



Digital television survey SUMMARY REPORT [DOWNLOAD AS EXCEL]

TOTAL RESPONSES: 967
FIRST RESPONSE: 28 Apr 2005 13:23
LAST RESPONSE: 14 Jun 2005 14:20

Figures displayed show percentage of each question's responses (nett)

What this survey is about

Digital video content, whether on DVD or on digital TV is not only here to stay, it'll soon be the only sort available.

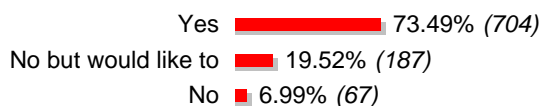
We're interested in which digital video content you have access to and what types of content you enjoy.

This is one of a number of surveys which you can complete and then analyse to demonstrate the power of demographix.

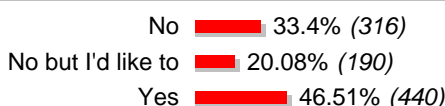
It demonstrates the power of conditional questions and the ability to customise the appearance of a survey.

Digital TV and video

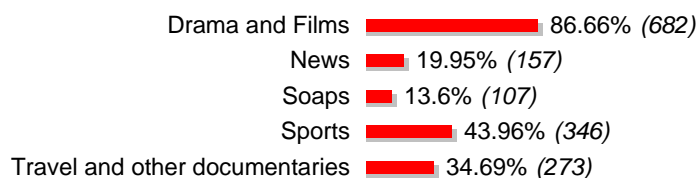
Do you play DVDs at home?



Do you receive digital TV channels at all?

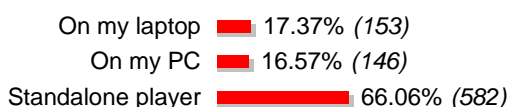


Which of the following types of TV content do you watch regularly?



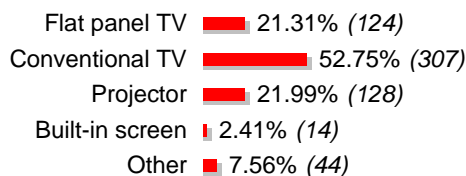
About your DVD player

Where is your DVD player?



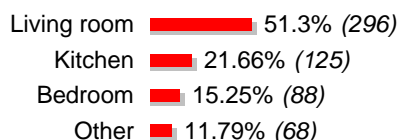
What type of devices is connected to your DVD player?

Question shown when answer to question 'Where is your DVD player?' is 'Standalone player'



Where is your main DVD player located?

Question shown when answer to question 'Where is your DVD player?' is 'Standalone player'

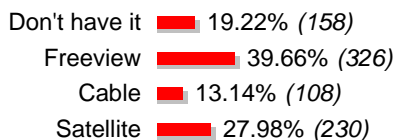


Which of the following is the best place to buy DVDs?



Digital television

How do you receive digital television?

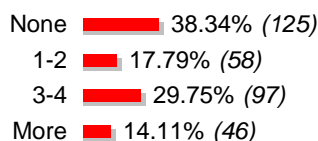


Why did you choose cable or satellite for your digital TV provider?

Question shown when answer to question 'How do you receive digital television?' is 'Cable' or 'Satellite'

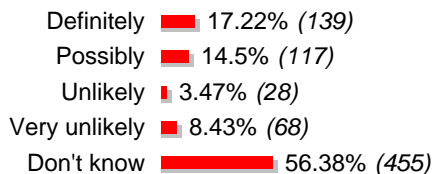


How many premium packages do you subscribe to?



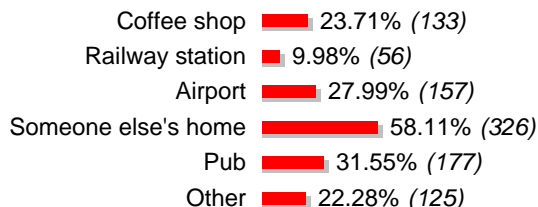
AVERAGE: 2.08

Whether or not you already have digital television, would the addition of more channels to Freeview make you more likely to use it?



Where you watch

Outside your home where else do you regularly watch television (or would like to)?

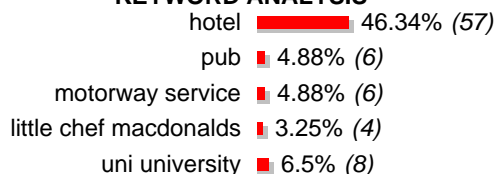


Please specify where:

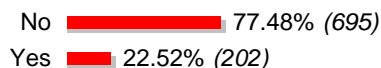
Question shown when answer to question 'Outside your home where else do you regularly watch television (or would like to)?' is 'Other'

WRITE IN RESPONSE - 123 responses

KEYWORD ANALYSIS

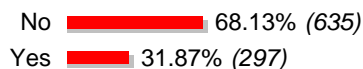


Have you ever timed a holiday abroad so you wouldn't miss a favourite TV programme?

