



Research Available for Purchase

Informed Decisions Start with CEA Market Research

CEA is the authoritative source for consumer technology market research. With a rich 75 year history, CEA's industry knowledge is relied upon by the technology community, financial markets, the media and economists. CEA offers the following types of market research to help professionals stay on top of trends in the consumer technology industry.

- Industry sales and forecasts
- Historical sales data
- Consumer research
- Business-to-business research

How to purchase?

Research published from 2008 to present can be purchased through the CEA Store. The 200+ research reports published prior to 2008 can be purchased by contacting CEA directly at info@CE.org.

List of Research (2007-1994)

2007				
CRS300	5th Annual State of the Builder Technology Market Study	January 2007	\$599	
CRS301	Second Annual Inside the Mind of the HD Sports Fan Study	February 2007	\$499	
CRS303	Home Theater in a Box: Consumer Trade-offs and Choices	February 2007	\$399	
CRS302	2007 Audio Purchasing Study	March 2007	\$599	
CRS304	HDTV: From Niche to Ubiquity	March 2007	\$599	
CRS305	Beyond Delivery and Installation: Premium Services Consumers Want	March 2007	\$599	
CRS306	The CE Accessories Market: Insights and Opportunities	March 2007	\$599	
CRS307	Video Content Consumption and the Rise of PC Based Video	March 2007	\$599	
CRS309	GPS - Exploring Ownership and Interest	April 2007	\$599	
CRS310	9th Annual Household and Teen CE Ownership and Market Potential Study	April 2007	\$999	
CRS313	HDTV: You Have the Set, But Do You Have the Content?	June 2007	\$599	
CRS314	Computer-Sourced Audio Consumption in the Home	June 2007	\$599	
CRS315	The Truth About Women and Consumer Electronics	July 2007	\$599	
CRS316	Exploring Revenue Opportunities in the Digital Imaging Market	August 2007	\$599	
CRS317	2nd Annual New Home Buyers and Technology Purchases	August 2007	\$599	
CRS320	Uncovering the Barriers to the MRAV Retrofit Market	September 2007	\$599	
CRS318	The Electronic Toy Market	October 2007	\$599	
CRS321	The State of CE Retail	November 2007	\$599	
CRS322	14th Annual CE Holiday Purchase Patterns Study	November 2007	\$599	
CRS325	International CE Ownership and Market Potential Study	December 2007	\$2,499	
2006				
CRS263	Audio Purchasing: The Continued Quest For Quality	January 2006	\$499	
CRS265a	Inside the Mind of the HD Sports Fan	January 2006	\$199	
CRS264	Display Opportunities: Present and Future	February 2006	\$499	
CRS271	Broadband and the Home of Tomorrow	March 2006	\$499	



