



U.S. Household Penetration

Based on sales data tracking and consumer surveys conducted by CEA

	Jun-03	Jan-04	Jun-04	Jan-05	Jun-05	Jan-06	Jun-06	Jan-07
In-the-Home								
Displays All Television	98%	98%	98%	98%	98%	98%	98%	98%
<i>Analog Displays</i>								
Color TV	98%	98%	98%	98%	98%	98%	98%	98%
Projection TV	18%	19%	19%	20%	20%	23%	23%	24%
Monochrome TV	38%	37%	35%	33%	31%	29%	25%	23%
Color TV with Stereo	71%	71%	73%	73%	74%	76%	78%	80%
TV/VCR Combinations	25%	27%	29%	30%	34%	35%	36%	36%
<i>Digital TV Sets and Displays</i>								
DTV	5%	8%	9%	12%	15%	20%	26%	33%
All LCD TV	14%	14%	15%	17%	19%	22%	25%	27%
Video Components								
VCR Decks	92%	91%	91%	91%	90%	90%	87%	85%
DVD Player	48%	60%	70%	75%	81%	82%	82%	83%
Digital Video Recorder (DVR)	5%	7%	8%	9%	10%	11%	13%	14%
Direct to Home Satellite	22%	24%	25%	25%	25%	25%	25%	25%
Audio Separates								
Home Radios	98%	98%	98%	98%	98%	98%	98%	98%
Home CD Players	57%	57%	57%	57%	57%	55%	55%	54%
Audio Systems								
Rack or Compact Audio System	41%	40%	40%	40%	40%	38%	38%	37%
Home Theater System	30%	32%	32%	33%	33%	36%	36%	36%
Home Information Technology/Security								
Personal Computers	64%	66%	68%	70%	73%	75%	78%	82%
Computer Printers	61%	64%	64%	65%	71%	73%	75%	78%
Computer with CD-ROM	62%	62%	64%	66%	73%	75%	78%	80%
Home Communication								
Corded Phone	96%	96%	94%	94%	94%	89%	87%	85%
Cordless Phone	81%	81%	83%	83%	88%	88%	89%	90%
Telephone Answering Device	78%	78%	78%	78%	78%	76%	74%	74%
Multi-line Phone	25%	25%	25%	25%	25%	25%	25%	25%
Modem or Fax/Modem	62%	64%	66%	68%	70%	75%	78%	78%
Home Fax Machines	11%	11%	11%	11%	11%	10%	10%	10%
Caller ID Equipment	40%	44%	47%	47%	50%	48%	47%	47%
Anywhere								
Imaging								
Digital Camera	31%	35%	39%	42%	49%	55%	57%	59%
Camcorder	43%	44%	44%	45%	46%	46%	46%	48%
Portable Media								
MP3 Players	10%	11%	13%	14%	15%	20%	27%	33%
CD Boombox	52%	53%	53%	53%	54%	54%	53%	53%
Personal Portable CD Player	46%	46%	47%	51%	50%	53%	56%	56%
All CD including CD-ROM	79%	80%	80%	80%	81%	85%	87%	87%
Portable Communication								
Wireless Telephones	69%	70%	70%	70%	71%	73%	78%	81%
Pagers	17%	15%	13%	12%	11%	10%	7%	5%
Video Gaming	37%	39%	40%	42%	42%	44%	44%	44%
In-the-Vehicles								
In-Vehicle Entertainment								
Car CD Players	54%	54%	54%	55%	57%	62%	65%	68%
Information/Security								
Electronic Car Alarm	36%	38%	40%	40%	39%	39%	39%	39%
Portable and Transportable Navigation	1%	1%	1%	2%	2%	3%	3%	4%