

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED. - SUMMARY**

TOTAL	1 - NOT AT ALL INTER ESTED	2	3	4	5	6	7	8	9	10 - VERY INTER ESTED	DONT KNOW ENOUGH ABOUT IT	MEAN SCORE	STD. DEVIAT ION

UK surveys of adults and children - for more information visit our website www.gfknop.com



**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.1 WHICH, IF ANY, OF THESE TYPES OF TELEVISION SERVICE DOES YOUR HOUSEHOLD RECEIVE AT THE MOMENT?

BASE : ALL ADULTS AGED 16+

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	1823 100%	631 35%	313 17%	569 31%	310 17%	824 45%	999 55%	507 28%	554 30%	268 15%	494 27%	223 12%	762 42%
WEIGHTED TOTAL	1823 100%	597 33%	329 18%	592 32%	305 17%	893 49%	930 51%	564 31%	629 35%	264 15%	366 20%	272 15%	631 35%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/1-5)	83 5% 100%	39 6% 47% BD	10 3% 12%	27 5% 32%	8 3% 9%	50 6% 60%	33 4% 40%	23 4% 28%	19 3% 22%	9 3% 11%	33 9% 39% GHI	15 6% 18%	42 7% 50%
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	78 4% 100%	21 4% 27%	23 7% 29% AD	26 4% 34%	8 3% 10%	40 4% 51%	38 4% 49%	20 4% 26%	28 4% 36%	12 4% 15%	18 5% 23%	4 1% 5%	30 5% 38% K
CABLE TV (THROUGH VIRGIN MEDIA)	237 13% 100%	93 16% 39% CD	77 24% 33% ACD	55 9% 23% D	11 4% 5%	115 13% 49%	122 13% 51%	78 14% 33% J	93 15% 39% J	31 12% 13%	34 9% 15%	37 14% 16%	65 10% 27%
SATELLITE TV (SKY)	748 41% 100%	224 38% 30%	128 39% 17%	253 43% 34%	143 19% A	376 42% 50%	372 40% 50%	245 44% 33% J	307 49% 41% J	109 41% 15% J	87 24% 12%	110 40% 15% L	195 31% 26%
SATELLITE TV (FREESAT OR OTHER)	104 6% 100%	24 4% 23%	17 5% 16%	35 6% 33%	29 10% 28% AB	63 7% 60% F	42 4% 40%	21 4% 20%	35 6% 33%	20 7% 19% G	29 8% 28% G	8 3% 7%	48 8% 46% K
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	676 37% 100%	199 33% 29%	102 31% 15%	230 39% 34% B	145 48% 22% ABC	308 35% 46%	367 40% 54% E	167 30% 25%	205 33% 30%	115 44% 17% GH	189 52% 28% GH	90 33% 13%	304 48% 45% K
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	84 5% 100%	21 4% 25%	22 7% 27% A	26 4% 30%	15 5% 18%	38 4% 46%	45 5% 54%	21 4% 25%	31 5% 37%	12 5% 14%	20 5% 24%	13 5% 16%	32 5% 38%
BT VISION	46 3% 100%	12 2% 26%	2 1% 4%	22 4% 48% B	10 3% 22% B	21 2% 46%	25 3% 54%	13 2% 29% J	21 3% 46% J	9 4% 21% J	2 1% 5%	3 1% 6%	12 2% 25%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 1823 100%	597 33%	329 18%	592 32%	305 17%	893 49%	930 51%	564 31%	629 35%	264 15%	366 20%	272 15%	631 35%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER) 35 2% 100%	16 3% 45%	4 1% 13%	10 2% 27%	5 2% 15%	18 2% 50%	17 2% 50%	14 3% 41% J	11 2% 31%	7 3% 21% J	3 1% 7%	6 2% 18%	10 2% 28%
NO TV SET IN HOUSEHOLD 85 5% 100%	42 7% 50% CD	14 4% 17%	21 4% 25%	8 3% 9%	56 6% 66% F	29 3% 34%	45 8% 53% HU	27 4% 32%	5 2% 6%	8 2% 9%	18 7% 22% L	13 2% 15%

WEIGHTED TOTAL
1823
100%

DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)
35
2%
100%

NO TV SET IN HOUSEHOLD
85
5%
100%

FRI NOV 18 14:35:41 GMT 2011

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Q.1 WHICH, IF ANY, OF THESE TYPES OF TELEVISION SERVICE DOES YOUR HOUSEHOLD RECEIVE AT THE MOMENT?

BASE : ALL ADULTS AGED 16+

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	1823 100%	786 43%	1037 57%	338 19%	448 25%	382 21%	655 36%	589 32%	1234 68%
WEIGHTED TOTAL	1823 100%	910 50%	913 50%	366 20%	543 30%	397 22%	516 28%	619 34%	1204 66%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/ 1-5)	83 5% 100%	30 3% 36%	53 6% 64% A	11 3% 13%	19 4% 23%	13 3% 16%	40 8% 48% CDE	17 3% 21%	66 5% 79% G
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	78 4% 100%	43 5% 55%	35 4% 45%	19 5% 25%	24 4% 31%	18 5% 23%	17 3% 21%	31 5% 39%	48 4% 61%
CABLE TV (THROUGH VIRGIN MEDIA)	237 13% 100%	110 12% 46%	127 14% 54%	35 9% 15%	75 14% 32%	67 17% 28% CF	60 12% 25%	91 15% 39%	145 12% 61%
SATELLITE TV (SKY)	748 41% 100%	395 43% 53%	353 39% 47%	166 45% 22% F	229 42% 31%	160 40% 21%	192 37% 26%	311 50% 42% H	437 36% 58%
SATELLITE TV (FREESAT OR OTHER)	104 6% 100%	52 6% 49%	53 6% 51%	27 7% 26% F	25 5% 23%	32 8% 31% DF	21 4% 20%	26 4% 25%	78 7% 75%
FREEVIEW (THROUGH A SET- TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	676 37% 100%	311 34% 46%	365 40% 54% A	144 39% 21% D	167 31% 25%	158 40% 23% D	207 40% 31% D	187 30% 28%	489 41% 72% G
FREEVIEW (THROUGH A SET- TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP- UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	84 5% 100%	49 5% 58%	35 4% 42%	19 5% 22%	30 5% 36%	18 4% 21%	17 3% 21%	24 4% 28%	60 5% 72%
BT VISION	46 3% 100%	29 3% 62%	18 2% 38%	13 4% 29% F	15 3% 33%	10 3% 22%	7 1% 16%	23 4% 49% H	23 2% 51%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FEITCH TV OR OTHER)	35 2% 100%	25 3% 71% B	10 1% 29%	10 3% 29%	15 3% 42%	4 1% 11%	6 1% 18%	15 2% 43%	20 2% 57%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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BASE : ALL ADULTS AGED 16+

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
1823 100%	910 50%	913 50%	366 20%	543 30%	397 22%	516 28%	619 34%	1204 66%
85 5% 100%	54 6% 64% B	30 3% 36%	14 4% 16%	41 7% 48% CEF	8 2% 9%	22 4% 26%	22 4% 27%	62 5% 73%

WEIGHTED TOTAL

NO TV SET IN HOUSEHOLD

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BASE : ALL ADULTS AGED 16+

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	1823 100%	281 15%	125 7%	592 32%	172 9%	38 2%	319 17%	444 24%	1265 69%	558 31%
WEIGHTED TOTAL	1823 100%	315 17%	139 8%	558 31%	187 10%	32* 2%	313 17%	428 23%	1366 75%	457 25%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/1-5)	83 5% 100%	- -	- -	- -	- -	6 19% 7% CD	- -	- -	49 4% 59%	34 7% 41% H
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	78 4% 100%	21 7% 26%	8 6% 10%	17 3% 22%	17 9% 22% C	3 9% 4%	14 5% 18%	28 7% 36%	57 4% 73%	21 5% 27%
CABLE TV (THROUGH VIRGIN MEDIA)	237 13% 100%	18 6% 7%	13 9% 5%	2 1%	39 21% 16% C	7 3% 3% C	21 7% 9%	18 4% 8%	192 14% 81% I	45 10% 19%
SATELLITE TV (SKY)	748 41% 100%	92 29% 12%	37 27% 5%	10 2% 1%	134 72% 18% CE	14 44% 2% C	36 12% 5%	106 25% 14% F	623 46% 83% I	125 27% 17%
SATELLITE TV (FREESAT OR OTHER)	104 6% 100%	14 5% 14%	8 5% 7%	8 1% 7%	15 8% 15% C	3 9% 3% C	5 2% 5%	18 4% 17%	85 6% 82%	19 4% 18%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	676 37% 100%	276 88% 41%	122 88% 18%	512 92% 76% DE	156 84% 23% E	- -	283 91% 42%	383 89% 57%	454 33% 67%	222 49% 33% H
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	84 5% 100%	41 13% 49%	20 15% 24%	49 9% 59%	34 18% 41% CE	- -	32 10% 38%	51 12% 61%	56 4% 67%	28 6% 33%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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BASE : ALL ADULTS AGED 16+

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	1823 100%	315 17%	139 8%	558 31%	187 10%	32 2%	313 17%	428 23%	1366 75%	457 25%
BT VISION	46 3% 100%	8 2% 16%	5 4% 11%	4 1% 9%	8 5% 18% C	1 2% 2%	4 1% 9%	8 2% 18%	45 3% 97% 1	1 3%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	35 2% 100%	10 3% 30%	6 4% 16%	5 1% 13%	11 6% 30% C	1 3% 2%	6 2% 16%	10 2% 27%	32 2% 90% 1	3 1% 10%
NO TV SET IN HOUSEHOLD	85 5% 100%	-	-	-	-	-	-	-	62 5% 74%	22 5% 26%

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.2 AND WHICH ONE OF THESE DO YOU CONSIDER TO BE YOUR MAIN TYPE OF TELEVISION?

BASE : ALL ADULTS AGED 16+ CODING MORE THAN ONE ANSWER AT Q1

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	277 100%	76 27%	52 19%	91 33%	58 21%	136 49%	141 51%	58 21%	114 41%	47 17%	58 21%	19 7%	105 38%
WEIGHTED TOTAL	301 100%	84* 28%	58* 19%	96* 32%	63* 21%	164 55%	137 45%	73* 24%	129* 43%	53* 17%	47* 16%	27** 9%	99* 33%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	10 3% 100%	4 5% 45%	2 3% 18%	2 2% 24%	1 2% 13%	5 3% 53%	5 3% 47%	1 1% 8%	2 1% 18%	1 3% 14%	6 13% 61% GH	-	7 7% 74%
CABLE TV (THROUGH VIRGIN MEDIA)	51 17% 100%	23 27% 44% CD	17 30% 34% CD	8 8% 16%	3 5% 6%	28 17% 54%	23 17% 46%	18 25% 36%	18 14% 36%	7 13% 13%	7 16% 14%	8 31% 16%	14 14% 28%
SATELLITE TV (SKY)	169 56% 100%	46 54% 27%	25 44% 15%	56 58% 33%	43 28% 6%	92 56% 54%	77 56% 46%	39 53% 23%	82 63% 48%	26 50% 15%	23 50% 14%	12 47% 7%	49 50% 29%
SATELLITE TV (FREESAT OR OTHER)	19 6% 100%	3 3% 13%	4 7% 22%	10 10% 50%	3 5% 15%	13 8% 66%	7 5% 34%	1 2% 6%	10 8% 53%	2 4% 11%	6 12% 30% C	-	8 8% 41%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	36 12% 100%	8 10% 23%	8 13% 21%	12 12% 33%	8 13% 23%	18 11% 49%	18 13% 51%	10 14% 28%	12 9% 34%	11 21% 30%	3 6% 8%	4 14% 10%	14 14% 39%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	7 2% 100%	1 1% 13%	1 2% 17%	3 3% 47%	2 2% 23%	3 2% 53%	3 2% 47%	-	2 2% 30%	3 6% 46%	2 3% 24%	-	5 5% 70%
BT VISION	8 3% 100%	-	1 1% 10%	5 5% 62%	2 4% 28%	4 3% 53%	4 3% 47%	4 5% 46%	3 2% 38%	1 3% 16%	-	2 9% 27%	1 1% 16%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



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Q.2 AND WHICH ONE OF THESE DO YOU CONSIDER TO BE YOUR MAIN TYPE OF TELEVISION?

BASE : ALL ADULTS AGED 16+ CODING MORE THAN ONE ANSWER AT Q1

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 301 100%	84* 28%	58* 19%	96* 32%	63* 21%	164 55%	137 45%	73* 24%	129* 43%	53* 17%	47* 16%	27** 9%	99* 33%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	1 100%	-	-	1 2% 100%	1 100%	-	-	-	1 2% 100%	-	-	1 1% 100%
NO TV SET IN HOUSEHOLD	-	-	-	-	-	-	-	-	-	-	-	-

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

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BASE : ALL ADULTS AGED 16+ CODING MORE THAN ONE ANSWER AT Q1

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	277 100%	133 48%	144 52%	66 24%	67 24%	73 26%	71 26%	102 37%	175 63%
WEIGHTED TOTAL	301 100%	159 53%	141 47%	77* 26%	83* 27%	78* 26%	64* 21%	114* 38%	187 62%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/ 1-5)	- -	- -	- -	- -	- -	- -	- -	- -	- -
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	10 3%	7 4%	3 2%	2 3%	4 5%	3 3%	1 1%	- -	10 5%
CABLE TV (THROUGH VIRGIN MEDIA)	51 17%	22 14%	29 20%	9 11%	13 16%	19 25%	10 15%	21 18%	30 16%
SATELLITE TV (SKY)	169 56%	89 56%	81 57%	44 26%	45 27%	40 23%	41 24%	68 40%	101 54%
SATELLITE TV (FREESAT OR OTHER)	19 6%	11 7%	8 6%	5 7%	6 7%	6 7%	2 3%	7 6%	12 6%
FREEVIEW (THROUGH A SET- TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	36 12%	24 15%	12 8%	15 20%	9 11%	7 8%	5 8%	12 10%	24 13%
FREEVIEW (THROUGH A SET- TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP- UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	7 2%	3 2%	4 3%	1 1%	2 2%	2 3%	2 2%	1 1%	6 3%
BT VISION	8 3%	3 2%	5 4%	- -	3 4%	2 2%	4 6%	5 5%	3 2%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	1 100%	1 100%	- -	1 100%	- -	- -	- -	- -	1 100%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
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BASE : ALL ADULTS AGED 16+ CODING MORE THAN ONE ANSWER AT Q1

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 301 100%	159 53%	141 47%	77* 26%	83* 27%	78* 26%	64* 21%	114* 38%	187 62%
NO TV SET IN HOUSEHOLD -	-	-	-	-	-	-	-	-

FRI NOV 18 14:35:41 GMT 2011

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Q.2 AND WHICH ONE OF THESE DO YOU CONSIDER TO BE YOUR MAIN TYPE OF TELEVISION?

