. The Indexes are published monthly on the fourth Tuesday of each month. The survey data are collected each month by random-digit-dial for 1,000 respondents and weighted to be representative of the U.S. population.

For an in-depth analysis of the methodology used in the CEA Consumer Sentiment Index see the whitepaper "The CEA Consumer Sentiment Indexes."

About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the $186 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge.

Appendix I: Composition of the CEA Index of Consumer Expectations

The CEA Index of Consumer Expectations is derived from three components – Expectations for the U.S. Economy, Expectations for the Job Market, and Expectations for Personal Financial Health. The CEA Index of Consumer Technology Expectations is derived from two components – Expectations for Purchasing CE and Expectations for Purchasing More CE.

Table 3: Expectations for the U.S. Economy

2008											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
38.2	40.6	39.5	36.5	33.6	33.6	34.9	35.1	38.5	39.7	41.3	42.0
2009											
41.2	38.7	44.1	43.7	46.8	47.8	42.7	43.7	44.8	42.1	38.2	41.3
2010											
41.5	37.8	36.7	37.8	36.8	36.0	32.6	33.8	38.4	38.0	40.5	39.8
2011											
42.3	38.3	35.7	32.6	37.2	34.3	32.6	30.8	32.8	29.6	31.0	35.0
2012											
41.9	40.1	39.8	36.4	37.0	37.0	36.5	37.4	42.1	43.1		

Table 4: Expectations for the Job Market

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
83.5	83.4	81.1	82.5	81.7	81.6	80.7	82.3	81.8	78.8	81.9	79.6
2008											
80.5	82.6	78.8	78.5	78.2	77	77.5	81.4	76.2	81.9	78.0	78.0
2009											
81.0	80.9	80.1	79.1	81.2	81.0	79.2	79.2	80.6	84.1	84.9	84.0
2011											
82.0	85.4	80.9	83.8	77.8	80.2	82.0	79.8	80.8	83.8	81.4	85.4
2012											
82.9	83.3	82.6	82.7	82.8	82.4	84.5	83.2	81.9	84.8		

Table 5: Expectations for Personal Financial Health

2008											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
49.1	54.6	47.7	46.0	48.1	48.3	46.6	48.1	51.7	45.2	46.8	46.3
2009											
44.9	45.1	50.2	46.4	49.6	49.8	45.7	47.1	48.3	50.1	49.0	45.9
2010											
50.5	46.5	46.2	47.2	46.1	45.8	45.6	44.9	44.5	45.0	47.7	50.9
2011											
51.4	48.3	44.8	49.8	49.2	45.7	44.4	48.2	43.1	46.3	44.2	50.3
2012											
52.5	51.3	51.3	51.9	48.0	51.1	51.9	48.1	48.2	49.7		

Table 6: Expectations for Buying CE

2008											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
46.3	52.5	47.4	44.4	43.9	46.6	47.8	49.7	49.7	45.3	50.3	47.4
2009											
45.7	41.0	40.6	45.1	46.5	49.6	45.4	45.6	49.7	48.1	54.3	52.5
2010											
50.0	48.7	49.9	43.5	41.7	49.1	49.1	47.9	47.2	48.5	51.2	54.9
2011											
52.7	45.1	46.3	49.0	48.9	50.8	48.3	52.7	51.7	54.8	53.5	56.4
2012											
53.2	50.8	52.9	50.2	51.9	52.5	51.8	51.6	54.4	52.0		

Table 7: Expectations for Spending More on CE

2008											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
33.7	37.4	36.1	32.3	31.3	32.5	33.0	34.7	33.6	30.9	33.8	30.8
2009											
31.6	27.5	26.6	32.3	34.5	34.8	31.2	32.6	33.4	31.2	39.2	34.3
2010											
33.9	33.3	33.7	28.8	29.8	33.7	32.9	31.9	33.7	30.8	34.8	38.9
2011											
35.4	31.1	32.3	33.4	32.3	31.4	31.4	31.7	30.8	34.8	37.8	37.2
2012											
34.8	34.7	36.0	34.2	36.2	37.0	36.3	35.8	38.0	35.7		