



# LRG

Leichtman Research Group

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## **HDTV GROWTH STILL DRIVEN BY HIGHER INCOME HOUSEHOLDS**

*Many Homes Now Have More Than One HDTV*

**Durham, NH – October 25, 2006** – New consumer research from Leichtman Research Group, Inc. (LRG) found that one in six households in the United States now have at least one high definition-capable TV (HDTV) – a rapid increase from about one out of every fourteen households just two years ago. Yet, as much as ever, a disparity exists in HDTV ownership by household income level.

LRG's latest research revealed that:

- The mean annual income of HDTV households is 42% above average
- 26% of households with annual incomes of over \$50,000 have an HDTV compared to 7% of households with annual incomes below \$50,000

<b>Annual Household Income</b>	<b>Have an HDTV</b>
Under \$30,000	6%
\$30,000 - \$50,000	8%
\$50,000 - \$75,000	17%
\$75,000 - \$100,000	25%
Over \$100,000	38%

These findings are based on a survey of 1,300 households throughout the United States, and are part of a new LRG study, *HDTV 2006: Consumer Awareness, Interest and Ownership*. This is LRG's fourth annual study on this topic.

Other key findings include:

- 26% of HDTV owners have more than one HDTV – up from 11% last year

- 29% of HDTV owners are likely to get another HDTV in the next year – up from 18% last year
- Only one-third of adults have heard of the digital TV transition, scheduled for February 17, 2009

“Millions of HDTV sets have been sold in the US in the past year, and more homes than ever are actually watching HD programming. Yet even with the price of HD sets decreasing, we see that growth of HD is being driven by those who can most afford to buy one, which in an increasing number of instances includes households with more than one HDTV set,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “With just two and a half years to go before the digital TV transition takes place, two-thirds of Americans remain unaware of the pending analog cut-off, helping to explain why this deadline has had little impact on the purchase of HD and digital TVs to date.”

**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](http://www.LeichtmanResearch.com).

*HDTV 2006: Consumer Awareness, Interest and Ownership* is based on a telephone survey of 1,300 adults age 18+ from throughout the continental US that was conducted in September-October 2006. 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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