

US LCD TV Market & Customer Segmentation

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In the US at the end of 2008 there will be 33.1M LCD TVs sold. However, while the number of LCD TVs sold moving into 2009 will rise, a steep decline in Average Selling Prices (ASPs) will sap 2009 overall revenue growth. Further, market weakness will impact multiple income segments, including households with income below \$35,000 as well as households with income between \$150,000 and \$250,000.

- LCD TV revenue from households with income between \$150,000 and \$250,000 will decline by over 9% in 2009 compared to 2008.
- In 2007, US head of households aged 70 years old and older spent US\$2.1 billion on US LCD TVs.
- African-Americans purchased 1.6 million LCD TVs in 2007, but that number is expected to grow to 5.2 million LCD TVs in 2012.
- In 2012, in households where the US LCD TV purchaser makes between \$50,000-\$74,999, the total revenue from these households is forecasted to be \$7.3 billion.



The research, "*US LCD TV Market & Customer Segmentation*" provides a deep demographic look into US LCD TV purchases. It analyzes the US market for LCD TVs in terms of:

- Overall US LCD TV Market
- Market Segmentation by Household Income
- Market Segmentation by Age of Head of Household
- Market Segmentation by Race
- Market by Hispanic Head of Households
- Market Segmentation by Gender of Head of Household
- Market Segmentation by the Education Level of the Head of Household
- Market Segmentation for Households with a Major Home Improvement

Executive Summary	1
US Consumer LCD TV Purchasing Patterns	3
United States Overall LCD Market	3
US LCD TV Market Segmentation by Household Income	5
LCD TV Market for Households with Income under US\$35,000	5
LCD TV Market for Households with Income of US\$35,000 to US\$49,999	6
LCD TV Market for Households with Income of US\$50,000 to US\$74,999	7
LCD TV Market for Households with Income of US\$75,000 to US\$99,999	8
LCD TV Market for Households with Income of US\$100,000 to US\$149,999	9
LCD TV Market for Households with Income of US\$150,000 to US\$249,999	10
LCD TV Market for Households with Income of US\$250,000	11
Summary of LCD Market by Household Income	12
US LCD TV Market Segmentation by Head of Household Age Group	14
LCD TV Market for the 18-34 Year Old Head of Household Segment	14
LCD TV Market for 50-59 Year Old Head of Household Segment	16
LCD TV Market for 60-69 Year Old Head of Household Segment	17
LCD TV Market for 70 and Over Year Old Head of Household Segment	18
Overall Age of Head of Household Segmentation	19
US LCD TV Market Segmentation by Race	20
US LCD TV Market by Hispanic Head of Households	23
Other US LCD Market Segmentations	25
US LCD TV Market Segmentation by Gender of Head of Household	26
US LCD TV Market Segmentation by the Education Level of the Head of Household	26
US LCD TV Market Segmentation for Households with a Major Home Improvement	27
Methodology	28
Personal Interviews	28
Digital TV Forecast Model	28
Simmons National Consumer Survey	29

Tables and Figures

Table 1. US LCD TV Market Revenue and Shipments (\$US Millions, Units Thousands)	2
Table 2. US LCD TV Purchases (Units Thousands).....	3
Table 3. US LCD TV Market ASP (\$US)	4
Table 4. US LCD TV Market Revenue (\$US Millions)	4
Table 5. US LCD TV Market, by Incomes Up to \$35,000 (Units Thousands).....	5
Table 6. US LCD TV Market, Incomes Up to \$35,000, ASP and Revenues (\$US Millions).....	6
Table 7. US LCD TV Market, by Incomes \$35,000-\$49,999 (Units Thousands) ..	6
Table 8. US LCD TV Market, Incomes \$35,000-\$49,999, ASP and Revenues (\$US Millions).....	7
Table 9. US LCD TV Market, by Incomes \$50,000-\$74,999 (Units Thousands) ..	7
Table 10. US LCD TV Market, Incomes \$50,000-\$74,999, ASP and Revenues (\$US Millions).....	8
Table 11. US LCD TV Market, by Incomes \$75,000-\$99,999 (Units Thousands).....	8
Table 12. US LCD Market, Incomes \$75,000-\$99,999, ASP and Revenues (\$US Millions).....	9
Table 13. US LCD TV Market, by Incomes \$100,000-\$149,999 (Units Thousands).....	9
Table 14. US LCD TV Market, Incomes \$100,000-\$149,999, ASP and Revenues (\$US Millions).....	10
Table 15. US LCD TV Market, by Incomes \$150,000-\$249,999, (Units Thousands).....	10
Table 16. US LCD TV Market, Incomes \$150,000-\$249,999, ASP and Revenues (\$US Millions).....	11
Table 17. US LCD TV Market, by Incomes \$250,000 and Above (Units Thousands).....	11
Table 18. US LCD Market, Incomes \$250,000 and Above, ASP and Revenues (\$US Millions).....	12
Table 19. US LCD TV Purchases by All Income Groups.....	12
Table 20. US LCD Purchases, Revenues and ASP, All Income Brackets	13
Table 21. US LCD TV Market by Age 18-34 (Units Thousands)	14
Table 22. US LCD TV Market, Ages 18-34 Revenues (\$US Millions).....	15
Table 23. US LCD TV Market by Age 35-49 (Units Thousands)	15
Table 24. US LCD TV Market, Ages 35-49 Revenues (\$US Millions).....	16
Table 25. US LCD TV Market by Age 50-59 (Units Thousands)	16
Table 26. US LCD TV Market Ages 50-59, Revenues (\$US Millions).....	17
Table 27. US LCD TV Market by Age 60-69 (Units Thousands)	17
Table 28. US LCD TV Market, Ages 60-69 Revenues (\$US Millions).....	18
Table 29. US LCD TV Market by Age 70 and Older (Units Thousands).....	18
Table 30. US LCD TV Market, Ages 70 and Older Revenues (\$US Millions)	19
Table 31. US LCD TV Market, All Ages (Units Thousands).....	19
Table 32. US LCD TV Market for Racially White Head of Households (Units Thousands).....	20
Table 33. US LCD TV Market for Racially Black or African-American Head of Households	21
Table 34. US LCD TV Market by Racially Other Head of Households (Units Thousands).....	21
Table 35. US LCD TV Market by Race (Units Thousands).....	22
Table 36. US LCD TV Market, Revenues by Race (\$US Millions)	22
Table 37. US LCD TV Purchases by Hispanic Head of Households (Units Thousands).....	23
Table 38. US LCD Market Revenues by Hispanic Head of Households (\$US Millions)	24
Table 39. US LCD TV Market by Head of Household (HoHH) (Units Thousands) 2006-2008	26
Table 40. US LCD TV Market, by Education Level of Buyer, 2006-2008.....	26
Table 41. US LCD TV Market, had "Major Home Improvement" in last 12 Months, 2006-2008.....	27

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