BASE : ALL ADULTS AGED 16+ CODING MORE THAN ONE ANSWER AT Q1

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	277 100%	115 42%	54 19%	38 14%	172 62%	2 1%	72 26%	146 53%	216 78%	61 22%
WEIGHTED TOTAL	301 100%	132* 44%	63* 21%	42* 14%	187 62%	2** 1%	76* 25%	158 53%	245 82%	56* 18%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/1-5)	-	-	-	-	-	-	-	-	-	-
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	10 3% 100%	-	-	-	-	-	3 4% 35%	5 3% 48%	3 1% 30%	7 12% 70% H
CABLE TV (THROUGH VIRGIN MEDIA)	51 17% 100%	17 13% 33%	13 20% 25%	-	39 21% 76% C	-	20 27% 40% G	17 11% 34%	38 16% 75%	13 23% 25%
SATELLITE TV (SKY)	169 56% 100%	83 63% 49%	34 53% 20%	-	132 71% 78% C	2 100% 1%	31 42% 19%	99 63% 59% F	144 59% 85%	25 46% 15%
SATELLITE TV (FREESAT OR OTHER)	19 6% 100%	5 3% 24%	3 5% 16%	-	10 6% 54%	-	2 3% 12%	8 5% 42%	16 7% 84%	3 6% 16%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	36 12% 100%	20 15% 55%	10 16% 28%	36 85% 100% D	-	-	13 17% 36%	23 14% 64%	29 12% 81%	7 13% 19%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	7 2% 100%	3 3% 53%	1 2% 22%	7 15% 100% D	-	-	2 3% 37%	4 3% 63%	6 2% 89%	1 1% 11%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.2 AND WHICH ONE OF THESE DO YOU CONSIDER TO BE YOUR MAIN TYPE OF TELEVISION?

BASE : ALL ADULTS AGED 16+ CODING MORE THAN ONE ANSWER AT Q1

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	301 100%	132* 44%	63* 21%	42* 14%	187 62%	2** .1%	76* 25%	158 53%	245 82%	56* 18%
BT VISION	8 3% 100%	4 3% 44%	2 3% 22%	-	5 2% 54%	-	2 2% 22%	3 2% 32%	8 3% 100%	-
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	1 100%	1 1%	1 2% 100%	-	1 1% 100%	-	1 1% 100%	-	1 100%	-
NO TV SET IN HOUSEHOLD	-	-	-	-	-	-	-	-	-	-

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.1/2 MAIN TYPE OF TELEVISION

BASE : ALL ADULTS AGED 16+

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	1823 100%	631 35%	313 17%	569 31%	310 17%	824 45%	999 55%	507 28%	554 30%	268 15%	494 27%	223 12%	762 42%
WEIGHTED TOTAL	1823 100%	597 33%	329 18%	592 32%	305 17%	893 49%	930 51%	564 31%	629 35%	264 15%	366 20%	272 15%	631 35%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/1-5)	83 5% 100%	39 6% 47% BD	10 3% 12%	27 5% 32%	8 3% 9%	50 6% 60%	33 4% 40%	23 4% 28%	19 3% 22%	9 3% 11%	33 9% 39% GHI	15 6% 18%	42 7% 50%
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	20 1% 100%	10 2% 51%	2 1% 12%	5 1% 27%	2 1% 9%	9 1% 48%	10 1% 52%	1 4%	5 1% 25%	3 1% 17%	11 3% 54% GH	- - -	14 2% 71% K
CABLE TV (THROUGH VIRGIN MEDIA)	225 12% 100%	88 15% 39% CD	74 22% 33% ACD	52 9% 23% D	11 4% 5%	110 12% 49%	115 12% 51%	76 13% 34%	86 14% 38% J	29 11% 13%	34 9% 15%	35 13% 15%	64 10% 28%
SATELLITE TV (SKY)	731 40% 100%	218 37% 30%	127 39% 17%	248 42% 34%	137 45% 19% A	365 41% 50%	366 39% 50%	239 42% 33% J	303 48% 42% IJ	105 40% 14% J	84 23% 11%	106 39% 14% L	189 30% 26%
SATELLITE TV (FREESAT OR OTHER)	74 4% 100%	20 3% 27%	12 4% 16%	25 4% 33%	17 6% 23%	41 5% 55%	33 4% 45%	19 3% 26%	23 4% 31%	9 3% 12%	23 6% 32% GH	8 3% 10%	32 5% 44%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	510 28% 100%	153 26% 30%	76 23% 15%	175 30% 34%	107 35% 21% AB	223 25% 44%	288 31% 56% E	130 23% 25%	135 21% 26%	89 34% 17% GH	157 43% 31% GHI	76 28% 15%	246 39% 48% K
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	47 3% 100%	8 1% 17%	12 4% 25% A	20 3% 43% A	7 2% 15%	20 2% 42%	27 3% 58%	13 2% 27%	15 2% 31%	6 2% 13%	14 4% 29%	10 4% 21%	20 3% 43%
BT VISION	33 2% 100%	10 2% 29%	2 1% 6%	17 3% 51% B	5 2% 14%	14 2% 43%	19 2% 57%	11 2% 34% J	15 2% 46% J	5 2% 16% J	1 4%	2 1% 7%	7 1% 20%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.1/2 MAIN TYPE OF TELEVISION

BASE : ALL ADULTS AGED 16+

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 1823 100%	597 33%	329 18%	592 32%	305 17%	893 49%	930 51%	564 31%	629 35%	264 15%	366 20%	272 15%	631 35%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER) 15 1%	10 2%	1 5%	2 1%	2 1%	7 4%	9 5%	8 5%	2 1%	3 2%	2 1%	3 1%	5 1%
NO TV SET IN HOUSEHOLD 85 5%	42 50%	14 17%	21 25%	8 9%	56 66%	29 34%	45 53%	27 32%	5 6%	8 9%	18 22%	13 15%

DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)

NO TV SET IN HOUSEHOLD

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.1/2 MAIN TYPE OF TELEVISION

BASE : ALL ADULTS AGED 16+

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	1823 100%	786 43%	1037 57%	338 19%	448 25%	382 21%	655 36%	589 32%	1234 68%
WEIGHTED TOTAL	1823 100%	910 50%	913 50%	366 20%	543 30%	397 22%	516 28%	619 34%	1204 66%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/ 1-5)	83 5% 100%	30 3% 36%	53 6% 64% A	11 3% 13%	19 4% 23%	13 3% 16%	40 8% 48% CDE	17 3% 21%	66 5% 79% G
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	20 1% 100%	10 1% 53%	9 1% 47%	2 1% 11%	8 2% 42%	6 2% 31%	3 1% 16%	5 1% 24%	15 1% 76%
CABLE TV (THROUGH VIRGIN MEDIA)	225 12% 100%	104 11% 46%	121 13% 54%	30 8% 14%	74 14% 33% C	63 16% 28% C	58 11% 26%	86 14% 38%	139 12% 62%
SATELLITE TV (SKY)	731 40% 100%	388 43% 53% B	342 37% 47%	163 45% 22% F	225 41% 31%	155 39% 21%	187 36% 42% H	305 49% 42% H	426 35% 58%
SATELLITE TV (FREESAT OR OTHER)	74 4% 100%	36 4% 49%	38 4% 51%	19 5% 25%	18 3% 24%	23 6% 31% F	14 3% 19%	22 3% 29%	53 4% 71%
FREEVIEW (THROUGH A SET- TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	510 28% 100%	228 25% 45%	283 31% 55% A	104 28% 20%	124 23% 24%	115 29% 22%	168 33% 33% D	125 20% 24%	386 32% 76% G
FREEVIEW (THROUGH A SET- TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP- UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	47 3% 100%	27 3% 58%	20 2% 42%	10 3% 22%	17 3% 36%	7 2% 15%	13 3% 27%	12 2% 26%	35 3% 74%
BT VISION	33 2% 100%	21 2% 64%	12 1% 36%	10 3% 31%	11 2% 33%	6 2% 19%	6 1% 17%	19 3% 57% H	14 1% 43%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	15 1% 100%	9 1% 62%	6 1% 38%	3 1% 19%	7 1% 43%	1 7%	5 1% 31%	6 1% 40%	9 1% 60%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.1/2 MAIN TYPE OF TELEVISION

BASE : ALL ADULTS AGED 16+

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
1823 100%	910 50%	913 50%	366 20%	543 30%	397 22%	516 28%	619 34%	1204 66%
85 5% 100%	54 6% 64% B	30 3% 36%	14 4% 16%	41 7% 48% CEF	8 2% 9%	22 4% 26%	22 4% 27%	62 5% 73%

WEIGHTED TOTAL

NO TV SET IN HOUSEHOLD

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.1/2 MAIN TYPE OF TELEVISION

BASE : ALL ADULTS AGED 16+

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	1823 100%	281 15%	125 7%	592 32%	172 9%	38 2%	319 17%	444 24%	1265 69%	558 31%
WEIGHTED TOTAL	1823 100%	315 17%	139 8%	558 31%	187 10%	32* 2%	313 17%	428 23%	1366 75%	457 25%
ONLY TERRESTRIAL TV AND NO OTHERS (CHANNELS 1-4/1-5)	83 5% 100%	- - -	- - -	- - -	- - -	6 19% 7% CD	- - -	- - -	49 4% 59%	34 7% 41% H
TERRESTRIAL TV (CHANNELS 1-4/1-5) (IF ANY OTHER TYPE ALSO MENTIONED)	20 1% 100%	- - -	- - -	- - -	- - -	1 3% 5% CD	3 1% 17%	5 1% 24%	10 1% 51%	10 2% 49% H
CABLE TV (THROUGH VIRGIN MEDIA)	225 12% 100%	17 5% 8%	13 9% 6%	- - -	39 21% 17% C	7 21% 3% C	20 6% 9%	17 4% 8%	183 13% 81% I	42 9% 19%
SATELLITE TV (SKY)	731 40% 100%	83 26% 17%	34 24% 5%	- - -	132 71% 18% CE	14 44% 2% C	31 10% 4%	99 23% 14% F	608 44% 83% I	123 27% 17%
SATELLITE TV (FREESAT OR OTHER)	74 4% 100%	5 1% 6%	3 2% 4%	- - -	10 6% 14% C	3 9% 4% C	2 1% 3%	8 2% 11%	58 4% 78%	16 4% 22%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	510 28% 100%	187 59% 37%	79 57% 15%	510 92% 100% DE	- - -	- - -	229 73% 45% G	274 64% 54%	320 23% 63%	191 42% 37% H
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	47 3% 100%	19 6% 41%	8 6% 18%	47 8% 100% D	- - -	- - -	23 7% 50%	23 5% 48%	29 2% 62%	18 4% 38% H

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.1/2 MAIN TYPE OF TELEVISION