2006			
CRS265	Gaming Technology Study	March 2006	\$499
CRS266	0 0, 1	March 2006	\$499
CRS289		March 2006	\$499
CRS268	Consumer Technologies in the Automotive Environment	April 2006	\$499
CRS269	8th Annual Household and Teen CE Ownership Study	April 2006	\$999
CRS274	Teen Gaming Technology Study	April 2006	\$499
CRS278	Uncovering Trends in Digital Lifestyles	April 2006	\$499
CRS276	Electronics For Mom: A Mother's Day Study	May 2006	\$499
CRS280	The Future of Portable Entertainment Devices	May 2006	\$499
CRS281	Graduation and CE Study	June 2006	\$499
CRS282	Gadgets for Dad: A Father's Day Study	June 2006	\$499
CRS284	New Home Buyers and Technology Purchases	June 2006	\$499
CRS288	Back to School CE Spending	July 2006	\$499
CRS290	Home Theater Opportunities	September 2006	\$499
CRS292	13th Annual CE Holiday Purchase Patterns Study	October 2006	\$999
CRS295	Digital Imaging Study Update: Sharing and Storing Photos and Video II	October 2006	\$499
CRS297	Defining the Dream Wireless Retail Experience	December 2006	\$999
2005			
CRS230	Consumer Electronics and Product Returns: An In-Depth Look	January 2005	\$499
CRS285	College Tech Report	January 2005	\$499
CRS232	The Demographics of Online vs In-Person CE Shopping	February 2005	\$499
CRS238	State of the Builder Technology Market Study	March 2005	\$499
CRS239	Exploring the Language of TechHome: How Consumers Talk About Home Technologies	March 2005	\$499
CRS233	2005 Audio Consumption Study	March 2005	\$499
CRS234	HDTV Update: Awareness, Familiarity, and Purchase Intentions	March 2005	\$499
CRS236	CE Ownership and Market Potential	April 2005	\$999
CRS240	Understanding Specialty, High-end Electronics Store Shoppers	May 2005	\$499
CRS241	Motivating Specialty Retail Sales Associates: An In-Depth Look	May 2005	\$499
CRS242	2005 Accessories Purchasing Behaviors Study	June 2005	\$499
CRS244	Youth Wireless Behaviors: An In-Depth Look	June 2005	\$499
CRS245	2005 Digital Imaging Study: Sharing and Storing Pictures and Video	July 2005	\$499
CRS246	Back to School Computer Report III	August 2005	\$499
CRS252	Handheld Content: Measuring Usage and Subscription Service Opportunities	September 2005	\$499
CRS253	Multi Room Audio Market: An In-Depth Look at Homebuilders and Dealers	September 2005	\$499
CRS254	12th Annual CE Holiday Purchase Patterns Study	October 2005	\$499
CRS255	Consumer Electronics Reuse and Recycling	October 2005	\$499
CRS256	2nd Annual Youth Holiday Purchase Patterns	October 2005	\$499
CRS257	1st Annual CEA CNET Tech First Panel Holiday Purchase Patterns Study	October 2005	\$499
CRS258	Return Rates and Issues for CE Products Update	November 2005	\$499
CRS259	Wireless Purchasing Study: Measuring Satisfaction and Loyalty	December 2005	\$499
CRS260	Multi-Room Audio Systems: A Detailed Look at Owners and Prospects	December 2005	\$499
CRS261	4th Annual State of the Builder Technology Market Study	December 2005	\$499
CRS262	What Women Want From CE And How It Differs From Men	December 2005	\$499



2004			
CRS210	Five Consumers To Watch	January 2004	\$1,999
CRS212	2004 Home Networks Products and Returns	February 2004	\$499
CRS213	2nd Annual State of the Builder Technology Market Study	February 2004	\$499
CRS216	HDTV: Exploring Advertising Effectiveness, Debunking Consumer Confusion	April 2004	\$499
CRS217	New Technology Televisions and Furniture	May 2004	\$499
CRS215	2004 CE Ownership & Market Potential	June 2004	\$1,999
CRS218	New Technology Radio: Examining Satellite Radio and Digital Radio Trends	July 2004	\$499
CRS220	Wireless Phone Applications and the Future	August 2004	\$499
CRS222	2004 Back to School Computer Report	August 2004	\$499
CRS224	Coming Into Focus: Digital Cameras and Consumers	October 2004	\$499
CRS225	Public Alert Interest and Awareness Study	October 2004	\$499
CRS228	11th Annual Holiday Purchase Patterns Study	October 2004	\$1,999
CRS229	Media Server Study	October 2004	\$499
CRS227	Understanding the Generation TECH ConsumerTapping the Teen Market	November 2004	\$499
2003			
CRS184	1st Annual State of the Builder Technology Market Study	January 2003	\$299
CRS179	DVD-Audio Interest Mini Study	February 2003	\$199
CRS185	Digital Video Recorder Interest and Awareness Mini Study	February 2003	\$299
CRS186	2003 CE Ownership & Market Potential	March 2003	\$299
CRS189	Digital and Satellite Radio Mini Study	March 2003	\$299
CRS190	State of the CE Industry Report	March 2003	\$299
CRS192	Library Automation Systems Survey	April 2003	\$299
CRS188	DVD Drive Ownership and Market Potential	June 2003	\$299
CRS193	CE Accessories Ownership & Market Potential	June 2003	\$299
CRS194	Back to School Computer Report	July 2003	\$299
CRS187	Consumer Perspectives of HDTV & TV Technologies	August 2003	\$299
CRS191	DVD Player Ownership Study	August 2003	\$299
CRS197	DVD Player Market Potential (Non-Owners Study)	August 2003	\$299
CRS198	HDTV Consumer Awareness Update	September 2003	\$299
CRS199	Technology Products and Airplanes Survey	October 2003	\$299
CRS200	Distributed Audio Interest and Awareness Study	October 2003	\$299
CRS201	2003 Wireless Home Networks and Hot Spots Study	October 2003	\$299
CRS203	Wireless Retailer Merchandising Study	October 2003	\$299
CRS204	Cell Phone Etiquette Study	October 2003	\$299
CRS205	South Carolina PC Sales Tax Holiday	October 2003	\$299
CRS206	10th Annual Holiday Purchase Patterns Study	October 2003	\$299
CRS196	CE Consumer Education II	November 2003	\$299
CRS202	1st Annual Youth Holiday Purchase Patterns Study	November 2003	\$299
2002			
CRS160	DVD-Audio Interest	January 2002	\$299
CRS161	Consumer Electronics Ownership and Market Potential Update	February 2002	\$299
CRS163	Consumer Perspectives of HDTV III	April 2002	\$299
CRS162	CE Product Life Cycle Survey	May 2002	\$299
CRS164	Online Shopping Habits	May 2002	\$299



