CONSUMER ANALYTICS

3D TVs: Adoption, Use and Purchase Intentions

By **John Barrett**, *Director, Consumer Analytics,* and **Yilan Jiang**, *Manager, Consumer Research,* **Parks Associates**
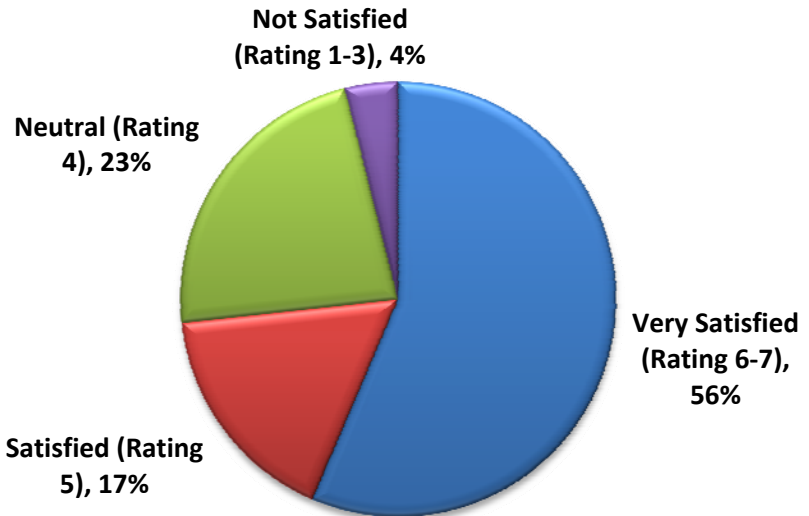
SYNOPSIS

3D TVs: Adoption, Use and Purchase Intentions surveyed 636 3D TV owners on their use of and satisfaction with 3D TV. It provides an overview of the 3D TV market including trending data on demand, adoption, and purchase intentions.

This research is part of Parks Associates' **Connected CE: Adoption & Platforms** service which analyzes market trends for connected CE devices including SmartTVs, connected Blu-ray players, streaming media players/digital media receivers, game consoles, connected DVRs and computers.

Satisfaction with the 3D Capabilities (Q1/12)
"Q20220. How satisfied are you with the 3D Capabilities on your TV set?
(Among 3D TV Owners , n=636, ±3.89%)

Not Satisfied (Rating 1-3), 4%

Neutral (Rating 4), 23%

Very Satisfied (Rating 6-7), 56%

Satisfied (Rating 5), 17%

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ANALYST INSIGHT

"3D TV is a classic chicken-and-egg scenario. The consumers that have a 3D TV, use it, like it, and want more content for it. Unfortunately, demand is not growing among 95% of broadband HHs that don't have a 3D TV."

— **John Barrett**, *Director, Consumer Analytics,* **Parks Associates**

CONTENTS

3D TVs: Adoption, Use and Purchase Intentions

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CONTENTS

CONSUMER ANALYTICS

3D TVs: Adoption, Use and Purchase Intentions

ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by John Barrett and Yilan Jiang
Executive Editor: Tricia Parks

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