

Based on sales data tracking and consumer surveys conducted by CEA

	Jan-08	Jul-08	Jan-09	Jul-09	Jan-10	Jul-10	Jan-11	Jul-11	Jan-12
In-Home									
Displays All Television	98%	98%	98%	99%	99%	97%	96%	96%	96%
Color TV	98%	98%	98%	99%	99%	97%	96%	96%	96%
Projection TV	18%	18%	17%	17%	15%	13%	13%	12%	11%
TV Combinations	36%	36%	36%	36%	35%	35%	34%	34%	33%
Digital TV Sets and Displays									
DTV	50%	56%	62%	66%	77%	83%	85%	88%	88%
HDTV	41%	47%	50%	55%	66%	72%	78%	87%	87%
LCD TV	26%	35%	41%	42%	57%	63%	66%	68%	72%
Plasma	8%	9%	10%	11%	12%	13%	15%	17%	18%
Video Components									
Cable Set Top Boxes	35%	36%	37%	38%	39%	41%	42%	42%	42%
DVD Home Component	84%	88%	92%	93%	94%	94%	95%	94%	92%
Digital Video Recorder (DVR)	35%	38%	40%	42%	42%	42%	46%	47%	47%
Direct to Home Satellite Set Top Box	29%	30%	31%	31%	31%	31%	31%	32%	31%
VCR Decks	70%	64%	58%	56%	52%	48%	45%	40%	38%
Audio Separates									
Home Radios	98%	98%	98%	98%	98%	98%	98%	98%	98%
Home CD Players	48%	47%	42%	41%	41%	40%	40%	40%	39%
Audio Systems									
Rack or Compact Audio Systems	37%	36%	35%	35%	34%	32%	32%	31%	28%
Home Theater System/Surround	28%	31%	32%	33%	33%	35%	36%	38%	39%
Home Information Technology/Security									
All Home PCs	82%	82%	83%	84%	87%	88%	89%	89%	90%
Computer Printers	74%	74%	75%	76%	77%	79%	80%	79%	78%
Desktops	72%	72%	71%	72%	75%	77%	79%	73%	72%
Laptops	47%	49%	50%	52%	59%	64%	68%	69%	69%
Home Communication									
Telephone Answering Devices	76%	76%	76%	75%	74%	72%	69%	67%	65%
Broadband Modems	58%	58%	61%	67%	69%	69%	70%	71%	70%
Internet Telephones	16%	17%	18%	16%	17%	17%	16%	15%	14%
Home Network (Wireless or Wired)	30%	33%	34%	39%	42%	44%	48%	49%	54%
Landline Telephone	85%	85%	83%	81%	80%	78%	76%	75%	75%
Home Internet Access	75%	76%	78%	78%	78%	78%	78%	78%	78%
Anywhere									
Imaging									
Digital Cameras	73%	74%	76%	77%	81%	82%	84%	84%	84%
Camcorders	48%	49%	51%	52%	54%	54%	55%	53%	52%
Portable Media									
MP3 Players	43%	44%	46%	47%	51%	51%	51%	52%	54%
Speaker Docks	23%	28%	30%	32%	35%	40%	43%	43%	44%
Portable DVD Players	35%	38%	39%	35%	35%	37%	39%	38%	39%
Portable CD Players	50%	49%	47%	45%	43%	41%	39%	37%	35%
Portable Communication									
Wireless Telephones	87%	90%	90%	90%	91%	91%	91%	91%	91%
Smartphones	18%	20%	23%	27%	33%	36%	39%	42%	55%
Video Gaming									
Portable	30%	32%	33%	34%	34%	35%	37%	34%	34%
Console	42%	44%	44%	45%	47%	49%	52%	53%	53%
In-Vehicle									
Entertainment									
Car CD Players	70%	71%	72%	74%	76%	77%	77%	77%	76%
Satellite Radios	20%	23%	23%	23%	25%	25%	27%	26%	24%
Video Entertainment Systems	18%	20%	20%	20%	20%	21%	21%	22%	22%
Information/Security									
Electronic Car Alarms	43%	45%	46%	46%	46%	46%	45%	45%	46%
Portable Navigation	12%	13%	20%	25%	31%	35%	39%	44%	45%
In-Dash Navigation	9%	12%	12%	12%	15%	16%	17%	17%	18%

Note: In 2011, the calculation of household penetration is based on the assumption of 119 million households based on the U.S. Census Bureau's 2011 American Community Survey.