

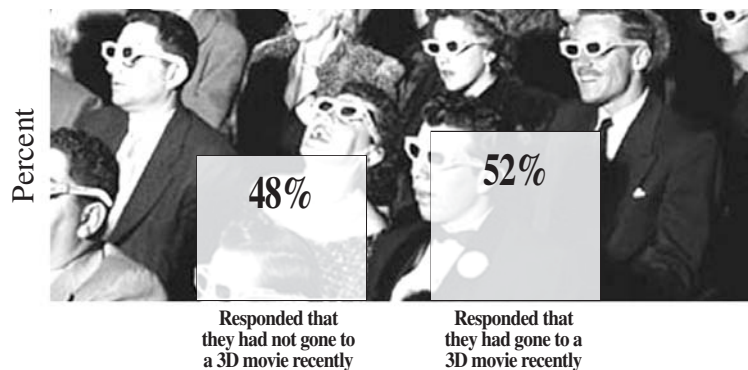


# Poll STATION

With Linda Banister

Since the release of the record breaking, blockbuster film, *Avatar*, the popularity of 3 Dimensional viewing technology has increased considerably. Now, some major television manufacturers are beginning to release technology that will bring the 3D viewing experience into the homes of people around the world. For this *Poll Station*, we asked Edmontonians what they thought of the 3D revolution and whether they were eager to become a part of the movement.

## ARE YOU AWARE OF 3D TECHNOLOGY, AND HAVE YOU SEEN A 3D MOVIE RECENTLY?



To begin the survey we asked respondents if they were aware of 3D technology. The majority of respondents (79 percent) reported they were, while 19 percent were not, and two percent were unsure.

Next, we asked respondents if they had seen any recently released movies, such as *Avatar* or *Alice in Wonderland*, that use 3 Dimensional technologies. Slightly less than half (48 percent) of all respondents reported that they had not taken in a 3D movie, while more than half (52 percent) had. Of those who had seen a 3D movie, approximately two-thirds (65 percent) were satisfied with their viewing experience, while one-quarter (25 percent) were moderately satisfied, and 10 percent were dissatisfied. Respondents who were dissatisfied most frequently mentioned that 3D technology does not add any value to the movie or that they didn't notice any difference (40 percent), followed by 3D movies making them feel ill (20 percent) and 3D technology not being effective because of blindness in one eye (20 percent).

## WOULD YOU BUY A 3D TV? WHY OR WHY NOT?



We then asked respondents if they were aware that major television manufacturers are beginning to sell televisions that use 3D technology. Two-thirds indicated they were aware while one-third were not. Twenty-nine percent reported they would purchase a 3 Dimensional

television should they have the opportunity. Nearly two-thirds (65 percent) said they would not make the purchase and six percent were unsure.

Respondents who said they would not purchase a 3D television were asked to provide a reason for their response. The most frequent reply was that they cost too much or that they are waiting for the prices to go down (23 percent). Other responses included disliking or not watching television (22 percent), being happy with their current television (22 percent), wanting to wait for the technology to improve (12 percent), a lack of interest in 3D television (11 percent), and doubting whether the technology is a good idea in general (nine percent).

Respondents who reported they would purchase a 3D TV were asked what types of programs they would look forward to viewing in 3D picture. Approximately half of respondents (48 percent) indicated they would like to view movies in general, followed by nature programs (24 percent), action or adventure movies (21 percent), sports (21 percent), educational films (10 percent), children's movies (seven percent), and news (seven percent).

## WILL 3D TELEVISION REPLACE CURRENT TECHNOLOGY? HOW SOON?

When asked if they thought 3D television would one day replace our current 2 Dimensional technology, more than half of all respondents (57 percent) believe it would, while 31 percent disagreed, and 12 percent were unsure. Those who did not think 2D technology would be replaced suggested that 3D programs are too costly to produce (32 percent), wearing glasses to watch TV is a drawback (19 percent), not everyone enjoys the 3D experience (19 percent), and 3D is unnecessary (16 percent).

Of those that agreed 3D technology would take over the market, 39 percent believed the change would occur in one to five years, followed closely by 37 percent who said six to 10 years. Eleven percent thought it would take 11 to 15 years, nine percent believed it would be 16 to 20 years, and four percent felt it would be 21 years or more before the change occurred. ✓

### Monthly Poll Station Online Question

Visit [www.edmontonians.com](http://www.edmontonians.com) to register your opinion

### Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail [lbanister@edmontonians.com](mailto:lbanister@edmontonians.com).

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Visit [www.banister.ab.ca](http://www.banister.ab.ca).