BASE : ALL ADULTS AGED 16+

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	1823 100%	315 17%	139 8%	558 31%	187 10%	32 2%	313 17%	428 23%	1366 75%	457 25%
BT VISION	33 2% 100%	4 1% 11%	2 1% 6%	- -	5 2% 14% C	1 2% 2% C	2 1% 6%	3 1% 8%	32 2% 98% 1	1 1% 2%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	15 1% 100%	1 7%	1 7%	- -	1 7%	1 3% 6% C	1 7%	- -	14 1% 91%	1 1% 9%
NO TV SET IN HOUSEHOLD	85 5% 100%	- -	- -	- -	- -	- -	- -	- -	62 5% 74%	22 5% 26%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.3 HOW DO YOU RECEIVE YOUR FREEVIEW SERVICE?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	774 100%	238 31%	118 15%	255 33%	163 21%	318 41%	456 59%	164 21%	210 27%	130 17%	270 35%	81 10%	400 52%
WEIGHTED TOTAL	752 100%	217 29%	123* 16%	253 34%	159 21%	343 46%	409 54%	186 25%	236 31%	125 17%	206 27%	101* 13%	331 44%
THROUGH A SET-TOP BOX	313 42% 100%	81 37% 26%	57 47% 18%	113 45% 36%	61 39% 20%	140 41% 48%	173 42% 55%	85 46% 27% J	111 47% 36% J	45 36% 14%	72 35% 23%	52 51% 17% L	116 35% 37%
PART OF AN INTEGRATED TV SET	385 51% 100%	123 57% 32%	57 46% 15%	120 47% 31%	85 54% 22%	181 53% 47%	204 50% 53%	93 50% 24%	112 47% 29%	66 33% 17%	115 56% 30%	46 45% 12%	181 55% 47%
BOTH - I RECEIVE FREEVIEW ON MORE THAN ONE SET	43 6% 100%	8 4% 18%	7 6% 17%	18 7% 43%	9 6% 22%	18 5% 41%	25 6% 59%	6 3% 13%	9 4% 20%	14 11% 33% GH	15 7% 34%	3 3% 6%	29 9% 67%
DON'T KNOW	11 1% 100%	6 3% 51%	2 1% 14%	1 1% 13%	3 2% 23%	5 1% 44%	6 2% 56%	2 1% 20%	4 2% 35%	- - -	5 2% 45%	1 1% 9%	5 2% 45%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.3 HOW DO YOU RECEIVE YOUR FREEVIEW SERVICE?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	774 100%	320 41%	454 59%	153 20%	167 22%	167 22%	287 37%	202 26%	572 74%
WEIGHTED TOTAL	752 100%	356 47%	396 53%	160 21%	196 26%	173 23%	223 30%	210 28%	542 72%
THROUGH A SET-TOP BOX	313 42% 100%	144 40% 46%	169 43% 54%	61 38% 19%	83 42% 26%	70 41% 22%	99 44% 32%	90 43% 29%	223 41% 71%
PART OF AN INTEGRATED TV SET	385 51% 100%	177 50% 46%	208 53% 54%	80 50% 21%	98 50% 25%	94 54% 24%	114 51% 30%	107 51% 28%	278 51% 72%
BOTH - I RECEIVE FREEVIEW ON MORE THAN ONE SET	43 6% 100%	29 8% 68%	14 3% 32%	16 10% 37%	13 7% 30%	5 3% 12%	9 4% 21%	9 4% 21%	34 6% 79%
DON'T KNOW	11 1% 100%	6 2% 54%	5 1% 46%	4 2% 32%	2 1% 22%	4 2% 36%	1 1% 10%	4 2% 32%	8 1% 68%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.3 HOW DO YOU RECEIVE YOUR FREEVIEW SERVICE?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	774 100%	281 36%	125 16%	592 76%	172 22%	-	319 41%	444 57%	468 60%	306 40%
WEIGHTED TOTAL	752 100%	315 42%	139 18%	558 74%	187 25%	** **	313 42%	428 57%	505 67%	247 33%
THROUGH A SET-TOP BOX	313 42% 100%	120 38% 38%	50 36% 16%	253 45% 81% D	57 30% 18%	-	313 100% 100% G	-	212 42% 68%	101 41% 32%
PART OF AN INTEGRATED TV SET	385 51% 100%	162 52% 42%	74 53% 19%	267 48% 69%	115 62% 30% C	-	-	385 90% 100% F	252 50% 65%	134 54% 35%
BOTH - I RECEIVE FREEVIEW ON MORE THAN ONE SET	43 6% 100%	29 9% 67%	13 9% 31%	29 5% 68%	12 6% 28%	-	-	43 10% 100% F	37 7% 86% I	6 2% 14%
DON'T KNOW	11 1% 100%	4 1% 33%	2 1% 14%	8 2% 76%	3 1% 24%	-	-	-	5 1% 42%	6 3% 58%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.4 HOW MANY TV SETS DO YOU HAVE IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+ WITH A TV SET IN HOUSEHOLD

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	1741 100%	588 34%	299 17%	552 32%	302 17%	772 44%	969 56%	464 27%	532 31%	261 15%	484 28%	207 12%	745 43%
WEIGHTED TOTAL	1738 100%	555 32%	315 18%	571 33%	297 17%	837 48%	901 52%	519 30%	602 35%	259 15%	359 21%	253 15%	618 36%
1	(1) 572 33% 100%	215 39% 38% CD	105 33% 18%	171 30% 30%	81 27% 74%	292 35% 51%	280 31% 49%	193 37% 34% HI	158 26% 28%	73 28% 73%	148 41% 26% HI	82 32% 74%	221 36% 39%
2	(2) 570 33% 100%	176 32% 31%	89 28% 16%	212 37% 37% B	93 31% 16%	260 31% 46%	311 34% 54%	152 29% 27%	187 31% 33%	94 36% 16%	138 38% 24% GH	69 27% 12%	232 37% 41% K
3	(3) 340 20% 100%	90 16% 26%	78 25% 23% AC	102 18% 30%	70 24% 21% A	155 19% 46%	185 20% 54%	104 20% 31% J	138 23% 41% J	52 20% 15% J	45 13% 13%	55 22% 16%	97 16% 29%
4	(4) 159 9% 100%	47 8% 29%	24 7% 15%	59 10% 37%	30 10% 19%	81 10% 51%	78 9% 49%	41 8% 26%	70 12% 44% J	28 11% 18% J	20 6% 12%	26 10% 16%	48 6% 30%
5 OR MORE	(5) 97 6% 100%	28 5% 28%	19 6% 19%	27 5% 27%	24 8% 25%	49 6% 51%	48 5% 49%	29 6% 30% J	48 8% 50% J	12 5% 13%	8 2% 8%	21 8% 21% L	20 3% 21%
MEAN SCORE	2.22	2.09	2.24	2.23	2.41 AC	2.21	2.23	2.16 J	2.44 GJ	2.28 J	1.89	2.34 L	2.05
STD. DEVIATION	1.16	1.15	1.17	1.12	1.22	1.19	1.14	1.17	1.22	1.13	0.97	1.25	1.06

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.4 HOW MANY TV SETS DO YOU HAVE IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+ WITH A TV SET IN HOUSEHOLD

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	1741 100%	739 42%	1002 58%	326 19%	413 24%	374 21%	628 36%	567 33%	1174 67%
WEIGHTED TOTAL	1738 100%	855 49%	883 51%	353 20%	503 29%	389 22%	494 28%	596 34%	1142 66%
1	(1) 572 33% 100%	253 30% 44%	319 36% 56% A	109 31% 19%	145 29% 25%	106 27% 18%	213 43% 37% CDE	172 29% 30%	399 35% 70% G
2	(2) 570 33% 100%	296 35% 52%	274 31% 48%	114 32% 20%	182 36% 32%	125 32% 22%	150 30% 26%	178 30% 31%	392 34% 69%
3	(3) 340 20% 100%	183 21% 54%	156 18% 46%	74 21% 22% F	109 22% 32% F	83 21% 24% F	74 15% 22%	122 20% 36%	218 19% 64%
4	(4) 159 9% 100%	75 9% 47%	84 9% 53%	34 10% 22%	41 8% 26%	43 11% 27%	41 8% 26%	69 12% 43% H	90 8% 57%
5 OR MORE	(5) 97 6% 100%	47 6% 49%	50 6% 51%	21 6% 22%	26 5% 27%	34 9% 35% F	16 3% 17%	55 9% 56% H	43 4% 44%
MEAN SCORE	2.22	2.26	2.18	2.28 F	2.25 F	2.42 F	1.98	2.42 H	2.11
STD. DEVIATION	1.16	1.14	1.18	1.17	1.11	1.24	1.10	1.27	1.09

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.4 HOW MANY TV SETS DO YOU HAVE IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+ WITH A TV SET IN HOUSEHOLD

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	1741 100%	281 16%	125 7%	592 34%	172 10%	38 2%	319 18%	444 26%	1207 69%	534 31%
WEIGHTED TOTAL	1738 100%	315 18%	139 8%	558 32%	187 11%	32 2%	313 18%	428 25%	1303 75%	435 25%
1	(1) 572 33% 100%	87 28% 15%	29 21% 5%	219 39% 38% D	17 9% 3%	16 50% 3% D	124 40% 22% G	111 26% 19%	393 30% 69%	179 41% 31% H
2	(2) 570 33% 100%	101 32% 18%	42 30% 7%	190 34% 33%	65 35% 11%	9 29% 2%	105 34% 18%	150 35% 26%	421 32% 74%	149 34% 26%
3	(3) 340 20% 100%	69 22% 20%	30 22% 9%	91 16% 27%	55 30% 16% C	5 14% 1%	51 16% 15%	93 22% 27%	269 21% 79% I	71 16% 21%
4	(4) 159 9% 100%	31 10% 19%	20 14% 13%	35 6% 22%	26 14% 17% C	1 2% .	17 5% 11%	45 10% 28% F	129 10% 81%	30 7% 19%
5 OR MORE	(5) 97 6% 100%	27 9% 28%	17 13% 18%	22 4% 23%	23 13% 24% C	2 5% 2%	16 5% 17%	29 7% 30%	91 7% 93% I	7 1% 7%
MEAN SCORE	2.22	2.40	2.67	2.02	2.87 CE	1.83	2.03	2.37 F	2.31 I	1.94
STD. DEVIATION	1.16	1.23	1.30	1.08	1.16	1.08	1.11	1.17	1.20	0.99

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.5 DO YOU USE YOUR SATELLITE TELEVISION SERVICE TO RECEIVE SUBSCRIPTION CHANNELS OR FREE-TO-AIR SERVICES ONLY?
I.E. DO YOU PAY A MONTHLY SUBSCRIPTION FEE ON TOP OF WHAT YOU PAID TO HAVE THE SATELLITE DISH INSTALLED?**

BASE : ALL ADULTS AGED 16+ WITH SATELLITE TV

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	779 100%	238 31%	126 16%	257 33%	158 20%	368 47%	411 53%	233 30%	280 36%	120 15%	146 19%	94 12%	266 34%
WEIGHTED TOTAL	832 100%	244 29%	143 17%	278 33%	166 20%	424 51%	408 49%	266 32%	332 40%	124 15%	110 13%	117* 14%	234 28%
RECEIVE SUBSCRIPTION CHANNELS (PAY A MONTHLY SUBSCRIPTION FEE)	690 83% 100%	213 87% 31%	119 83% 17%	224 81% 33%	133 80% 19%	348 82% 50%	342 84% 50%	227 86% 33% J	288 87% 42% J	98 79% 14%	76 69% 11%	99 84% 14%	174 74% 25%
FREE TO AIR SERVICES (NO MONTHLY SUBSCRIPTION FEE)	121 15% 100%	24 10% 20%	19 13% 16%	46 16% 38%	32 19% 27% A	63 15% 52%	58 14% 48%	28 11% 23%	39 12% 32%	23 19% 19% G	31 28% 25% GH	14 12% 11%	54 23% 45% K
DON'T KNOW	21 3% 100%	7 3% 32%	5 3% 22%	8 3% 40%	1 1% 6%	13 3% 62%	8 2% 38%	10 4% 47%	5 2% 24%	3 2% 13%	3 3% 16%	5 4% 23%	6 3% 29%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.5 DO YOU USE YOUR SATELLITE TELEVISION SERVICE TO RECEIVE SUBSCRIPTION CHANNELS OR FREE-TO-AIR SERVICES ONLY?
I.E. DO YOU PAY A MONTHLY SUBSCRIPTION FEE ON TOP OF WHAT YOU PAID TO HAVE THE SATELLITE DISH INSTALLED?

BASE : ALL ADULTS AGED 16+ WITH SATELLITE TV

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	779 100%	357 46%	422 54%	163 21%	194 25%	174 22%	248 32%	306 39%	473 61%
WEIGHTED TOTAL	832 100%	435 52%	397 48%	188 23%	247 30%	186 22%	211 25%	335 40%	497 60%
RECEIVE SUBSCRIPTION CHANNELS (PAY A MONTHLY SUBSCRIPTION FEE)	690 83% 100%	367 84% 53%	323 81% 47%	158 84% 23%	209 85% 30%	156 84% 23%	167 79% 24%	295 88% 43% H	395 79% 57%
FREE TO AIR SERVICES (NO MONTHLY SUBSCRIPTION FEE)	121 15% 100%	57 13% 47%	64 16% 53%	28 15% 23%	29 12% 24%	27 15% 23%	36 17% 30%	32 10% 26%	89 18% 74% G
DON'T KNOW	21 3% 100%	11 2% 50%	11 3% 50%	2 1% 9%	9 3% 40%	3 1% 13%	8 4% 37%	8 2% 37%	13 3% 63%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.5 DO YOU USE YOUR SATELLITE TELEVISION SERVICE TO RECEIVE SUBSCRIPTION CHANNELS OR FREE-TO-AIR SERVICES ONLY?
I.E. DO YOU PAY A MONTHLY SUBSCRIPTION FEE ON TOP OF WHAT YOU PAID TO HAVE THE SATELLITE DISH INSTALLED?**

BASE : ALL ADULTS AGED 16+ WITH SATELLITE TV

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	779 100%	90 12%	39 5%	15 2%	134 17%	18 2%	39 5%	109 14%	623 80%	156 20%
WEIGHTED TOTAL	832 100%	101* 12%	42* 5%	17** 2%	144 17%	17** 2%	41* 5%	118* 14%	688 83%	144 17%
RECEIVE SUBSCRIPTION CHANNELS (PAY A MONTHLY SUBSCRIPTION FEE)	690 83% 100%	83 82% 12%	35 84% 5%	11 67% 2%	120 83% 17%	13 76% 2%	30 73% 4%	100 84% 14%	582 85% 84% I	108 75% 16%
FREE TO AIR SERVICES (NO MONTHLY SUBSCRIPTION FEE)	121 15% 100%	16 16% 13%	5 12% 4%	5 33% 5%	22 16% 18%	4 24% 3%	11 27% 9%	17 14% 14%	91 13% 75%	30 21% 25% H
DON'T KNOW	21 3% 100%	2 2% 8%	2 4% 8%	- - -	2 1% 8%	- - -	- - -	2 1% 8%	15 2% 72%	6 4% 28%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.6 WHICH OF THE FOLLOWING ARE YOU PLANNING TO GET ON YOUR MAIN TV SET IN THE NEXT YEAR OR SO?

