

DIRECT-VIEW COLOR TV RECEIVERS – U.S. SALES TO DEALERS

<u>Year</u>	<u>Units (Thousands)</u>	<u>Dollars (Thousands)</u>	<u>Household Penetration</u>
1954	5	2,000	n/a
1955	20	10,000	0%
1956	100	46,000	1%
1957	85	37,000	2%
1958	80	34,000	4%
1959	90	37,000	6%
1960	120	47,000	7%
1961	147	56,000	9%
1962	438	154,000	12%
1963	747	258,000	19%
1964	1,404	488,000	31%
1965	2,694	959,000	49%
1966	5,012	1,861,000	97%
1967	5,563	2,015,000	163%
1968	6,215	2,086,000	242%
1969	6,191	2,031,000	320%
1970	5,320	1,684,000	357%
1971	7,274	2,355,000	410%
1972	8,845	2,825,000	487%
1973	10,071	3,097,000	554%
1974	8,411	2,658,000	623%
1975	6,485	2,211,547	684%
1976	7,700	2,687,740	736%
1977	9,107	3,187,398	771%
1978	10,236	3,582,814	780%
1979	9,846	3,544,717	809%
1980	10,897	4,003,548	830%
1981	11,157	4,123,312	852%
1982	11,366	4,141,098	876%
1983	13,986	4,885,930	887%
1984	16,083	5,358,768	905%
1985	16,995	5,521,880	910%
1986	18,204	5,835,924	920%
1987	19,330	6,147,705	930%
1988	20,216	5,907,408	940%
1989	21,706	6,490,000	960%
1990	20,384	6,197,000	960%
1991	19,474	5,979,000	960%
1992	21,056	6,591,000	970%
1993	23,005	7,316,000	980%
1994	24,715	7,225,000	980%
1995	23,231	6,798,000	970%
1996 est.	22,470	6,471,000	980%
1997 est.	22,492	6,388,000	n/a

Includes portable, table, and console color televisions; before 1990 includes TV/VCR combinations

Sales Source: *EIA Electronic Market Data Book* and *Consumer Electronics U.S. Sales*. Before 1975, statistics reported as factory sales (includes factory sales to distributors and dealers, and factory export sales). Penetration Sources: NBC, Nielsen, 1955 - 1984 and *EIA Consumer Electronics U.S. Sales*

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HOME PERSONAL COMPUTERS SALES TO DEALERS

<u>Year</u>	<u>Unit Sales to Dealers (Thousands)</u>	<u>Dollar Sales to Dealers (Millions)</u>	<u>Household Penetration</u>
1982	1,550	1,375	n/a
1983	3,750	2,070	7%
1984	3,975	2,385	13%
1985	3,200	2,175	15%
1986	2,950	3,060	16%
1987	3,125	3,100	18%
1988	3,500	3,340	20%
1989	3,900	3,711	21%
1990 est.	4,000	4,187	22%
1991 est.	3,900	4,287	25%
1992 est.	4,875	6,825	27%
1993 est.	5,850	8,190	30%
1994 est.	6,725	10,088	33%
1995 est.	8,400	12,600	36%
1996 est.	9,400	15,040	40%
1997 est	10,400	16,640	n/a

*Sales through retail consumer channels. Includes TV/PC.

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