

# HDTV 2008: Consumer Awareness, Interest and Ownership

*A survey of 1,300 households throughout the U.S.*

## Sixth Annual Study



High Definition (HD) TV sets are now in over one-third of households in the US, yet there are still many questions about what HDTV owners are watching, and how quickly HDTV sets and programming services will continue to grow.

Consumer data discussed in this report is based on a telephone survey of 1,300 adults, age 18+ from throughout the United States distributed and weighted to best reflect the demographic and geographic makeup of the U.S.

## Objectives

- Examine the factors impacting the adoption of HDTV in the US, including:
  - Purchase & ownership of HDTV
  - Awareness of HDTV
  - Consumer knowledge of HDTV technology & services
  - Consumer interest in getting an HDTV set
  - Consumer willingness to pay for an HDTV set
  - Consumer interest and willingness to pay for HDTV programming
- To understand the characteristics of consumers who currently have HDTV, as well as those who are most interested and willing to pay for HDTV

### *Did you know?*

- *42% of HDTV owners were told how to receive HD programming when they first purchased their set*
- *Mean annual income of HDTV owners is \$86,400 – 28% above average*

- Help companies better understand the related implications for the multi-channel video and television industries

## Coverage Areas

- **Consumer awareness** of HDTV
- **How interested** are consumers in HDTV?
- Who is **most interested** in HDTV?
- **Consumer perceptions** of HDTV
- What **genres/content** generate the most consumer interest?
- How much are consumers **willing to pay** for these services?
- Who is the **preferred provider** of HD programming?

This study can be purchased individually or as part of a Strategic Advisory Service.

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