



[Login](#) | [Register](#)

 

[See All](#) [Business & Finance](#) [Hardware](#) [Lifestyle](#) [Mergers & Acquisitions](#) [Mobile](#) [Science](#) [Software & Web](#) [Standards & Legal](#)



**PREDICTION**  
New iMac line on sale by April 1, 2009?



**PREDICTION**  
Dow Jones falls below 6500 by March 9, 2009?



**NEWS**  
Ballmer plays down the iPhone, says Windows Mobile has market momentum

**Lifestyle**

[« Back to the top page](#)



## Survey finds 3D entertainment more popular among young, uneducated audiences

Lincoln Spector, The Industry Standard 02.26.2009

Tags [3D HDTV](#) [Lifestyle](#)

Comments 0



Young adults like watching movies in 3D more than older people, and high school dropouts like it best. And 60 percent of those who have donned those silly glasses to watch a 3D movie theatrically would be willing to spend more to get 3D capabilities in their next TV.

Or so says a [report](#) published Tuesday by the [Entertainment Technology Center](#) and the [Consumer Electronics Association](#) on consumer interest in stereoscopic 3D technology, in which each eye is presented with a different picture.

Surveying 1,002 American adults in December, the report's authors found that interest increases as more movies are shown theatrically in 3D. People who see 3D movies in theaters want to see more of them, both in theaters and at home.

Who is watching 3D movies in theaters? The survey results point to young people, and those without a good education. According to the report, 27% of those between the ages of 18 and 29 (the youngest age group in the survey) have seen a 3D movie within the last year. The rate drops off steeply with age, with 19% of those between 30-49, 12% for 50-64, and only 10% of those 65 and older.

That the ages skew young is hardly surprising. When you consider some of that were released (at least in some theaters) in stereoscopic 3D -- such as *Polar Express*, *Chicken Little*, *Meet the Robinsons*, *Journey to the Center of the Earth*, *Bolt*, etc. -- you wonder how the demographics would look if the survey had included the 5-10 age group. Even the allegedly adult 3D movies, such as *Beowulf* and *My Bloody Valentine*, don't skew towards the more mature grown-ups.

We not likely to see a 3D *Frost/Nixon* any time soon. But an action flick with a broader demographic appeal, like *The Dark Knight* or *Casino Royale*, could change the demographic.

Adults who didn't finish high school are also more likely to have seen a 3D film within the last year -- 29%, compared to 12% for those with a high school diploma. But the numbers go up again with a college education -- up to 20% for those with a degree.

Image: [nlmnet](#)

**See Also**

- iPods, iPhones "banned" from the Gates household

**Recent News**

- Touch-screen laptop, iPhone service are highlights

- TechCrunch chief comes back for more
- Survey finds 3D entertainment more popular among young, uneducated audiences

- DEMO: Will singles use Skout Out's kiosk for mobile dating?
- Storm clouds ahead

**Related Predictions**

- Caroline Kennedy fills Hillary Clinton's Senate seat?
- McCain, Palin win at least 265 electoral votes?
- ConnectU twins lost in court, but will win semifinals in Beijing

**Recent Posts By Lincoln Spector**

- BitTorrent: Register report on protocol change is "utter nonsense"
- Amazon.com Acquires AbeBooks
- Safari market share tops 7%, but tracking firm admits data is skewed

**Post new comment**

Your name: \*

E-mail: \*

The content of this field is kept private and will not be shown publicly.

Comment: \*

Respectful debate is welcome, but comments that are defamatory, indecent, abusive, or in violation of any law will be removed.

- [About](#)
- [Contact](#)
- [Advertise](#)
- [Team Blog](#)
- [Feedback](#)
- [Help](#)
- [Terms & Conditions](#)
- [Privacy Policy](#)
- [Participate](#)

Copyright © 1997-2009 The Industry Standard. All Rights reserved.

.....  
IDG NETWORK:

- [CIO](#) [Computerworld](#) [CSO](#) [DEMO](#) [GamePro](#) [Games.net](#) [IDG Connect](#) [IDG World Expo](#) [IT World](#) [InfoWorld](#) [JavaWorld](#) [LinuxWorld](#) [Macuser](#) [Macworld](#) [Network World](#) [Playlist](#) [PC World](#)