2002			
CRS165	2002 Pennsylvania PC Sales Tax Holiday	June 2002	\$299
CRS166	State Sales Tax Holidays	July 2002	\$299
CRS167	CE Consumer Education	July 2002	\$299
CRS168	Weather Radio Interest and Awareness	August 2002	\$299
CRS169	Consumer Mobility Needs	August 2002	\$299
CRS170	Consumer Electronics Shopping Issues - II	August 2002	\$299
CRS171	Audio Books Ownership and Market Potential	September 2002	\$299
CRS172	Connectivity Issues for Mobile CE Products	September 2002	\$299
CRS173	Digital Camera Ownership and Market Potential	September 2002	\$299
CRS174	Digital Download and Home Recording Issues	October 2002	\$299
CRS175	9th Annual CE Holiday Purchase Patterns	October 2002	\$299
CRS176	Return Rates and Issues for CE Products	October 2002	\$299
CRS177	Broadband: A Status Report of the Consumer Market	October 2002	\$299
CRS178	Women, Men & CE	November 2002	\$299
CRS180	Wireless Retailer Satisfaction Mini Study	December 2002	\$199
CRS182	Teen Videogame Usage Study	December 2002	\$299
2001			
CRS124	Camcorder Owner Profile	January 2001	\$199
CRS125	PDA Owner Profile	January 2001	\$199
CRS130	E-Book Interest and Awareness	January 2001	\$199
CRS131	Digital Download Habits and Opinions	February 2001	\$199
CRS134	Accessory Products Summary Report	March 2001	\$199
CRS132	Mobile Video Interest and Awareness	March 2001	\$199
CRS133	Audio / Video Receiver Usage	April 2001	\$199
CRS137	Home Networks: Interest and Awareness Among Internet Households	April 2001	\$199
CRS138	Accessory Purchasing Habits	May 2001	\$199
CRS139	DTV Owners Demographic Data	May 2001	\$199
CRS140	Accessory Fashion, Ownership, and More	June 2001	\$199
CRS146	DTV Owner Satisfaction II	July 2001	\$199
CRS141	Consumer Shopping Issues	July 2001	\$199
CRS142	Consumer Perspectives of Digital Television II	July 2001	\$199
CRS143	Internet Connections	July 2001	\$199
CRS144	Digital Video Recorder Interest and Awareness	July 2001	\$199
CRS145	Technology and Education	August 2001	\$199
CRS148	Hispanic CE Market Overview	August 2001	\$199
CRS149	DVD Ownership and Market Potential	September 2001	\$199
CRS150	PC Networking Overview	September 2001	\$199
CRS151	Mobile Telematics Interest and Awareness	October 2001	\$199
CRS153	Wireless Device Usage Report	October 2001	\$199
CRS152	Profile of Mobile CE Owners	October 2001	\$199
CRS155	MP3: The Audio Future	November 2001	\$199
CRS159	Business Travel Survey	December 2001	\$199
2000			
CRS096	DVD Owners Study	January 2000	\$199



