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Leichtman Research Group

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HDTV SETS NOW IN OVER TWO-THIRDS OF U.S. HOUSEHOLDS

Over Half of all Households Adopted HDTV in the Past Five Years

Durham, NH – January 4, 2012 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 69% of households in the United States have at least one high definition television (HDTV) set – up from 17% in 2006. Over the past five years, 52% of US households adopted HDTV.

In addition, 48% of HDTV households have more than one HDTV. Overall, about one-third of all US households now have multiple HDTV sets – up from about one-sixth of all households two years ago, and 4% five years ago. Yet, about 45% of TV sets in HD households, and close to 60% of all TV sets in the US, are not HDTVs.

These findings are based on a survey of 1,302 households throughout the United States, and are part of a new LRG study, *HDTV and 3D TV 2011*. This is LRG's ninth annual study related to HDTV.

Other findings include:

- 85% with annual household incomes over \$75,000 have an HDTV – compared to 67% with annual household incomes of \$30,000-\$75,000, and 48% with annual household incomes under \$30,000
- Mean reported spending on an HDTV set was about \$940 – 23% less than two years ago, and about half the reported spending five years ago
- Among those getting HD programming from a cable, satellite, or Telco TV provider, the perceived mean number of channels of HD programming is 75 – up from 53 two years ago, and 28 five years ago

- Less than 3% of all US households currently have an HDTV set that is 3D-capable – and 45% of this group do not watch any content in 3D
- Nearly 80% of adults in the US have heard of 3D TV – of those who have heard of 3D TV, 5% are very interested in getting a 3D TV
- 21% of all households purchased a new TV set in the past 12 months, and 19% of all households plan to purchase a new TV set in the next 12 months

“In just the past five years, over half of all US households have adopted HDTV, bringing the total to nearly 70% of all households having at least one HDTV set” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “While lower prices have helped to expand the base of HD households, and those who have multiple HDTV sets, still close to 60% of all TV sets in US households are not HDTVs – this provides ample opportunity for the sale of more HDTV sets going forward.”

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on broadband, media and entertainment industries. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the potential impact and adoption of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

HDTV and 3D TV 2011 is based on a telephone survey of 1,302 adults age 18+ from throughout the continental US that was conducted in November 2011. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the US. The overall sample has a statistical margin of error of +/- 2.7%.

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