BASE : ALL ADULTS AGED 16+ WITH A TV IN HOUSEHOLD

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	1741 100%	588 34%	299 17%	552 32%	302 17%	772 44%	969 56%	464 27%	532 31%	261 15%	484 28%	207 12%	745 43%
WEIGHTED TOTAL	1738 100%	555 32%	315 18%	571 33%	297 17%	837 48%	901 52%	519 30%	602 35%	259 15%	359 21%	253 15%	618 36%
CABLE TV (THROUGH VIRGIN MEDIA)	27 2% 100%	13 2% 49% C	8 3% 29% C	4 1% 13%	2 1% 9%	14 2% 51%	13 1% 49%	16 3% 58% I	8 1% 31%	1 3%	2 1% 8%	5 2% 19%	3 1% 11%
SATELLITE TV (SKY)	57 3% 100%	22 4% 39%	10 3% 18%	17 3% 31%	7 2% 13%	29 3% 51%	28 3% 49%	27 5% 48% I	23 4% 40% I	3 1% 4%	4 1% 8%	12 5% 21% L	7 1% 12%
SATELLITE TV (FREESAT OR OTHER)	153 9% 100%	43 8% 28%	24 8% 16%	62 11% 41%	24 8% 15%	80 10% 52%	73 8% 48%	52 10% 34% J	61 10% 40% J	19 8% 13%	21 6% 14%	13 5% 9%	40 7% 26%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	28 2% 100%	5 1% 18%	9 3% 34% A	8 1% 28%	6 2% 20%	9 1% 31%	19 2% 69%	2 9%	16 3% 57% GI	1 2%	9 2% 32% GI	2 1% 9%	9 2% 34%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	75 4% 100%	16 3% 22%	18 6% 24%	26 5% 35%	15 5% 20%	29 4% 39%	46 5% 61%	19 4% 25%	24 4% 32%	13 5% 17%	20 5% 26%	14 5% 18%	32 5% 43%
BT VISION	15 1% 100%	3 1% 18%	5 2% 36%	5 1% 32%	2 1% 14%	10 1% 67%	5 1% 33%	6 1% 38%	7 1% 49%	1 7%	1 5%	4 2% 27%	2 1% 12%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TALK TV, FETCH TV OR OTHER)	11 1% 100%	3 1% 23%	2 1% 17%	4 1% 38%	2 1% 22%	4 32%	7 1% 68%	4 1% 37%	3 26%	1 7%	3 1% 30%	1 6%	4 1% 37%
NONE	1388 80% 100%	453 82% 33%	245 78% 18%	449 79% 32%	242 81% 17%	668 80% 48%	720 80% 52%	402 77% 29%	466 78% 34%	221 85% 16% GH	299 83% 22% GH	207 82% 15%	520 84% 37%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.6 WHICH OF THE FOLLOWING ARE YOU PLANNING TO GET ON YOUR MAIN TV SET IN THE NEXT YEAR OR SO?

BASE : ALL ADULTS AGED 16+ WITH A TV IN HOUSEHOLD

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	1741 100%	739 42%	1002 58%	326 19%	413 24%	374 21%	628 36%	567 33%	1174 67%
WEIGHTED TOTAL	1738 100%	855 49%	883 51%	353 20%	503 29%	389 22%	494 28%	596 34%	1142 66%
CABLE TV (THROUGH VIRGIN MEDIA)	27 2% 100%	9 1% 35%	18 2% 65%	4 1% 16%	5 1% 18%	9 2% 33%	9 2% 33%	12 2% 45%	15 1% 55%
SATELLITE TV (SKY)	57 3% 100%	30 4% 53%	27 3% 47%	9 2% 15%	22 4% 38%	11 3% 19%	16 3% 28%	26 4% 46%	31 3% 54%
SATELLITE TV (FREESAT OR OTHER)	153 9% 100%	80 9% 52%	73 8% 48%	33 9% 21%	47 9% 31%	29 7% 19%	44 9% 29%	69 12% 45% H	84 7% 55%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	28 2% 100%	17 2% 60%	11 1% 40%	5 1% 18%	12 2% 42%	3 1% 9%	8 2% 31%	10 2% 34%	18 2% 66%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	75 4% 100%	35 4% 47%	40 5% 53%	14 4% 19%	21 4% 28%	14 4% 19%	26 5% 34%	20 3% 27%	55 5% 73%
BT VISION	15 1% 100%	9 1% 63%	6 1% 37%	4 1% 28%	5 1% 35%	2 1% 16%	3 1% 21%	5 1% 32%	10 1% 68%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TV, FETCH TV OR OTHER)	11 1% 100%	8 1% 71%	3 3% 29%	2 1% 17%	6 1% 55%	1 1% 11%	2 2% 17%	6 1% 52%	5 5% 48%
NONE	1388 80% 100%	675 79% 49%	714 81% 51%	283 80% 20%	391 78% 28%	323 83% 23%	390 79% 28%	458 77% 33%	930 81% 67% G

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.6 WHICH OF THE FOLLOWING ARE YOU PLANNING TO GET ON YOUR MAIN TV SET IN THE NEXT YEAR OR SO?

BASE : ALL ADULTS AGED 16+ WITH A TV IN HOUSEHOLD

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	1741 100%	281 16%	125 7%	592 34%	172 10%	38 2%	319 18%	444 26%	1207 69%	534 31%
WEIGHTED TOTAL	1738 100%	315 18%	139 8%	558 32%	187 11%	32 2%	313 18%	428 25%	1303 75%	435 25%
CABLE TV (THROUGH VIRGIN MEDIA)	27 2% 100%	5 2% 18%	2 2% 8%	13 2% 47%	1 1% 4%	- - -	7 2% 25%	7 2% 26%	19 1% 70%	8 2% 30%
SATELLITE TV (SKY)	57 3% 100%	16 5% 28%	7 5% 12%	23 4% 41% D	- - -	1 2% 1%	15 5% 27% G	9 2% 15%	47 4% 82%	10 2% 18%
SATELLITE TV (FREESAT OR OTHER)	153 9% 100%	22 7% 14%	10 7% 7%	9 2% 6%	22 12% 14% C	3 8% 2% C	11 4% 7%	19 4% 12%	129 10% 84% I	24 6% 16%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH ONLY FREE CHANNELS	28 2% 100%	1 - 3%	- - -	4 1% 14%	- -	24 74% 86% CD	- -	4 1% 14%	17 1% 60%	11 3% 40%
FREEVIEW (THROUGH A SET-TOP BOX OR DIGITAL TELEVISION SET) WITH FREE CHANNELS PLUS TOP-UP TV (WHERE A SUBSCRIPTION CAN BE PAID TO ACCESS ADDITIONAL PROGRAMMES)	75 4% 100%	22 7% 30%	8 5% 10%	64 12% 85% D	2 1% 3%	9 28% 12% CD	38 12% 50% G	28 7% 38%	49 4% 66%	26 6% 34%
BT VISION	15 1% 100%	5 2% 36%	4 3% 28%	6 1% 39%	2 1% 16%	2 5% 10% C	2 1% 11%	5 1% 33%	12 1% 81%	3 1% 19%
DIGITAL TV VIA A BROADBAND DSL LINE (TALK TV, FETCH TV OR OTHER)	11 1% 100%	2 1% 17%	2 1% 17%	3 1% 28%	- -	1 4% 10% CD	1 5%	3 1% 24%	7 1% 64%	4 1% 36%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.6 WHICH OF THE FOLLOWING ARE YOU PLANNING TO GET ON YOUR MAIN TV SET IN THE NEXT YEAR OR SO?

BASE : ALL ADULTS AGED 16+ WITH A TV IN HOUSEHOLD

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
TOTAL									
WEIGHTED TOTAL	1738 100%	315 18% 139 8%	558 32%	187 11%	32* 2%	313 18%	428 25%	1303 75%	435 25%
NONE	1388 80% 100%	243 77% 18%	439 79% 32% E	161 86% 12% E	- -	242 77% 17%	356 83% 26%	1034 79% 74%	355 82% 26%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.7 DO YOU OR DOES ANYONE IN YOUR HOUSEHOLD HAVE ACCESS TO THE INTERNET/ WORLDWIDE WEB AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
YES	527 68% 100%	132 61% 25%	99 75% 19% A	185 71% 35% A	111 67% 21%	245 70% 46%	282 66% 54%	153 81% 29% J	203 80% 38% J	95 77% 18% J	76 36% 14%	78 75% 15% L	171 52% 32%
NO	214 28% 100%	80 36% 37% BC	25 18% 11%	64 25% 30%	46 28% 22%	94 27% 44%	120 28% 56%	32 17% 15%	32 13% 15%	27 21% 12% H	124 60% 58% GHI	23 22% 11%	150 45% 70% K
DON'T KNOW	3 - 100%	1 - 19%	- - -	2 1% 71%	1 - 10%	3 1% 90%	- - -	- - 19%	1 1% 54%	2 1% 27%	1 - -	- - -	2 1% 81%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.7 DO YOU OR DOES ANYONE IN YOUR HOUSEHOLD HAVE ACCESS TO THE INTERNET/ WORLDWIDE WEB AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
YES	527 68% 100%	304 83% 58% B	223 54% 42%	135 84% 26% EF	169 82% 32% EF	117 66% 22% F	106 45% 20%	183 82% 35% H	344 62% 65%
NO	214 28% 100%	44 12% 21%	170 42% 79% A	21 13% 10%	23 11% 11%	54 31% 23% CD	116 50% 54%	27 12% 13%	187 34% 87% G
DON'T KNOW	3 - 100%	2 1% 73%	1 - 27%	2 1% 73%	- - -	1 - 27%	- - -	- - -	3 1% 100%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.7 DO YOU OR DOES ANYONE IN YOUR HOUSEHOLD HAVE ACCESS TO THE INTERNET/ WORLDWIDE WEB AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREEVIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
YES	527 68% 100%	280 89% 53%	127 92% 24%	358 64% 68% E	169 91% 32% CE	- -	218 70% 41%	302 71% 57%	477 91% 91% 1	49 20% 9%
NO	214 28% 100%	35 71% 16%	12 8% 5%	198 36% 92% DE	16 9% 8%	- -	90 29% 42%	120 28% 56%	23 4% 11%	192 77% 89% H
DON'T KNOW	3 - 100%	- -	- -	2 + 71%	1 + 29%	- -	1 + 46%	2 + 54%	2 + 73%	1 + 27%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.8 WHICH OF THE FOLLOWING TV SERVICES OR FUNCTIONS HAVE YOU HEARD OF BEFORE TODAY?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	624 80% 100%	177 81% 28%	103 78% 17%	219 84% 35% D	125 75% 20%	288 82% 46%	336 79% 54%	161 85% 26% J	216 85% 35% J	105 85% 17% J	142 68% 23%	86 82% 14%	247 74% 40%
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	522 67% 100%	151 69% 29%	94 71% 18%	177 68% 34% D	100 61% 19%	269 77% 52% F	253 60% 48%	140 74% 27% J	186 73% 36% J	87 70% 17% J	110 53% 21%	77 74% 15% L	196 59% 38%
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	581 75% 100%	161 74% 28%	96 73% 17%	197 75% 34%	127 77% 22%	279 79% 48% F	302 71% 52%	146 77% 25% J	209 82% 36% J	102 82% 17% J	124 60% 21%	76 72% 13%	226 68% 39%
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	461 59% 100%	141 65% 31% D	84 63% 18% D	154 59% 33%	82 50% 18%	240 68% 52% F	221 52% 48%	130 69% 28% J	174 68% 38% J	71 58% 15% J	86 41% 19%	66 63% 14% L	157 47% 34%
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	512 66% 100%	148 68% 29%	92 70% 18%	172 66% 34%	100 61% 20%	268 76% 52% F	244 57% 48%	141 74% 28% J	182 72% 36% J	86 69% 17% J	103 49% 20%	77 73% 15% L	188 57% 37%
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	419 54% 100%	122 56% 29%	75 56% 18%	140 54% 33%	82 50% 20%	224 64% 54% F	194 46% 46%	125 66% 30% J	154 61% 37% J	74 59% 18% J	66 32% 16%	70 67% 17% L	139 42% 33%
ULTRA HIGH DEFINITION TV	298 38% 100%	90 41% 30%	64 48% 22% CD	91 35% 31%	53 32% 18%	155 44% 52% F	142 33% 48%	103 54% 35% HU	92 36% 31% J	47 38% 16% J	55 27% 19%	59 56% 20% L	102 31% 34%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.8 WHICH OF THE FOLLOWING TV SERVICES OR FUNCTIONS HAVE YOU HEARD OF BEFORE TODAY?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLITAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES 564 73% 100%	154 27%	99 18%	197 35%	113 20%	271 48% F	293 69% 52%	143 25% J	207 37% J	99 18% J	114 20% J	76 13% J	213 38% J
CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.) 579 75% 100%	159 27%	107 19%	195 34%	118 20%	280 48% F	299 70% 52%	154 27% J	203 35% J	104 18% J	118 20% J	81 14% J	222 38% J
NONE OF THESE 42 5% 100%	18 43%	6 15%	10 24%	8 18%	11 26%	31 74% E	8 20% H	2 4%	5 12% H	27 64% GHI	7 16% GHI	32 76% GHI

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.8 WHICH OF THE FOLLOWING TV SERVICES OR FUNCTIONS HAVE YOU HEARD OF BEFORE TODAY?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	624 80% 100%	309 84% 50% B	315 77% 50% B	143 88% 23% F	166 81% 27% F	145 82% 23% F	170 73% 27% F	195 88% 31% H	429 77% 69% H
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	522 67% 100%	252 69% 48%	271 66% 52%	115 71% 22%	137 67% 26%	124 71% 24%	147 63% 28%	168 76% 32% H	354 64% 68% H
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	581 75% 100%	284 77% 49%	297 73% 51%	132 82% 23% F	152 74% 26%	136 77% 23%	161 69% 28%	182 82% 31% H	399 72% 69% H
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	461 59% 100%	236 64% 51% B	225 55% 49%	115 71% 25% DEF	121 59% 26%	104 59% 23%	121 52% 26%	151 68% 33% H	310 56% 67% H
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	512 66% 100%	257 70% 50% B	254 62% 50%	115 71% 22% F	142 69% 28% F	118 67% 23%	137 59% 27%	161 73% 31% H	351 63% 69% H
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	419 54% 100%	218 59% 52% B	200 49% 48%	109 68% 26% DEF	109 53% 26%	94 53% 22%	107 46% 25%	145 65% 35% H	274 49% 65% H
ULTRA HIGH DEFINITION TV	298 38% 100%	154 42% 52%	143 35% 48%	63 39% 21%	92 45% 31% E	58 33% 19%	85 37% 29%	93 42% 31%	204 37% 69%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.8 WHICH OF THE FOLLOWING TV SERVICES OR FUNCTIONS HAVE YOU HEARD OF BEFORE TODAY?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
564 73% 100%	289 79% 51% B	275 67% 49%	137 85% 24% DEF	152 74% 27% F	129 73% 23% F	146 63% 26%	176 80% 31% H	388 70% 69%
579 75% 100%	301 82% 52% B	278 68% 48%	143 88% 25% DEF	159 77% 27% F	128 73% 22%	149 64% 26%	183 83% 32% H	396 71% 68%
42 5% 100%	11 3% 27%	31 8% 73% A	3 2% 6%	9 4% 21%	7 4% 17%	24 10% 56% CDE	3 2% 8%	39 7% 92% G

WEIGHTED TOTAL

INTERACTIVE AND RED
BUTTON SERVICES, THAT
CAN BE USED TO ACCESS
OTHER SERVICES OR
PROGRAMMES

CATCH-UP TV WHERE YOU
CAN WATCH PROGRAMMES
THAT WERE BROADCAST IN
THE PREVIOUS WEEK OR SO
ON YOUR PC OR LAPTOP
(E.G. VIA BBC IPLAYER,
ITVPLAYER, SKY PLAYER
ETC.)