2000			
CRS101	Customer Support	January 2000	\$199
CRS102	Flat Screen TV Interest & Awareness	January 2000	\$199
CRS107	Accessory Products Summary Report	February 2000	\$199
CRS097	4th Annual Multimedia PC and Internet Audio Study	February 2000	\$199
CRS098	Home Office Users in the Internet Age	February 2000	\$199
CRS099	Digital Camera Owner Profile	February 2000	\$199
CRS100	Wireless Phone Owner Profile	February 2000	\$199
CRS103	Antenna, Cable and Satellite Usage	March 2000	\$199
CRS104	Gen Y: Home Entertainment Market Overview	March 2000	\$199
CRS105	Gen Y: Mobile CE Market Overview	March 2000	\$199
CRS108	Chicago Residents Technology Issues Survey	April 2000	\$199
CRS109	PVR and Enhanced TV Potential	April 2000	\$199
CRS110	Consumer Expectations of the Networked Home	April 2000	\$199
CRS111	Digital Radio: A Survey of Consumer Expectations	May 2000	\$199
CRS112	College Students: Audio Market Overview	June 2000	\$199
CRS113	Repair and Return Issues in the CE Industry	August 2000	\$199
CRS115	Sources of Information for SOHO Products	August 2000	\$199
CRS116	Consumer Perspective of Digital Television	September 2000	\$199
CRS117	Convergence in the Consumer Electronics Industry	October 2000	\$199
CRS118	7th Annual CE Holiday Purchase Patterns	October 2000	\$199
CRS119	Women, Men & CE	October 2000	\$199
CRS120	Consumer Electronics Ownership and Market Potential	October 2000	\$199
CRS121	Online Shopping II: Impacts on Consumer Technologies	October 2000	\$199
CRS122	Digital TV Owners Study	October 2000	\$199
CRS123	2000 Consumer Research Year in Review	December 2000	\$199
CRS126	Videogames: Teen Buying and Usage	December 2000	\$199
CRS129	Hand-held, Portable, and Mobile TV Market Overview	December 2000	\$199
1999			
CRS072	Antenna Usage and Potential	January 1999	\$199
CRS073	Consumer Interest in Vehicle Info and Navigation	January 1999	\$199
CRS089	RDS Issues	January 1999	\$199
CRS074	Understanding the Home Office Market	January 1999	\$199
CRS085	Customer Support Issues	January 1999	\$199
CRS075	Audio Equipment Usage	January 1999	\$199
CRS076	Video Equipment Issues	January 1999	\$199
CRS077	Consumer Use of Multimedia PCs and the Internet	January 1999	\$199
CRS080	CE Product Ownership	February 1999	\$199
CRS078	Consumer Electronics Market Potential	February 1999	\$199
CRS079	Retailing and the Internet	March 1999	\$199
CRS081	Home PC Networking Potential	May 1999	\$199
CRS082	Online Shopping: Impacts on Consumer Technologies	May 1999	\$199
CRS083	Consumer Viewing and Listening Habits	June 1999	\$199
CRS084	Consumer Use of Workstyle Technologies	June 1999	\$199
00000		1	A 4 0 0
CRS086	Leisure Time Allocation: Home Entertainment	July 1999	\$199



