

Quixel Research's Home Entertainment Survey Series™: *Advanced TV Comparisons 2004*

Research Goal:

This year Quixel Research's annual Home Entertainment Survey Series™ focuses on consumer comparisons between Plasma, LCDTV, MD RPTV, CRT RPTV, Direct View CRT and FT Projection. With fast followers moving into the market, it is even more important to understand what TVs consumers want to buy, at what price and why. Working with Best Buy, Quixel Research surveyed consumers face-to-face in Best Buy stores across the USA.

Primary Objectives:

- The primary aim of the **Advanced TV Comparisons 2004** is to enable display manufacturers and components suppliers to determine consumers' preferences between MD RPTV, CRT RPTV, Plasma, LCDTV and Front Projection for home entertainment usage
- To assess the effect of price, brand and screen size when purchasing a TV for home entertainment
- To understand which display technology consumers will value the most (including the advantages and disadvantages)
- To gauge consumers perceptions and needs during **direct product comparisons** at the USA's largest national retailer

Research Design/Methodology:

- 10-15 minute face-to-face interviews conducted at Best Buy while comparing like products side by side
- Survey 360 respondents in 3 markets across the USA
 - Charlotte, NC
 - Dayton, OH
 - Costa Mesa, CA
- Respondents were walk-ins to the electronics departments, with intentions to purchase in the next 6 months
- Survey period was July 2004
- Incentives: a drawing for an LCDTV and various other plastic \$2 value items

Summary Points:

- Great news for all large display manufacturers: Consumers have the space, opportunity and significant budget to purchase one of the advanced TVs:
 - 77% of consumers surveyed would like to have a screen size larger than 40 inches
 - Male respondents had higher stated budgets than female respondents; 56% of respondents had substantial budgets for their TV purchase

- Consumers showed high awareness levels for most all of the advanced TV technologies surveyed. Several of the findings by product category include:
 - **Plasma**
Consumers rated Plasma as the most popular TV technology but prices were still above their stated price expectations. When comparing Plasma and MD RPTV directly, 56 percent of respondents stated that they would trade a 42" ED Plasma TV for a 50" HD MD RPTV if the price was \$2,000 for either TV. Thin design was one of the benefits for Plasma but it could be traded for screen size.
 - **LCD TV**
LCDTV was not quite as popular as Plasma TV. Consumers preferred the picture quality and space saving quality for LCDTV but price was a barrier.
 - **Front Projectors**
Consumers believe Front Projectors are not an alternative for TV watching but offer the most similar "cinema like" viewing experience. Screen size is an advantage but the further defined obstacles revolving around the home fit were a disadvantage.
 - **Microdisplay RPTV**
Screen size and picture quality were the top advantages for MD RPTVs. Several of the stated disadvantages highlighted that consumers are not yet fully aware of the latest progress made by this category.

Question Areas:

- Superior Technology/Product Preference
- Confidence in Technology
- Knowledge of Display Technologies
- Price Ranges and Trades Offs
- Desired Screen Size vs. Current
- TV Advantages/Disadvantages
- Superior Screen Dimensions/Preference (Aspect Ratio)
- HDTV and EDTV Knowledge
- Importance of Buying Factors
- Aesthetics
- Brand Consideration Set
- Usage
- Information Source

Benefits:

- Cost Effective: survey is priced significantly lower than a custom study, but contains the same level of information and details
- Demonstrated Objectivity: there are no "desired" results; when used externally, independent source material increases validity
- Customer Feedback: survey provides tool to effectively position the total product portfolio versus just one technology offering
- Timely: first time a survey captures in-store comparison all the advanced TV technologies
- Ammunition: to effectively examine and benchmark the company's value proposition as well as future roadmapping

Additional:

- Contact Victoria Pederson (Victoria@quixelresearch.com) for full questionnaire and pricing

About Quixel Research, LLC

- Home Theater Emerging Display Reports, Analysis and Forecasts:
 - LCDTV Market Review
 - MD RPTV Market Review
 - Plasma Market Review
 - Front Projectors Market Review
- Strategy Formulation and Planning
- Customized Primary Research Product Surveys and Studies