NONE OF THESE

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.8 WHICH OF THE FOLLOWING TV SERVICES OR FUNCTIONS HAVE YOU HEARD OF BEFORE TODAY?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	624 80% 100%	282 90% 45%	129 93% 21%	447 80% 72% E	177 95% 28% CE	-	254 82% 41%	364 86% 58%	456 87% 73% I	168 67% 27%
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	522 67% 100%	245 78% 47%	116 84% 22%	365 65% 70% E	158 85% 30% CE	-	210 68% 40%	308 73% 59%	383 73% 73% I	140 56% 27%
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	581 75% 100%	272 87% 47%	123 88% 21%	405 73% 70% E	175 94% 30% CE	-	226 73% 39%	349 82% 60% F	423 80% 73% I	158 63% 27%
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	461 59% 100%	233 74% 51%	114 82% 25%	305 55% 66% E	156 84% 34% CE	-	176 57% 38%	279 66% 61% F	348 66% 75% I	113 45% 25%
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	512 66% 100%	254 81% 50%	125 90% 25% A	356 64% 70% E	156 84% 30% CE	-	188 61% 37%	317 75% 62% F	385 73% 75% I	127 51% 25%
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	419 54% 100%	219 59% 52%	111 80% 27% A	284 61% 68% E	134 72% 32% CE	-	111 52% 38%	254 60% 61% F	337 64% 81% I	81 33% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.8 WHICH OF THE FOLLOWING TV SERVICES OR FUNCTIONS HAVE YOU HEARD OF BEFORE TODAY?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
ULTRA HIGH DEFINITION TV	298 38% 100%	159 51% 53%	70 50% 23%	217 39% 73% E	81 43% 27% E	- -	115 37% 39%	183 43% 61%	218 41% 73% I	80 32% 27%
INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES	564 73% 100%	272 86% 48%	128 92% 23%	394 71% 70% E	170 91% 30% CE	- -	215 69% 38%	345 81% 61% F	427 81% 76% I	137 55% 24%
CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)	579 75% 100%	276 88% 48%	124 90% 21%	402 72% 69% E	177 95% 31% CE	- -	219 71% 38%	353 83% 61% F	435 83% 75% I	144 58% 25%
NONE OF THESE	42 5% 100%	6 2% 14%	1 1% 4%	42 8% 100% D	- -	- -	24 8% 58% G	15 4% 36%	14 3% 33%	28 71% 67% H

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.9 AND WHICH OF THESE SERVICES DO YOU CURRENTLY HAVE OR USE AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF ANY TV SERVICES OR FUNCTIONS

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	709 100%	209 29%	111 16%	238 34%	151 21%	300 42%	409 58%	155 22%	207 29%	122 17%	225 32%	75 11%	347 49%
WEIGHTED TOTAL	702 100%	195 28%	117* 17%	241 34%	150 21%	328 47%	374 53%	177 25%	234 33%	118 17%	173 25%	95* 13%	291 42%
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	291 42% 100%	90 46% 31%	46 40% 16%	93 39% 32%	62 42% 21%	153 47% 53% F	138 37% 47% F	77 44% 27% J	112 48% 39% J	54 45% 18% J	48 28% 16%	35 37% 12%	102 35% 35%
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	115 16% 100%	38 20% 33%	24 20% 21%	36 15% 31%	17 12% 15%	68 21% 31% F	47 13% 41% F	36 20% 31%	40 17% 35%	17 14% 15%	23 13% 20%	18 19% 15%	39 14% 34%
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	208 30% 100%	53 27% 26%	31 27% 15%	71 30% 34%	52 35% 25%	113 34% 54% F	95 26% 46% F	47 26% 22%	84 36% 40% J	40 34% 19% J	37 22% 18%	19 20% 9%	78 27% 37%
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	80 11% 100%	24 12% 30%	17 14% 21%	18 8% 23%	22 14% 27%	48 15% 60% F	32 9% 40% F	31 17% 39% IJ	34 15% 43% J	9 8% 12%	5 3% 7%	15 16% 18% L	15 5% 19%
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	9 1% 100%	4 2% 48%	1 1% 14%	1 8%	3 2% 30%	7 2% 79% F	2 2% 21% F	3 2% 38%	3 1% 30%	1 1% 14%	2 1% 18%	3 3% 38%	3 1% 32%
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	47 7% 100%	14 7% 29%	7 6% 15%	14 6% 30%	12 8% 26%	25 8% 53% F	22 6% 47% F	21 12% 44% IJ	19 8% 40% J	3 3% 7%	4 2% 9%	10 11% 22% L	7 3% 16%
ULTRA HIGH DEFINITION TV	24 3% 100%	10 5% 42%	6 5% 26%	5 2% 20%	3 2% 12%	16 5% 66% F	8 2% 34% F	11 6% 47% J	6 3% 25%	5 4% 18%	2 1% 10%	6 7% 26%	7 2% 28%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.9 AND WHICH OF THESE SERVICES DO YOU CURRENTLY HAVE OR USE AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF ANY TV SERVICES OR FUNCTIONS

TOTAL	URBANITY				SEX		AGE					
	METRO POLITAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 702 100%	195 28%	117* 17%	241 34%	150 21%	328 47%	374 53%	177 25%	234 33%	118 17%	173 25%	95* 13%	291 42%
INTERACTIVE AND RED BUTION SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES 249 35% 100%	65 34% 26%	44 38% 18%	89 37% 36%	50 33% 20%	129 39% 52%	120 32% 48%	64 36% 26%	92 39% 37% J	49 41% 19% J	45 26% 18%	29 31% 12%	93 32% 38%
CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.) 246 35% 100%	53 27% 21%	47 40% 19% A	96 40% 39% A	50 34% 20%	127 39% 52%	119 32% 48%	66 37% 27% J	105 45% 43% J	44 37% 18% J	32 18% 13%	34 36% 14%	76 26% 31%
NONE OF THESE 222 32% 100%	65 34% 29%	34 29% 15%	66 28% 30%	56 37% 25%	89 27% 40%	132 35% 60% E	59 33% 26%	63 27% 28%	28 24% 13%	72 42% 33% HI	40 42% 18%	100 34% 45%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.9 AND WHICH OF THESE SERVICES DO YOU CURRENTLY HAVE OR USE AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF ANY TV SERVICES OR FUNCTIONS

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL								
709 100%	302 43%	407 57%	147 21%	155 22%	155 22%	252 36%	197 28%	512 72%
WEIGHTED TOTAL								
702 100%	339 48%	363 52%	155 22%	184 26%	164 23%	199 28%	207 29%	495 71%
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)								
291 42% 100%	152 45% 52%	140 39% 48%	78 50% 27% F	74 40% 26%	70 43% 24%	70 35% 24%	103 50% 35% H	188 38% 65%
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS								
115 16% 100%	66 19% 57%	50 14% 43%	30 19% 26%	36 19% 31%	21 13% 18%	29 15% 25%	36 17% 31%	80 16% 69%
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV								
208 30% 100%	121 36% 58% B	87 24% 42%	63 40% 30% EF	59 32% 28% F	44 27% 21%	43 21% 20%	68 33% 33%	140 28% 67%
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)								
80 11% 100%	50 15% 63% B	30 8% 37%	21 13% 26% F	30 16% 37% F	18 11% 22%	12 6% 15%	29 14% 36%	51 10% 64%
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)								
9 1% 100%	4 1% 49%	4 1% 51%	3 2% 36% F	1 1% 10%	4 3% 51% F	- - -	1 1% 13%	8 2% 87%
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)								
47 7% 100%	33 10% 70% B	14 4% 30%	16 10% 34% F	16 9% 35% F	7 4% 16%	7 3% 15%	20 10% 43%	27 5% 57%
ULTRA HIGH DEFINITION TV								
24 3% 100%	13 4% 54%	11 3% 46%	6 4% 24%	7 4% 30%	5 3% 20%	6 3% 26%	7 3% 27%	18 4% 73%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.9 AND WHICH OF THESE SERVICES DO YOU CURRENTLY HAVE OR USE AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF ANY TV SERVICES OR FUNCTIONS

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
702 100%	339 48%	363 52%	155 22%	184 26%	164 23%	199 28%	207 29%	495 71%
249 35% 100%	142 42% 57% B	107 29% 43%	73 47% 29% F	69 38% 28% F	58 35% 23% F	49 25% 20%	84 41% 34%	165 33% 66%
246 35% 100%	160 47% 65% B	86 24% 35%	81 52% 33% EF	79 43% 32% EF	49 30% 20% F	37 18% 15%	90 44% 37% H	156 32% 63%
222 32% 100%	76 22% 34%	146 40% 66% A	24 15% 11%	53 29% 24% C	53 33% 24% C	92 46% 42% CDE	55 26% 25%	167 34% 75%

WEIGHTED TOTAL

INTERACTIVE AND RED
BUTTON SERVICES, THAT
CAN BE USED TO ACCESS
OTHER SERVICES OR
PROGRAMMES

CATCH-UP TV WHERE YOU
CAN WATCH PROGRAMMES
THAT WERE BROADCAST IN
THE PREVIOUS WEEK OR SO
ON YOUR PC OR LAPTOP
(E.G. VIA BBC IPLAYER,
ITVPLAYER, SKY PLAYER
ETC.)

NONE OF THESE

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.9 AND WHICH OF THESE SERVICES DO YOU CURRENTLY HAVE OR USE AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF ANY TV SERVICES OR FUNCTIONS

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREEVIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	709 100%	276 39%	123 17%	537 76%	172 24%	- -	284 40%	417 59%	449 63%	260 37%
WEIGHTED TOTAL	702 100%	309 44%	137 20%	515 73%	187 27%	** **	285 41%	408 58%	488 70%	214 30%
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	291 42% 100%	159 52% 55%	75 55% 26%	159 31% 54%	133 71% 48% C	- - -	80 28% 27%	209 51% 72% F	237 48% 81% I	55 26% 19%
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	115 16% 100%	72 23% 63%	40 29% 34%	54 11% 47%	61 33% 53% C	- - -	54 19% 47%	62 15% 53%	94 19% 82% I	21 10% 18%
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	208 30% 100%	122 39% 58%	64 46% 31%	83 16% 40%	125 67% 60% C	- - -	62 22% 30%	143 35% 69% F	178 36% 85% I	30 14% 15%
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	80 11% 100%	55 18% 68%	32 23% 39%	14 3% 17%	67 36% 83% C	- - -	24 8% 29%	54 13% 67%	72 15% 90% I	8 4% 10%
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	9 1% 100%	6 2% 6%	3 2% 30%	4 1% 49%	4 2% 51%	- - -	- - -	9 2% 100% F	9 2% 100%	- - -
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	47 7% 100%	31 10% 67%	22 16% 47%	22 4% 47%	25 13% 53% C	- - -	13 4% 27%	34 8% 73%	43 9% 91% I	4 2% 9%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.9 AND WHICH OF THESE SERVICES DO YOU CURRENTLY HAVE OR USE AT HOME?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF ANY TV SERVICES OR FUNCTIONS

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREEVIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	702 100%	309 44%	137 20%	515 73%	187 27%	-- -	285 41%	408 58%	488 70%	214 30%
ULTRA HIGH DEFINITION TV	24 3% 100%	18 6% 75%	7 5% 29%	15 3% 60%	10 5% 40%	- - -	4 1% 17%	20 5% 83% F	21 4% 87%	3 1% 13%
INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES	249 35% 100%	138 45% 56%	70 51% 28%	132 26% 53%	117 63% 47% C	- - -	81 28% 33%	165 40% 66% F	213 44% 86% I	36 17% 14%
CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)	246 35% 100%	153 49% 62%	81 59% 33%	131 25% 53%	116 62% 47% C	- - -	82 29% 33%	159 39% 65% F	225 46% 91% I	22 10% 9%
NONE OF THESE	222 32% 100%	69 20% 31%	27 12%	214 42% 97% D	7 4% 3%	- - -	122 43% 55% G	97 24% 44%	108 22% 49%	113 53% 51% H

