

U.S. Household Penetration of Consumer Electronics Products

(Based on Sales Data Tracking and Telephone Surveys Conducted by CEA)

	Jan 2003	Jun 2003	Jan 2004	Jun 2004	Jan 2005	Jun 2005	Jan 2006
All Television	98%	98%	98%	98%	98%	98%	98%
Color TV	98%	98%	98%	98%	98%	98%	98%
DTV	4%	5%	8%	9%	12%	15%	20%
VCR Decks	92%	92%	91%	91%	91%	90%	90%
Monochrome TV	39%	38%	37%	35%	33%	31%	29%
Color TV with Stereo	70%	71%	71%	73%	73%	74%	76%
Camcorder	49%	52%	54%	54%	54%	55%	55%
Projection TV	18%	18%	19%	19%	20%	20%	23%
All LCD TV	13%	14%	14%	15%	17%	19%	22%
TV/VCR Combinations	23%	25%	27%	29%	30%	34%	35%
DVD Player	35%	48%	60%	70%	75%	81%	82%
Digital Video Recorder (DVR)	3%	5%	7%	8%	9%	10%	11%
Direct to Home Satellite	21%	22%	24%	25%	25%	29%	31%
Mobile Electronics							
Electronic Car Alarm	34%	36%	38%	40%	40%	39%	39%
Wireless Telephones	68%	69%	70%	70%	70%	71%	73%
Pager	17%	17%	15%	13%	12%	11%	10%
Car CD Player	52%	54%	54%	54%	55%	57%	62%
Home Office Products							
Corded Phone	96%	96%	96%	94%	94%	94%	89%
All CD including CD-ROM	78%	79%	80%	80%	80%	81%	85%
Telephone Answering Device	78%	78%	78%	78%	78%	78%	76%
Cordless Phone	81%	81%	81%	83%	83%	88%	88%
Personal Computers	62%	64%	66%	68%	70%	73%	75%
Computer Printers	58%	61%	64%	64%	65%	71%	73%
Computer with CD-ROM	61%	62%	62%	64%	66%	73%	75%
Digital Camera	28%	31%	35%	39%	42%	49%	55%
Multi-line Phone	25%	25%	25%	25%	25%	25%	25%
Modem or Fax/Modem	60%	62%	64%	66%	68%	70%	75%
Home Fax Machines	12%	11%	11%	11%	11%	11%	10%
Caller ID Equipment	35%	40%	44%	47%	47%	50%	48%
Audio Products							
Home Radios	98%	98%	98%	98%	98%	98%	98%
MP3 Players	8%	10%	11%	13%	14%	15%	28%
Home CD Players	57%	57%	57%	57%	57%	57%	55%
Rack or Compact Audio System	42%	41%	40%	40%	40%	40%	38%
CD Boombox	52%	52%	53%	53%	53%	54%	54%
Personal Portable CD Player	40%	46%	46%	47%	51%	50%	53%
Home Theater System	28%	30%	32%	32%	33%	33%	36%

Source: Consumer Electronics Association, Market Research