1999			
CRS095	Internet Enabled CE Products	September 1999	\$199
CRS091	Telematics: Consumer Preferences	September 1999	\$199
CRS092	DTV Interest & Awareness	September 1999	\$199
CRS093	6th Annual CE Holiday Purchase Patterns	October 1999	\$199
CRS094	Surround Sound Opportunities	November 1999	\$199
1998			
CRS031	Internet & Multimedia PC Usage	January 1998	\$99
CRS057	Home Office Users and the Internet	January 1998	\$99
CRS058	Wireless Phone Usage	January 1998	\$99
CRS059	Men and Women CE Attitudes	March 1998	\$99
CRS060	Internet Privacy Issues	March 1998	\$99
CRS061	Men and CE Attitudes	March 1998	\$99
CRS062	GenX Purchase Patterns	May 1998	\$99
CRS063	Consumer Perspective on Transition to DTV	July 1998	\$99
CRS064	Accessories Ownership Inventory	August 1998	\$99
CRS065	DVD Interest and Awareness	August 1998	\$99
CRS088	Integrated Home Systems Potential	September 1998	\$199
CRS090	Hand-Held PC Usage	October 1998	\$199
CRS066	5th Annual CE Holiday Purchase Patterns	October 1998	\$99
CRS067	Home and Mobile Communications Issues	October 1998	\$99
CRS068	Digital Camera Interest and Awareness	November 1998	\$99
CRS069	Internet Enabled Products	November 1998	\$99
CRS070	Radio Listening Habits	November 1998	\$99
CRS071	Consumer Segmentation of the Autosound Market	December 1998	\$99
1997			
CRS044	Audio Penetration Patterns	January 1997	\$99
CRS045	DSS Ownership Study	January 1997	\$99
CRS046	Home Healthcare Products	April 1997	\$99
CRS047	Integrated Home Systems Options	May 1997	\$99
CRS048	Autosound/Vehicle Security Usage	June 1997	\$99
CRS049	Accessories Ownership & Purchase Patterns	July 1997	\$99
CRS050	Return Policy Issues	September 1997	\$99
CRS052	4th Annual CE Holiday Purchase Patterns	October 1997	\$99
CRS053	Interest in Info Appliances	October 1997	\$99
CRS051	Interest in Hand-Held Computers	November 1997	\$99
CRS054	Women and CE Attitudes	November 1997	\$99
CRS055	Interest in Digital Cameras	December 1997	\$99
1996			
CRS034	PDA Preferences	March 1996	\$99
CRS033	Convergence Combinations	May 1996	\$99
CRS035	Home Controls and Networks	May 1996	\$99
CRS036	Accessories Purchase Patterns	July 1996	\$99
CRS039	Customer Service/Product Repair Preferences	September 1996	\$99
CRS038	3rd Annual CE Holiday Purchase Patterns	October 1996	\$99

CEA Market Research

1996			
CRS037	Autosound & Mobile Entertainment Preferences	November 1996	\$99
CRS040	Consumer Recording Habits	November 1996	\$99
CRS041	Home Office Usage Habits	December 1996	\$99
CRS042	Senior Market Potential	December 1996	\$99
CRS043	Internet Audio and Computer Speakers	December 1996	\$99
1995			
CRS015	Repair Satisfaction	Feburary 1995	\$99
CRS001	Accessories Ownership Inventory	Feburary 1995	\$99
CRS024	Mobile Electronics	March 1995	\$99
CRS012	Multimedia Computer Purchasers	March 1995	\$99
CRS002	Digital Recording	April 1995	\$99
CRS008	Consumer Navigation Devices	April 1995	\$99
CRS009	RBDS Awareness	April 1995	\$99
CRS004	Home Office Equipment	June 1995	\$99
CRS010	Computer Keyword Awareness	July 1995	\$99
CRS017	Consumer Affairs	August 1995	\$99
CRS011	DSS Awareness	October 1995	\$99
CRS028	2nd Annual CE Holiday Purchase Patterns	October 1995	\$99
CRS016	Audio Equipment Usage	October 1995	\$99
CRS029	Consumer Interest in Video Technologies	November 1995	\$99
CRS030	Home Theater Benchmark	November 1995	\$99
CRS025	Interactive Entertainment Patterns	December 1995	\$99
1994			
CRS020	Computer Multimedia	June 1994	\$99
CRS018	Buying and Using Storage Devices	July 1994	\$99
CRS019	Home Theater Purchase Patterns	July 1994	\$99
CRS021	Buying Blank Video Tapes	July 1994	\$99
CRS026	Video Purchase Patterns	August 1994	\$99
CRS023	Digital Audio Radio	August 1994	\$99
CRS006	Telephone Equipment Purchase Patterns	September 1994	\$99
CRS007	Aftermarket Autosound Ownership	September 1994	\$99
CRS027	Home Theater/Home Entertainment	October 1994	\$99
CRS014	Vehicle Security Ownership	October 1994	\$99
CRS003	Floppy Diskette Usage	October 1994	\$99
CRS022	No Questions Asked Return Policies	October 1994	\$99
CRS005	Color TV and Computer Monitor Disposal	November 1994	\$99
CRS013	1st Annual CE Holiday Purchase Patterns	November 1994	\$99