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	263 34% 100%	64 29% 24%	42 32% 16%	85 32% 32%	72 44% 27% AC	110 31% 42%	153 36% 58%	29 15% 11%	74 29% 28% G	51 41% 19% GH	109 52% 42% GHI	14 13% 5%	160 48% 61% K
2	39 5% 100%	8 4% 20%	8 6% 21%	15 6% 40%	7 4% 19%	13 4% 33%	26 6% 67%	8 4% 20%	11 4% 30%	5 4% 13%	14 7% 37%	5 4% 12%	19 6% 50%
3	48 6% 100%	14 7% 30%	6 5% 13%	18 7% 38%	9 6% 19%	30 8% 61% F	19 4% 39%	10 5% 20%	17 7% 35%	7 6% 14%	15 7% 31%	3 2% 5%	22 7% 46%
4	29 4% 100%	9 4% 31%	4 3% 15%	10 4% 36%	5 3% 18%	14 4% 50%	14 3% 50%	4 2% 15%	12 5% 42%	6 5% 21%	6 3% 22%	3 2% 12%	12 4% 42%
5	78 10% 100%	23 10% 29%	12 9% 15%	32 12% 41%	12 7% 15%	29 8% 37%	49 12% 63%	19 10% 24%	30 12% 38%	13 11% 17%	17 8% 21%	10 10% 13%	30 9% 38%
6	41 5% 100%	21 9% 50% CD	5 4% 11%	10 4% 25%	6 3% 14%	20 6% 47%	22 5% 53%	14 8% 34%	9 3% 21%	12 10% 29% HJ	7 3% 16%	6 6% 14%	19 6% 45%
7	52 7% 100%	14 7% 28%	5 4% 9%	28 11% 53% BD	5 3% 10%	27 8% 52%	25 6% 48%	9 5% 18%	22 9% 42%	10 8% 20%	10 5% 20%	6 5% 11%	20 6% 40%
8	66 9% 100%	16 7% 25%	18 13% 27% C	17 6% 25%	15 9% 23%	31 9% 46%	35 8% 54%	31 17% 48% HIJ	22 9% 34% J	4 4% 7%	8 4% 12%	19 18% 29% L	12 4% 19%
9	20 3% 100%	9 4% 47% C	4 3% 18%	2 1% 11%	5 3% 24%	7 2% 35%	13 3% 65%	6 3% 32%	6 2% 30%	4 3% 21%	3 2% 16%	5 5% 27%	7 2% 37%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	104 13% 100%	32 15% 31%	19 14% 18%	33 13% 31%	20 12% 19%	57 16% 55% F	47 11% 45%	51 27% 49% HJ	32 13% 31% J	10 8% 10%	10 5% 10%	27 26% 26% L	20 6% 20%
DONT KNOW ENOUGH ABOUT IT	5 1% 100%	3 2% 68%	- -	1 20%	1 12%	2 1% 39%	3 1% 61%	3 1% 57%	1 12%	- 10%	1 22%	3 3% 57%	2 -
MEAN SCORE	4.53	4.91 D	4.73	4.42	4.03	4.79	4.31	6.36 HI J	4.69 J	4.01 J	2.98	6.57 L	3.37
STD. DEVIATION	3.37	3.34	3.49	3.24	3.45	3.42	3.31	3.28	3.30	3.12	2.79	3.22	2.96

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	263 34% 100%	125 34% 48%	137 34% 52%	61 38% 23%	64 31% 24%	55 31% 21%	82 35% 31%	52 24% 20%	210 38% 80% G
2	39 5% 100%	21 6% 55%	17 4% 45%	6 4% 16%	15 7% 39%	8 5% 22%	9 4% 23%	10 5% 27%	28 5% 73%
3	48 6% 100%	26 7% 53%	23 6% 47%	10 6% 21%	16 8% 33%	15 8% 31% F	8 3% 16%	11 5% 23%	37 7% 77%
4	29 4% 100%	9 2% 32%	20 5% 68%	3 2% 11%	6 3% 21%	12 7% 43% C	7 3% 25%	5 2% 19%	23 4% 81%
5	78 10% 100%	31 8% 39%	48 12% 61%	15 9% 19%	16 8% 20%	24 14% 30%	24 10% 31%	31 14% 39%	48 9% 61%
6	41 5% 100%	18 5% 43%	24 6% 57%	12 8% 30% D	5 3% 12%	6 3% 14%	18 8% 44% D	12 5% 29%	29 5% 71%
7	52 7% 100%	28 8% 54%	24 6% 46%	18 11% 35% D	10 5% 19%	10 6% 20%	13 6% 26%	18 8% 35%	34 6% 65%
8	66 9% 100%	38 10% 57%	28 7% 43%	13 8% 19%	25 12% 38% F	13 8% 20%	15 6% 22%	26 12% 39%	40 7% 61%
9	20 3% 100%	11 3% 54%	9 2% 46%	8 5% 38%	3 2% 16%	3 2% 17%	6 2% 28%	6 3% 32%	14 2% 68%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
10 - VERY INTERESTED	104 13% 100%	42 11% 41%	62 15% 59%	11 7% 11%	31 15% 30% C	23 13% 22%	39 17% 37% C	38 17% 37%	66 12% 63%
DONT KNOW ENOUGH ABOUT IT	5 1% 100%	2 - 37%	3 1% 63%	- - -	2 1% 37%	* * 10%	3 1% 53%	- - -	5 1% 100%
MEAN SCORE	4.53	4.47	4.58	4.29	4.62	4.46	4.67	5.35 H	4.20
STD. DEVIATION	3.37	3.35	3.38	3.20	3.48	3.24	3.49	3.34	3.32

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	263 34% 100%	81 26% 31%	34 24% 13%	203 36% 78% E	59 32% 22% E	- -	113 36% 43%	149 35% 57%	158 30% 60%	105 42% 40% H
2	39 5% 100%	8 3% 21%	4 3% 11%	33 6% 85%	6 3% 15%	- -	22 7% 58% G	16 4% 40%	26 5% 66%	13 5% 34%
3	48 6% 100%	14 4% 29%	6 4% 12%	37 7% 77%	11 6% 23%	- -	22 7% 45%	26 6% 53%	33 6% 68%	16 6% 32%
4	29 4% 100%	16 5% 54%	7 5% 25%	22 4% 77%	7 3% 23%	- -	13 4% 46%	14 3% 50%	20 4% 69%	9 4% 31%
5	78 10% 100%	31 10% 40%	15 11% 20%	54 10% 68%	25 13% 32% E	- -	30 10% 38%	47 11% 59%	54 10% 69%	24 10% 31%
6	41 5% 100%	22 7% 53%	13 9% 30%	32 6% 77%	10 5% 23%	- -	17 5% 41%	24 6% 59%	29 5% 70%	13 5% 30%
7	52 7% 100%	26 8% 50%	9 6% 17%	43 8% 82%	9 5% 18%	- -	18 6% 35%	32 8% 63%	35 7% 68%	17 7% 32%
8	66 9% 100%	44 14% 66%	16 12% 25%	49 9% 74%	17 9% 26%	- -	19 6% 29%	44 10% 67%	52 10% 79%	14 6% 21%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	20 3% 100%	10 3% 50%	4 3% 21%	11 2% 53%	9 5% 47% C	- - -	6 2% 29%	14 3% 71%	17 3% 83%	3 1% 17%
10 - VERY INTERESTED	104 13% 100%	61 19% 59%	31 22% 30%	70 12% 67% E	34 18% 33% E	- - -	48 16% 47%	55 13% 53%	76 14% 73%	28 11% 27%
DONT KNOW ENOUGH ABOUT IT	5 1% 100%	2 1% 39%	- - -	5 1% 100%	- - -	- - -	2 1% 39%	3 1% 61%	4 1% 78%	1 - 22%
MEAN SCORE	4.53	5.51	5.61	4.36	5.03 C	-	4.35	4.63	4.82 I	3.93
STD. DEVIATION	3.37	3.38	3.40	3.31	3.48	-	3.40	3.36	3.38	3.26

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	263 34% 100%	212 34% 81%	172 33% 66%	193 33% 73%	148 32% 56%	179 35% 68%	140 34% 53%	90 30% 34%	198 35% 76%	193 33% 74%	15 37% 6%
2	39 5% 100%	31 5% 81%	25 5% 64%	26 5% 68%	20 4% 52%	23 5% 60%	19 5% 49%	15 5% 38%	30 5% 77%	27 5% 70%	5 11% 12% D
3	48 6% 100%	39 6% 81%	33 6% 69%	40 7% 83%	32 7% 65%	33 6% 69%	17 4% 35%	14 5% 29%	32 6% 66%	37 6% 77%	2 4% 4%
4	29 4% 100%	24 4% 83%	21 4% 72%	22 4% 78%	14 3% 50%	15 3% 52%	11 3% 39%	8 3% 28%	22 4% 76%	19 3% 68%	2 5% 7%
5	78 10% 100%	67 11% 86%	61 12% 78%	60 10% 77%	52 11% 66%	56 11% 71%	45 11% 58%	36 12% 46%	58 10% 73%	62 11% 79%	5 12% 6%
6	41 5% 100%	35 6% 84%	30 6% 73%	33 6% 80%	25 5% 61%	30 6% 73%	22 5% 54%	11 4% 26%	31 5% 74%	31 5% 74%	3 7% 7%
7	52 7% 100%	45 8% 86%	30 6% 59%	41 7% 79%	31 7% 60%	30 6% 59%	33 8% 64%	18 6% 35%	40 7% 77%	43 7% 83%	4 8% 7%
8	66 9% 100%	60 10% 90%	53 10% 80%	58 10% 88%	47 10% 71%	50 10% 75%	45 11% 68%	37 12% 55%	52 9% 78%	56 10% 85%	1 1% 1%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	20 3% 100%	19 3% 94%	16 3% 82%	18 3% 90%	17 4% 85%	18 4% 91%	12 3% 58%	9 3% 43%	17 3% 87%	18 3% 91%	- - -
10 - VERY INTERESTED	104 13% 100%	92 15% 89%	80 15% 77%	88 15% 85%	74 16% 71%	77 15% 74%	73 18% 71%	62 21% 59% AJ	85 15% 82%	92 16% 88%	3 7% 3%
DONT KNOW ENOUGH ABOUT IT	5 1% 100%	1 21%	1 21%	1 21%	1 21%	1 12%	1 12%	- -	· 10%	· 10%	4 9% 79% ABCDEFGHI
MEAN SCORE	4.53	4.67 J	4.74 J	4.74 J	4.86 J	4.67 J	4.93 J	5.20 HJ	4.63 J	4.77 J	3.55
STD. DEVIATION	3.37	3.39	3.39	3.40	3.42	3.42	3.49	3.53	3.42	3.42	2.88

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	223 29% 100%	66 30% 30%	33 25% 15%	75 29% 34%	50 30% 22%	85 24% 38%	137 32% 62% E	30 16% 14%	57 22% 25%	40 32% 18% G	96 46% 43% GHI	19 18% 9%	136 41% 61% K
2	37 5% 100%	6 3% 16%	3 2% 8%	18 7% 48%	10 6% 28%	17 5% 45%	20 5% 55%	6 3% 16%	12 5% 32%	5 4% 15%	14 7% 38%	3 3% 8%	19 6% 53%
3	46 6% 100%	9 4% 19%	9 7% 19%	17 6% 36%	12 7% 25%	22 6% 47%	24 6% 53%	11 6% 23%	11 4% 24%	17 13% 36% GHJ	8 4% 17%	5 5% 11%	24 7% 53%
4	30 4% 100%	6 3% 21%	6 5% 21%	13 5% 43%	5 3% 15%	10 3% 34%	20 5% 66%	11 6% 36%	9 4% 30%	5 4% 17%	5 2% 17%	8 8% 28%	10 3% 34%
5	75 10% 100%	18 8% 24%	9 7% 12%	34 13% 45%	14 9% 19%	28 8% 37%	47 11% 63%	25 13% 34%	25 10% 33%	10 8% 14%	15 7% 20%	14 13% 19%	25 7% 33%
6	24 3% 100%	11 5% 47% C	6 4% 24%	4 1% 16%	3 2% 13%	14 4% 32%	10 2% 42%	5 3% 22%	11 4% 45%	4 3% 15%	4 2% 18%	1 1% 4%	8 2% 33%
7	52 7% 100%	19 9% 37%	8 6% 16%	16 6% 30%	9 5% 17%	28 8% 55%	23 6% 45%	16 8% 30% J	19 8% 38% J	11 9% 21% J	6 3% 11%	7 7% 13%	17 5% 32%
8	61 8% 100%	18 8% 29%	14 11% 23%	20 8% 33%	9 5% 15%	36 10% 59% F	25 6% 41%	24 13% 39% J	23 9% 37% J	9 7% 14%	6 3% 10%	12 12% 20% L	15 4% 24%
9	23 3% 100%	8 3% 32%	8 6% 33%	6 2% 24%	3 2% 11%	9 3% 39%	14 3% 61%	4 2% 17%	9 3% 38%	4 4% 19%	6 3% 27%	2 2% 10%	11 3% 46%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
 WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
 - A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE						
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)	
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	157 20% 100%	42 19% 27%	24 18% 15%	49 19% 31%	42 25% 27%	82 23% 52%	75 18% 48%	49 26% 31% IJ	57 22% 36%	19 15% 12%	33 16% 21%	26 25% 17%	51 15% 33%
DONT KNOW ENOUGH ABOUT IT	16 2% 100%	10 5% 62% C	3 2% 18%	1 1% 9%	2 1% 11%	8 2% 48%	9 2% 52%	4 2% 26%	4 2% 24%	- - -	8 4% 49% I	4 3% 22%	8 2% 49%
MEAN SCORE	5.09	5.19	5.45	4.87	5.07	5.54 F	4.72	6.10 IJ	5.62 IJ	4.57	3.85	5.90 L	4.13
STD. DEVIATION	3.56	3.56	3.51	3.47	3.72	3.55	3.52	3.29	3.50	3.38	3.57	3.39	3.51

