

Region

City
263

Profit Analysis

Monthly Analysis

Stacked area chart showing the percentage of U.S. households with various electronic devices from January to December 2001. The categories are Computers, Cameras and camcorders, TV and Video, Cell phones, Audio, and Music, Movies and Audio Books. The chart shows that while the total percentage of households with these devices is high (near 100%), the specific categories shown in the legend (Computers, Cameras, TV, Cell phones, Audio, Music) only account for about 85% of the total, with the remaining 15% likely representing other electronic devices not listed in the legend.

Month	Computers	Cameras and camcorders	TV and Video	Cell phones	Audio	Music, Movies and Audio Books
January	40%	30%	15%	5%	5%	5%
February	38%	30%	15%	5%	5%	5%
March	40%	30%	15%	5%	5%	5%
April	33%	28%	22%	5%	5%	5%
May	35%	32%	15%	5%	5%	5%
June	40%	30%	15%	5%	5%	5%
July	38%	28%	20%	5%	5%	5%
August	35%	30%	18%	5%	5%	5%
September	40%	30%	15%	5%	5%	5%
October	40%	30%	15%	5%	5%	5%
November	40%	30%	15%	5%	5%	5%
December	42%	30%	15%	5%	5%	5%

sales Profit and Unit Cost

Sub category Breakdown