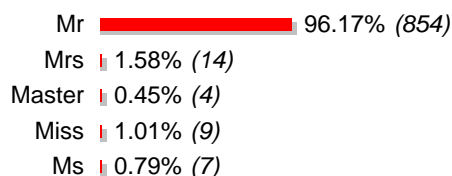


Your details

Would you be willing to take part in more research like this?



Title



Thanks for your helping us with this research. Please now click **Submit Answers/Next** to send your responses to us.


Digital television survey
CROSS TAB REPORT
RESPONSES: 967
FIRST RESPONSE: 29 Apr 2005 16:36 GMT
LAST RESPONSE: 14 Jun 2005 13:20 GMT

Figures displayed show percentage of each question's responses (nett)

Outside your home where else do you regularly watch television (or would like to)?

Do you play DVDs at home?		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (559)	23.6% (132)	9.8% (55)	27.9% (156)	58.0% (324)	31.3% (175)	22.2% (124)
Yes	78.4% (438)	84.1% (111)	83.6% (46)	85.9% (134)	81.2% (263)	76.6% (134)	88.7% (110)
No but would like to	18.1% (101)	15.9% (21)	12.7% (7)	11.5% (18)	16.4% (53)	19.4% (34)	8.1% (10)
No	3.6% (20)	0.0% (0)	3.6% (2)	2.6% (4)	2.5% (8)	4.0% (7)	3.2% (4)

Outside your home where else do you regularly watch television (or would like to)?

Do you receive digital TV channels at all?		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (554)	23.6% (131)	9.9% (55)	28.0% (155)	57.9% (321)	31.4% (174)	22.0% (122)
No	41.0% (227)	45.8% (60)	50.9% (28)	51.6% (80)	39.6% (127)	60.9% (106)	39.3% (48)
No but I'd like to	21.5% (119)	26.0% (34)	16.4% (9)	23.9% (37)	19.3% (62)	21.8% (38)	23.0% (28)
Yes	37.5% (208)	28.2% (37)	32.7% (18)	24.5% (38)	41.1% (132)	17.2% (30)	37.7% (46)

Outside your home where else do you regularly watch television (or would like to)?

Which of the following types of TV content do you watch regularly?		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (508)	25.0% (127)	10.2% (52)	28.7% (146)	57.9% (294)	32.1% (163)	22.8% (116)
Drama and Films	90.0% (457)	92.9% (118)	92.3% (48)	94.5% (138)	93.2% (274)	91.4% (149)	91.4% (106)
News	20.9% (106)	25.2% (32)	28.8% (15)	25.3% (37)	24.8% (73)	25.2% (41)	21.6% (25)
Soaps	14.0% (71)	15.7% (20)	21.2% (11)	16.4% (24)	16.0% (47)	16.6% (27)	15.5% (18)
Sports	44.3% (225)	44.9% (57)	44.2% (23)	50.0% (73)	50.0% (147)	46.0% (75)	47.4% (55)
Travel and other documentaries	36.0% (183)	43.3% (55)	63.5% (33)	43.2% (63)	35.4% (104)	41.7% (68)	43.1% (50)


Outside your home where else do you regularly watch television (or would like to)?

What type of devices is

connected to your DVD
player? 

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (381)	26.5% (101)	11.0% (42)	29.7% (113)	60.9% (232)	32.0% (122)	23.4% (89)
Flat panel TV	22.0% (84)	19.8% (20)	26.2% (11)	23.9% (27)	19.4% (45)	21.3% (26)	29.2% (26)
Conventional TV	52.0% (198)	56.4% (57)	42.9% (18)	57.5% (65)	53.4% (124)	56.6% (69)	47.2% (42)
Projector	22.6% (86)	21.8% (22)	31.0% (13)	20.4% (23)	26.7% (62)	24.6% (30)	22.5% (20)
Built-in screen	2.6% (10)	3.0% (3)	4.8% (2)	2.7% (3)	1.7% (4)	4.1% (5)	4.5% (4)
Other	6.3% (24)	8.9% (9)	7.1% (3)	5.3% (6)	6.0% (14)	4.9% (6)	3.4% (3)

Outside your home where else do you regularly watch television (or would like to)?

Where is your main DVD
player located? 

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (377)	26.8% (101)	11.1% (42)	30.2% (114)	60.5% (228)	32.1% (121)	23.9% (90)
Living room	53.1% (200)	48.5% (49)	52.4% (22)	55.3% (63)	56.6% (129)	52.1% (63)	52.2% (47)
Kitchen	23.3% (88)	24.8% (25)	28.6% (12)	27.2% (31)	22.4% (51)	24.0% (29)	25.6% (23)
Bedroom	15.4% (58)	16.8% (17)	19.0% (8)	15.8% (18)	12.7% (29)	12.4% (15)	15.6% (14)
Other	8.2% (31)	9.9% (10)	0.0% (0)	1.8% (2)	8.3% (19)	11.6% (14)	6.7% (6)

Outside your home where else do you regularly watch television (or would like to)?