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	223 29% 100%	100 27% 45%	123 30% 55%	41 25% 18%	59 29% 26%	43 25% 19%	80 34% E	48 22% 21%	175 32% 79% G
2	37 5% 100%	18 5% 48%	19 5% 52%	5 3% 13%	13 6% 35%	6 4% 17%	13 5% 35%	9 4% 25%	27 5% 75%
3	46 6% 100%	22 6% 48%	24 6% 52%	9 6% 19%	13 6% 28%	9 5% 20%	15 6% 32%	9 4% 19%	37 7% 81%
4	30 4% 100%	10 3% 33%	20 5% 67%	3 2% 9%	7 3% 24%	11 6% 35%	10 4% 32%	7 3% 24%	23 4% 76%
5	75 10% 100%	33 9% 44%	42 10% 56%	15 9% 20%	18 9% 24%	27 15% 36% F	15 6% 20%	26 12% 34%	49 9% 66%
6	24 3% 100%	10 3% 42%	14 3% 58%	7 4% 28%	3 2% 14%	5 3% 20%	9 4% 38%	8 4% 34%	16 3% 66%
7	52 7% 100%	32 9% 62% B	20 5% 38%	16 10% 30% F	16 8% 31%	10 6% 19%	10 4% 20%	19 9% 37%	32 6% 63%
8	61 8% 100%	30 8% 50%	31 7% 50%	20 12% 32% DF	11 5% 17%	19 11% 31% F	11 5% 19%	23 10% 37%	38 7% 63%
9	23 3% 100%	13 4% 57%	10 2% 43%	8 5% 33%	5 3% 23%	2 1% 10%	8 3% 33%	7 3% 30%	16 3% 70%
10 - VERY INTERESTED	157 20% 100%	76 21% 48%	81 20% 52%	33 20% 21%	43 21% 27%	37 21% 24%	44 19% 28%	52 24% 33%	105 19% 67%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
16 2% 100%	7 2% 41%	10 2% 59%	2 2% 15%	4 2% 26%	2 1% 12%	8 3% 47%	2 1% 11%	15 3% 89%
MEAN SCORE	5.27	4.94	5.61 F	4.99	5.32	4.63	5.78 H	4.82
STD. DEVIATION	3.56	3.55	3.49	3.61	3.41	3.63	3.46	3.56

WEIGHTED TOTAL
DONT KNOW ENOUGH ABOUT IT
MEAN SCORE
STD. DEVIATION

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	223 29% 100%	53 17% 24%	26 19% 12%	202 36% 91% DE	20 11% 9%	- -	120 39% 54% G	101 24% 46%	116 22% 52%	107 43% 48% H
2	37 5% 100%	8 3% 22%	2 2% 7%	34 6% 92% D	3 1% 8%	- -	14 5% 39%	19 4% 52%	22 4% 61%	14 6% 39%
3	46 6% 100%	18 6% 39%	10 7% 22%	36 6% 77%	10 6% 23%	- -	21 7% 45%	24 6% 53%	35 7% 77%	11 4% 23%
4	30 4% 100%	18 6% 59%	4 3% 15%	19 3% 62%	11 6% 38%	- -	16 5% 54%	14 3% 46%	23 4% 75%	8 3% 25%
5	75 10% 100%	26 8% 35%	8 6% 11%	49 9% 66%	25 14% 34% E	- -	33 11% 44%	41 10% 54%	56 11% 75%	19 8% 25%
6	24 3% 100%	14 4% 57%	5 4% 21%	17 3% 69%	8 4% 31%	- -	11 4% 47%	13 3% 53%	18 3% 73%	7 3% 27%
7	52 7% 100%	27 8% 51%	9 6% 16%	40 7% 77%	12 5% 23%	- -	15 5% 28%	36 9% 70%	44 8% 84% I	8 3% 16%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
 WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
 - A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
8	61 8% 100%	40 13% 66%	15 11% 25%	45 8% 74%	16 9% 26%	- - -	21 7% 35%	40 9% 65%	52 10% 84% I	10 4% 16%
9	23 3% 100%	9 3% 37%	3 2% 12%	15 3% 63%	9 5% 37%	- - -	9 3% 38%	15 3% 62%	16 3% 70%	7 3% 30%
10 - VERY INTERESTED	157 20% 100%	98 31% 62%	53 39% 34%	87 16% 55% E	71 38% 45% CE	- - -	43 14% 28%	112 26% 71% F	113 21% 72%	45 18% 28%
DONT KNOW ENOUGH ABOUT IT	16 2% 100%	4 1% 24%	3 2% 16%	15 3% 90%	2 1% 10%	- - -	5 2% 34%	9 2% 57%	9 2% 54%	7 3% 46%
MEAN SCORE	5.09	6.36	6.54	4.49	6.87	-	4.26	5.72	5.54	4.17
STD. DEVIATION	3.56	3.36	3.56	3.47	3.18	-	3.39	3.56	3.43	3.63

FRI NOV 18 14:35:41 GMT 2011

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GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	223 29% 100%	170 27% 76%	134 26% 60%	151 26% 68%	105 23% 47%	127 25% 57%	102 24% 46%	66 22% 30%	152 27% 68%	152 26% 68%	24 57% 11% ABCDEFGHI
2	37 5% 100%	26 4% 72%	18 3% 49%	21 4% 58%	17 4% 46%	21 4% 57%	18 4% 48%	8 3% 22%	25 4% 69%	24 4% 65%	4 9% 11% BG
3	46 6% 100%	38 6% 82%	35 7% 76%	39 7% 86%	25 5% 54%	30 6% 65%	26 6% 56%	21 7% 46%	33 6% 72%	38 7% 84%	1 3% 3%
4	30 4% 100%	25 4% 82%	22 4% 72%	25 4% 84%	21 5% 71%	24 5% 81%	18 4% 61%	18 6% 60%	25 4% 84%	27 5% 88%	- - -
5	75 10% 100%	70 11% 93% J	60 11% 80% J	61 10% 81%	52 11% 69% J	54 11% 73% J	39 9% 53%	33 11% 44% J	60 11% 80% J	60 10% 81%	1 2% 1%
6	24 3% 100%	19 3% 79%	15 3% 60%	18 3% 73%	14 3% 57%	14 3% 59%	11 3% 47%	9 3% 38%	17 3% 69%	16 3% 67%	3 6% 11%
7	52 7% 100%	47 7% 90%	36 7% 70%	42 7% 80%	39 8% 75%	35 7% 68%	33 8% 64%	22 7% 43%	41 7% 79%	44 8% 85%	2 5% 4%
8	61 8% 100%	57 9% 93% J	49 9% 81% J	57 10% 94% J	47 10% 77% J	48 9% 78% J	41 10% 67% J	31 10% 50% J	53 9% 88% J	52 8% 84% J	- - -

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	23 3% 100%	23 4% 98%	18 4% 78%	22 4% 94%	18 4% 78%	20 4% 86%	17 4% 72%	11 4% 46%	20 3% 84%	21 4% 88%	- - -
10 - VERY INTERESTED	157 20% 100%	145 23% 92%	131 25% 83%	139 24% 89%	121 26% 77%	129 25% 82%	112 27% 71%	76 26% 48%	132 23% 84%	140 24% 89%	2 5% 7%
DONT KNOW ENOUGH ABOUT IT	16 2% 100%	5 1% 33%	6 1% 36%	6 1% 35%	3 1% 16%	8 2% 51%	1 - 9%	2 1% 14%	5 1% 30%	6 1% 37%	6 13% 34%
MEAN SCORE	5.09	5.40 J	5.55 J	5.50 J	5.80 J	5.59 J	5.71 J	5.75 J	5.40 J	5.45 J	2.46 ABCDEFGHI
STD. DEVIATION	3.56	3.54	3.54	3.54	3.49	3.55	3.56	3.46	3.55	3.54	2.65

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	279 36% 100%	81 37% 29%	42 32% 15%	92 35% 33%	63 38% 23%	112 32% 40%	167 39% 60% E	32 17% 11%	80 31% 29% G	53 42% 19% G	114 55% 41% GHI	15 14% 5%	167 50% 60% K
2	58 7% 100%	7 3% 12%	7 5% 12%	24 9% 41% A	20 12% 35% A	29 8% 49%	30 7% 51%	10 5% 17%	17 7% 29%	14 11% 24%	17 8% 30%	6 6% 11%	31 9% 54%
3	46 6% 100%	14 6% 30%	7 5% 15%	16 6% 36%	9 5% 20%	23 7% 51%	22 5% 49%	14 8% 31%	9 4% 20%	10 8% 22%	12 6% 27%	8 8% 18%	22 7% 49%
4	34 4% 100%	9 4% 26%	8 6% 24%	12 5% 34%	5 3% 15%	13 4% 38%	21 5% 62%	8 4% 23%	13 5% 38%	9 8% 27% J	4 2% 12%	8 7% 23%	13 4% 39%
5	75 10% 100%	20 9% 27%	13 10% 17%	28 11% 37%	14 9% 19%	33 10% 44%	42 10% 56%	30 16% 40% I	29 11% 38% J	6 5% 8%	11 5% 14%	13 12% 17% L	17 5% 22%
6	26 3% 100%	9 4% 35%	8 6% 29%	6 2% 24%	3 2% 12%	16 5% 62%	10 2% 38%	9 4% 33%	9 4% 36%	3 3% 13%	5 2% 18%	6 5% 22%	8 2% 31%
7	42 5% 100%	13 6% 32%	8 6% 18%	12 5% 29%	9 6% 22%	20 6% 47%	22 5% 53%	19 10% 45% J	15 6% 36% J	7 6% 17% J	1 2%	10 9% 24% L	8 2% 18%
8	50 6% 100%	14 7% 29%	13 10% 26%	15 6% 30%	7 4% 15%	29 8% 57%	22 5% 43%	17 9% 33% J	21 8% 42% J	6 5% 12%	6 3% 13%	7 7% 14%	13 4% 25%
9	17 2% 100%	4 2% 21%	2 2% 14%	8 3% 47%	3 2% 18%	7 3% 39%	11 3% 61%	3 2% 18%	7 3% 40%	3 3% 18%	4 2% 24%	3 2% 15%	7 2% 42%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	99 13% 100%	32 15% 32%	13 10% 13%	34 13% 34%	20 12% 20%	51 15% 52%	48 11% 48%	40 21% 41% HU	31 12% 32%	11 8% 11%	17 8% 17%	24 22% 24% L	28 8% 28%
DONT KNOW ENOUGH ABOUT IT	17 2% 100%	9 4% 54%	2 2% 13%	3 1% 20%	2 1% 13%	7 2% 39%	10 2% 61%	4 2% 21%	4 1% 22%	1 1% 7%	9 4% 51%	3 3% 16%	10 3% 57%
MEAN SCORE	4.19	4.36	4.38	4.17	3.83	4.50 F	3.93	5.64 HI J	4.50 IJ	3.52	2.86	5.72 L	3.12
STD. DEVIATION	3.35	3.44	3.23	3.35	3.31	3.39	3.29	3.23	3.35	3.08	3.00	3.23	3.04

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	279 36% 100%	126 34% 45%	153 37% 55%	58 36% 21%	68 33% 24%	62 35% 22%	91 39% 33%	64 29% 23%	215 39% 77% G
2	58 7% 100%	26 7% 44%	32 8% 56%	11 7% 18%	15 7% 26%	10 6% 17%	23 10% 39%	18 8% 31%	40 7% 69%
3	46 6% 100%	22 6% 48%	24 6% 52%	3 2% 7%	18 9% 40% C	7 4% 15%	17 7% 37% C	10 5% 23%	35 6% 77%
4	34 4% 100%	14 4% 41%	20 5% 59%	8 5% 23%	6 3% 18%	12 7% 35%	8 4% 25%	7 3% 20%	28 5% 80%
5	75 10% 100%	34 9% 45%	42 10% 55%	16 10% 22%	17 8% 23%	25 14% 33% F	17 7% 22%	32 14% 42% H	44 8% 58%
6	26 3% 100%	14 4% 56%	11 3% 44%	4 3% 17%	10 5% 39%	2 1% 8%	9 4% 36%	9 4% 33%	17 3% 67%
7	42 5% 100%	21 6% 50%	21 5% 50%	11 7% 26%	10 5% 24%	12 7% 29%	8 4% 20%	15 7% 35%	27 5% 65%
8	50 6% 100%	25 7% 51%	25 6% 49%	16 10% 31% F	10 5% 19%	15 9% 30%	10 4% 19%	19 9% 39%	31 6% 61%
9	17 2% 100%	9 2% 51%	9 2% 49%	5 3% 31%	3 2% 20%	1 1% 8%	7 3% 42%	3 2% 19%	14 3% 81%
10 - VERY INTERESTED	99 13% 100%	53 15% 54%	46 11% 46%	22 14% 22%	31 15% 32%	21 12% 21%	25 11% 25%	33 15% 33%	66 12% 67%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
 WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
 - A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 17 2% 100%	6 2% 33%	11 3% 67%	3 2% 19%	2 1% 14%	4 2% 23%	7 3% 44%	1 5%	16 3% 95% G
MEAN SCORE	4.41	3.99	4.53 F	4.31	4.29	3.76	4.69 H	3.98
STD. DEVIATION	3.43	3.26	3.46	3.41	3.26	3.25	3.34	3.33

