

HDTV 2009: Consumer Awareness, Interest and Ownership

Table of Contents

Objectives/Overview/Methodology	2-5
HDTV: Awareness, Interest and Likelihood to Purchase	
Key Findings	6-8
Overview of Results	7-29
<i>Awareness of High Definition TV (HDTV) Overall, and Compared to Prior Surveys</i>	
<i>Familiarity with HDTV Overall</i>	
<i>Familiarity with HDTV Compared to Last Year</i>	
<i>Interest in Getting an HDTV Set Overall</i>	
<i>Interest in Getting HDTV Compared to Last Year</i>	
<i>Interest in Getting HDTV by Video Subscription</i>	
<i>Interest in Getting HDTV by Age/Gender, Household Income, and Location</i>	
<i>Importance of Factors in Decision to Get an HDTV Set</i>	
<i>Most Important Reason to Potentially Get an HDTV</i>	
<i>Expected Spending on HDTV Sets</i>	
<i>Investigated Getting an HDTV Set in the Past Six Month Overall</i>	
<i>Investigated Getting an HDTV Set in the Past Six Month by Video Subscription</i>	
<i>Likelihood to Purchase an HDTV in the Next Year Overall</i>	
<i>Likelihood to Purchase an HDTV in the Next Year by Video Subscription</i>	
<i>Likelihood to Purchase an HDTV by Age/Gender, Household Income, and Location</i>	
Summary and Implications	30
HDTV Owners, Purchase and Satisfaction	
Key Findings	31-33
Overview of Results	34-57
<i>Ownership of HDTV Sets Overall Compared to Previous Years</i>	
<i>Ownership of HDTV Sets by Video Subscription Compared to Last Year</i>	
<i>Ownership of HDTV Sets by Age/Gender, Household Income, Location, Education, and Premiums</i>	
<i>Main HDTV Decision-Maker by Gender</i>	
<i>Multiple-HDTV Set Ownership</i>	
<i>Likelihood to Get another HDTV in the Next Year</i>	
<i>Price Paid for HDTV Sets</i>	
<i>Length of Time Having an HDTV</i>	
<i>Screen Size of HDTV Sets</i>	
<i>Resolution of HDTV Sets</i>	
<i>Stores Where HDTV Sets were Purchased</i>	
<i>Importance of Factors in Decision to Get an HDTV Set</i>	
<i>Most Important Reason to Get an HDTV</i>	
<i>Overall Rating of HDTV Set</i>	
<i>Importance of Current and Potential Features of HDTV</i>	
HDTV Programming	
Key Findings	58-61
Overview of Results	62-98
<i>HDTV Owners Receiving HD Programming</i>	
<i>Source of HD Programming</i>	
<i>Receiving HD Programming by Video Subscription Compared to Last Year</i>	
<i>Estimates of Actual HD Programming Viewers</i>	
<i>Reasons for Not Getting HD Programming</i>	
<i>Aware that HD Channels are Different from Non-HD Channels</i>	
<i>Needed a New Set-Top Box to Get HD Programming</i>	
<i>Number of HD Channels Available</i>	
<i>Amount Paid Per Month for HD Programming</i>	
<i>Told how to Receive HD Programming when Set was Purchased</i>	
<i>Time to Get HD Programming after Set Purchase</i>	

<i>Overall Rating of HD Programming</i>	
<i>Share of Time Watching HD Channels</i>	
<i>Opinions about HDTV Viewing</i>	
<i>Opinions about HDTV Viewing by Gender</i>	
<i>Frequency of Viewing Various Networks in HD in the Past Month</i>	
<i>Interest in Various Less Distributed HD Networks among Current HD Viewers</i>	
<i>First Choice of Type of Channels to Add in HD</i>	
<i>Interest in Various Genres and Networks in HD among non-HD Viewers</i>	
<i>Interest in 50 or 100 Channel HD Programming Packages</i>	
<i>Willingness-to-Pay for 50 or 100 Channel HD Programming Packages</i>	
<i>Willingness to Switch Providers to get Twice as Many HD Channels</i>	
<i>Choice of HD Programming Provider among Those Interested in HD</i>	
<i>Use of HD On-Demand</i>	
<i>HD/DVR Ownership</i>	
Summary and Implications	99-100
TV Sets and TV Viewing	
Key Findings	101-102
Overview of Results	103-111
<i>TV Sets in the Home by Group (HDTV Owners, Likely to Get HD, Interested in HD)</i>	
<i>TV Sets with Set-Top Boxes by Group</i>	
<i>Plan to Purchase a New TV Set in the Next Year</i>	
<i>Expected Spending on Next TV Set</i>	
<i>Purchase of TV Sets in the Past Year and Spending</i>	
<i>Comparison of HDTV Owners, Those Most Interested and Likely to Get HDTV vs. Overall</i>	
<i>Time Spent Viewing TV per Day</i>	
<i>Types of Programs Frequently Viewed</i>	
<i>Interest in Getting a 3D TV</i>	
Related Products & Services and Demographics	
Key Findings	112-114
Overview of Results	115-134
<i>Distribution of HDTV Owners Compared to Overall Multi-Channel Video Subscribers</i>	
<i>Switching of Providers Because of HDTV</i>	
<i>Comparison of HDTV Owners, Those Most Interested and Likely to Get HDTV vs. Overall</i>	
<i>Satisfaction with Cable and DBS Providers and Likelihood to Switch</i>	
<i>Premium Subscription and on-Demand Usage</i>	
<i>Annual Household Income, Age, Gender, Education, and Location</i>	
<i>Product and Service Ownership (DVR, Video Game Systems, and Broadband)</i>	
<i>Ownership of Blu-Ray Device</i>	
<i>Mean Monthly Spending on DVD/Blu-Ray Rentals and Purchases</i>	
Summary and Implications	135
LRG Forecasts for HDTV	136-137