Which of the following is the
best place to buy DVDs?

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (542)	24.2% (131)	10.0% (54)	28.4% (154)	58.3% (316)	31.4% (170)	22.5% (122)
High street shops	22.0% (119)	15.3% (20)	14.8% (8)	21.4% (33)	19.9% (63)	21.2% (36)	20.5% (25)
Internet	34.3% (186)	35.9% (47)	27.8% (15)	35.7% (55)	36.7% (116)	38.2% (65)	36.1% (44)
Street markets	7.6% (41)	7.6% (10)	13.0% (7)	9.7% (15)	6.3% (20)	5.9% (10)	9.0% (11)
Supermarkets	22.7% (123)	30.5% (40)	31.5% (17)	24.7% (38)	25.6% (81)	25.9% (44)	22.1% (27)
Video stores	13.5% (73)	10.7% (14)	13.0% (7)	8.4% (13)	11.4% (36)	8.8% (15)	12.3% (15)

Outside your home where else do you regularly watch television (or would like to)?

How do you receive digital
television?

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (512)	24.0% (123)	9.6% (49)	27.3% (140)	58.0% (297)	32.2% (165)	22.1% (113)
Don't have it	18.2% (93)	21.1% (26)	14.3% (7)	13.6% (19)	17.8% (53)	13.9% (23)	19.5% (22)
Freeview	36.9% (189)	27.6% (34)	32.7% (16)	25.7% (36)	38.0% (113)	21.2% (35)	35.4% (40)
Cable	13.9% (71)	10.6% (13)	12.2% (6)	17.1% (24)	14.1% (42)	15.8% (26)	9.7% (11)

Satellite	31.1% (159)	40.7% (50)	40.8% (20)	43.6% (61)	30.0% (89)	49.1% (81)	35.4% (40)
-----------	-------------	------------	------------	------------	------------	------------	------------

Outside your home where else do you regularly watch television (or would like to)?

Why did you choose cable or satellite for your digital TV provider? 

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (226)	28.8% (65)	11.1% (25)	38.1% (86)	57.1% (129)	45.6% (103)	22.6% (51)
Already installed	8.0% (18)	9.2% (6)	16.0% (4)	10.5% (9)	5.4% (7)	7.8% (8)	9.8% (5)
Choice of programmes	43.8% (99)	50.8% (33)	36.0% (9)	47.7% (41)	45.0% (58)	50.5% (52)	35.3% (18)
Price	19.9% (45)	18.5% (12)	8.0% (2)	18.6% (16)	21.7% (28)	17.5% (18)	29.4% (15)
Recommended by a friend	3.5% (8)	4.6% (3)	4.0% (1)	4.7% (4)	3.9% (5)	5.8% (6)	5.9% (3)
Special offers	28.8% (65)	23.1% (15)	40.0% (10)	26.7% (23)	27.9% (36)	22.3% (23)	25.5% (13)

Outside your home where else do you regularly watch television (or would like to)?

How many premium packages do you subscribe to?

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (225)	28.4% (64)	11.6% (26)	38.2% (86)	56.9% (128)	46.7% (105)	22.7% (51)
None	36.9% (83)	40.6% (26)	30.8% (8)	41.9% (36)	38.3% (49)	43.8% (46)	41.2% (21)
1-2	20.9% (47)	18.8% (12)	23.1% (6)	18.6% (16)	25.0% (32)	24.8% (26)	19.6% (10)
3-4	29.8% (67)	20.3% (13)	34.6% (9)	29.1% (25)	26.6% (34)	18.1% (19)	33.3% (17)
More	12.4% (28)	20.3% (13)	11.5% (3)	10.5% (9)	10.2% (13)	13.3% (14)	5.9% (3)
AVERAGE	2.04	2.11	2.19	1.87	1.86	1.74	1.78

Whether or not you already have digital television, would the addition of more channels to Freeview make you more likely to use it?

Outside your home where else do you regularly watch television (or would like to)?

		Coffee shop	Railway station	Airport	Someone else's home	Pub	Other
	TOTAL (503)	24.5% (123)	9.7% (49)	27.8% (140)	57.7% (290)	32.2% (162)	22.3% (112)
Definitely	17.5% (88)	16.3% (20)	20.4% (10)	17.9% (25)	17.9% (52)	15.4% (25)	16.1% (18)
Possibly	18.3% (92)	21.1% (26)	22.4% (11)	23.6% (33)	20.0% (58)	32.7% (53)	20.5% (23)
Unlikely	4.6% (23)	4.9% (6)	4.1% (2)	5.0% (7)	5.2% (15)	4.3% (7)	4.5% (5)
Very unlikely	9.9% (50)	13.0% (16)	14.3% (7)	14.3% (20)	9.3% (27)	16.0% (26)	11.6% (13)
Don't know	49.7% (250)	44.7% (55)	38.8% (19)	39.3% (55)	47.6% (138)	31.5% (51)	47.3% (53)

TOP OF PAGE