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
 * SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	279 36% 100%	85 27% 30%	36 26% 13%	232 42% 83% DE	47 25% 17% E	- - -	116 37% 41%	160 38% 57%	148 28% 53%	131 53% 47% H
2	58 7% 100%	19 6% 33%	8 6% 14%	48 9% 83%	10 5% 17%	- - -	22 7% 37%	34 8% 58%	44 8% 76%	14 6% 24%
3	46 6% 100%	15 5% 32%	9 7% 20%	33 6% 72%	13 7% 28%	- - -	19 6% 42%	26 6% 58%	32 6% 69%	14 6% 31%
4	34 4% 100%	10 3% 29%	2 1% 5%	27 5% 78%	7 4% 22%	- - -	20 6% 58%	14 3% 42%	24 5% 71%	10 4% 29%
5	75 10% 100%	35 11% 47%	14 10% 18%	57 10% 76%	18 10% 24%	- - -	34 11% 45%	40 9% 52%	61 12% 81%	15 6% 19%
6	26 3% 100%	16 5% 62%	7 5% 28%	13 2% 52%	12 4% 48% C	- - -	12 4% 46%	14 3% 54%	18 3% 71%	8 3% 29%
7	42 5% 100%	24 8% 57%	9 7% 22%	30 5% 73%	11 6% 27%	- - -	19 6% 47%	22 5% 53%	38 7% 91% I	4 1% 9%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
8	50 6% 100%	30 10% 60%	14 10% 27%	37 7% 73%	13 7% 27%	- - -	15 5% 30%	34 8% 67%	43 8% 86% 	7 3% 14%
9	17 2% 100%	12 4% 66%	4 3% 24%	9 2% 52%	8 4% 48% C	- - -	10 3% 59%	7 2% 41%	13 2% 74%	5 2% 26%
10 - VERY INTERESTED	99 13% 100%	64 20% 65%	36 26% 36%	56 10% 56%	43 23% 44% CE	- - -	38 12% 38%	61 14% 62%	72 14% 73%	27 11% 27%
DONT KNOW ENOUGH ABOUT IT	17 2% 100%	5 2% 31%	- - -	14 3% 85%	2 1% 15%	- - -	4 1% 25%	12 3% 68%	8 1% 46%	9 4% 54%
MEAN SCORE	4.19	5.28	5.54	3.77	5.41 C	-	4.16	4.24	4.64 	3.22
STD. DEVIATION	3.35	3.48	3.59	3.19	3.51	-	3.28	3.41	3.32	3.20

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	Q8									
		A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	279 36% 100%	225 36% 81%	177 34% 63%	201 35% 72%	145 31% 52%	181 35% 65%	136 33% 49%	92 31% 33%	204 36% 73%	200 35% 72%	23 53% 8%
2	58 7% 100%	46 7% 79%	35 7% 60%	42 7% 72%	36 8% 61%	38 7% 65%	32 8% 55%	22 7% 38%	43 8% 74%	43 7% 74%	3 7% 5%
3	46 6% 100%	34 5% 74%	32 6% 69%	42 7% 92%	28 6% 62%	27 5% 59%	24 6% 53%	23 8% 50%	34 6% 74%	36 6% 79%	1 4% 3%
4	34 4% 100%	31 5% 89%	28 5% 82%	29 5% 84%	23 5% 68%	25 5% 71%	22 5% 65%	15 5% 44%	28 5% 81%	32 5% 92%	1 1% 2%
5	75 10% 100%	65 10% 86%	59 11% 78%	62 11% 82%	49 11% 65%	60 12% 79%	43 10% 57%	34 11% 45%	57 10% 75%	61 10% 80%	2 4% 2%
6	26 3% 100%	22 4% 85%	20 4% 78%	19 3% 74%	17 4% 65%	18 4% 69%	14 3% 54%	14 5% 53%	16 3% 61%	20 3% 78%	2 5% 8%
7	42 5% 100%	38 6% 91%	28 5% 67%	34 6% 80%	27 6% 66%	27 5% 64%	25 6% 60%	16 5% 38%	34 6% 81%	35 6% 84%	1 3% 4%
8	50 6% 100%	48 8% 96%	41 8% 82%	45 8% 89%	38 8% 76%	38 7% 75%	34 8% 68%	22 7% 44%	43 8% 85%	41 8% 82%	- - -

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTER ACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	17 2% 100%	15 2% 89%	15 3% 85%	15 3% 88%	11 2% 65%	15 3% 86%	12 3% 71%	7 2% 38%	12 2% 72%	15 3% 84%	* 1% 3%
10 - VERY INTERESTED	99 13% 100%	93 15% 94%	82 16% 83%	88 15% 89%	83 18% 84% J	78 15% 79%	73 17% 74%	51 17% 51%	87 15% 88%	89 15% 90%	3 6% 3%
DONT KNOW ENOUGH ABOUT IT	17 2% 100%	7 1% 40%	5 1% 27%	5 1% 29%	3 1% 21%	5 1% 31%	2 1% 9%	2 1% 12%	6 1% 38%	7 1% 42%	6 15% 37% ABCDEFGHI
MEAN SCORE	4.19	4.41 J	4.55 J	4.45 J	4.74 J	4.45 J	4.69 J	4.65 J	4.39 J	4.45 J	2.69
STD. DEVIATION	3.35	3.41	3.41	3.39	3.46	3.41	3.47	3.40	3.42	3.40	2.85

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	220 28% 100%	78 36% 36% BC	27 20% 12%	69 27% 31%	45 28% 21%	85 24% 39%	135 32% 61% E	31 16% 14%	47 18% 21%	40 32% 18% GH	102 49% 46% GH	15 14% 7%	142 43% 65% K
2	36 5% 100%	6 3% 17%	2 1% 5%	17 7% 48% B	11 7% 30%	19 5% 52%	17 4% 48%	3 1% 7%	11 4% 30%	11 9% 31% G	11 5% 32% G	1 1% 3%	22 7% 62%
3	56 7% 100%	12 6% 22%	10 8% 18%	24 9% 43%	10 6% 17%	22 6% 39%	34 8% 61%	10 5% 18%	25 10% 44%	10 8% 17%	11 6% 21%	4 4% 7%	21 6% 38%
4	32 4% 100%	7 3% 20%	11 9% 36% AC	7 3% 21%	7 4% 23%	19 6% 60%	13 3% 40%	5 3% 15%	9 3% 28%	11 9% 33% G	8 4% 24%	4 4% 13%	18 6% 57%
5	64 8% 100%	11 5% 17%	13 10% 20%	28 11% 44% A	12 7% 19%	28 8% 45%	35 8% 55%	25 13% 40% IJ	26 10% 41% IJ	4 4% 7%	8 4% 13%	19 18% 29% L	13 4% 20%
6	24 3% 100%	6 3% 26%	6 5% 27%	10 4% 40%	2 1% 7%	16 4% 65%	8 2% 35%	10 1% 10%	9 4% 39%	6 5% 26%	6 3% 25%	1 1% 2%	12 4% 51%
7	52 7% 100%	13 6% 24%	15 11% 29%	16 6% 31%	8 5% 16%	29 8% 57%	22 5% 43%	22 11% 42% J	15 6% 29%	8 7% 16%	7 3% 13%	9 9% 18%	15 5% 29%
8	58 7% 100%	23 10% 39%	10 8% 17%	16 6% 28%	9 6% 16%	29 8% 51%	29 7% 49%	21 11% 36% J	20 8% 35% J	10 8% 17%	7 3% 12%	13 12% 23% L	17 5% 29%
9	36 5% 100%	8 4% 22%	7 5% 19%	10 4% 29%	11 7% 30%	13 4% 37%	23 5% 63%	9 5% 26%	11 4% 30%	8 6% 22%	8 4% 22%	7 7% 19%	16 5% 44%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE						
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)	
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	157 20% 100%	43 20% 28%	22 16% 14%	52 20% 33%	40 24% 25%	75 21% 48%	81 19% 52%	53 28% 34% I	62 24% 40% I	15 12% 10%	26 13% 17%	26 25% 17% L	42 13% 27%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	5 2% 52%	- - -	2 1% 22%	3 2% 26%	3 1% 27%	7 2% 73%	4 2% 41%	1 1% 6%	- - -	5 3% 54% H	3 3% 27%	5 2% 54%
MEAN SCORE	5.13	4.93	5.46	5.03	5.30	5.40	4.91	6.40 I	5.74 I	4.49 J	3.62	6.43 L	3.96
STD. DEVIATION	3.57	3.71	3.24	3.50	3.73	3.48	3.63	3.30	3.46	3.37	3.45	3.18	3.44

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	220 28% 100%	80 22% 37%	140 34% 63% A	35 22% 16%	45 22% 21%	49 28% 22%	90 39% 41% CDE	39 18% 18%	181 33% 82% G
2	36 5% 100%	15 4% 43%	20 5% 57%	6 4% 17%	9 5% 26%	13 8% 37% F	7 3% 20%	7 3% 18%	29 5% 82%
3	56 7% 100%	23 6% 42%	33 8% 58%	10 6% 18%	13 6% 23%	18 10% 32%	15 6% 26%	23 10% 40%	33 6% 60%
4	32 4% 100%	17 5% 54%	15 4% 46%	7 5% 23%	10 5% 31%	8 5% 26%	6 3% 20%	8 3% 24%	24 4% 76%
5	64 8% 100%	31 9% 49%	33 8% 51%	16 10% 25%	15 8% 24%	16 9% 24%	17 7% 27%	26 12% 41% H	38 7% 59%
6	24 3% 100%	17 5% 71% B	7 2% 29%	5 3% 21%	12 6% 50% F	3 1% 11%	4 2% 19%	3 2% 14%	21 4% 86%
7	52 7% 100%	25 7% 49%	27 7% 51%	12 8% 24%	13 6% 25%	11 6% 20%	16 7% 31%	15 7% 28%	37 7% 72%
8	58 7% 100%	29 8% 50%	29 7% 50%	16 10% 28%	13 6% 22%	12 7% 20%	17 7% 30%	24 11% 42% H	34 6% 58%
9	36 5% 100%	20 6% 57%	16 4% 43%	9 6% 25%	11 6% 32%	8 4% 21%	8 3% 22%	7 3% 20%	29 5% 80%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H

*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
10 - VERY INTERESTED	157 20% 100%	87 24% 56% B	70 17% 44%	39 24% 25% F	48 23% 31% F	34 19% 22%	36 15% 23%	57 26% 37% H	99 18% 63%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	4 1% 39%	6 2% 61%	2 1% 17%	2 1% 22%	* * 5%	6 2% 56%	1 * 6%	10 2% 94%
MEAN SCORE	5.13	5.69 B	4.63	5.78 EF	5.61 F	4.87	4.45	5.92 H	4.82
STD. DEVIATION	3.57	3.51	3.55	3.48	3.54	3.52	3.57	3.43	3.58

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	220 28% 100%	39 12% 18%	22 6% 10%	192 34% 87% DE	28 15% 13% E	- - -	105 34% 48%	113 27% 51%	95 18% 43%	125 50% 57% H
2	36 5% 100%	6 2% 18%	2 0% 7%	31 6% 88%	4 2% 12%	- -	17 6% 48%	17 4% 49%	23 4% 63%	13 5% 37%
3	56 7% 100%	24 8% 42%	7 5% 12%	51 9% 91% D	5 3% 9%	- -	20 7% 36%	35 8% 62%	46 9% 82% I	10 4% 18%
4	32 4% 100%	16 5% 50%	8 6% 25%	21 4% 67%	11 6% 33%	- -	16 5% 50%	15 4% 48%	22 4% 69%	10 4% 31%
5	64 8% 100%	31 10% 49%	13 9% 20%	53 10% 83%	11 6% 17%	- -	32 10% 50%	32 8% 50%	49 9% 77%	15 6% 23%
6	24 3% 100%	10 3% 41%	2 1% 6%	19 3% 80%	5 3% 20%	- -	9 3% 38%	14 3% 58%	17 3% 71%	7 3% 29%
7	52 7% 100%	26 8% 50%	8 6% 16%	38 7% 74%	13 7% 26%	- -	22 7% 42%	30 7% 58%	41 8% 79%	11 4% 21%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
8	58 7% 100%	37 12% 64%	13 10% 23%	41 7% 71%	17 9% 29%	- -	21 7% 35%	34 8% 59%	47 9% 82% 	10 4% 18%
9	36 5% 100%	22 7% 61%	11 8% 30%	19 3% 52%	17 9% 48% C	- -	16 5% 45%	20 5% 55%	30 6% 85% 	5 2% 15%
10 - VERY INTERESTED	157 20% 100%	101 32% 64%	53 38% 34%	81 14% 51% E	76 41% 49% CE	- -	47 15% 30%	108 26% 69% F	125 24% 80% 	31 13% 20%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	4 1% 37%	1 6%	10 2% 100%	- -	- -	4 1% 41%	6 1% 54%	6 1% 58%	4 2% 42%
MEAN SCORE	5.13	6.70	6.82	4.48	7.06 C	-	4.63	5.49 F	5.86 I	3.61
STD. DEVIATION	3.57	3.22	3.41	3.39	3.37	-	3.44	3.62	3.42	3.39

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	220 28% 100%	175 28% 79%	133 25% 60%	148 26% 67%	106 23% 48%	125 24% 57%	95 23% 43%	66 22% 30%	148 26% 67%	147 25% 67%	20 48% 9% ABCDEFGHI
2	36 5% 100%	24 4% 66%	20 4% 56%	22 4% 61%	19 4% 52%	18 4% 51%	15 4% 43%	11 4% 31%	21 4% 60%	22 4% 61%	4 10% 12% ABCEFGHI
3	56 7% 100%	50 8% 89%	40 8% 72%	47 8% 83%	36 8% 65%	40 8% 72%	30 7% 54%	21 7% 38%	45 8% 80%	44 8% 80%	1 2% 2% ABCEFGHI
4	32 4% 100%	26 4% 82%	23 4% 73%	27 5% 84%	21 5% 65%	22 4% 70%	16 4% 51%	11 4% 33%	26 5% 81%	28 5% 87%	1 3% 4% ABCEFGHI
5	64 8% 100%	52 8% 82%	48 9% 75%	47 8% 74%	40 9% 63%	45 9% 71%	35 8% 55%	26 9% 41%	48 9% 76%	50 9% 78%	2 4% 2% ABCEFGHI
6	24 3% 100%	18 3% 75%	16 3% 66%	17 3% 71%	12 3% 49%	16 3% 67%	8 2% 34%	10 3% 41%	12 2% 52%	17 3% 70%	1 2% 4% ABCEFGHI
7	52 7% 100%	43 7% 82%	36 7% 70%	39 7% 76%	31 7% 60%	33 6% 64%	31 7% 59%	24 8% 46%	38 7% 73%	40 7% 77%	5 11% 9% ABCEFGHI
8	58 7% 100%	53 9% 91%	49 9% 84%	53 9% 92%	40 9% 68%	46 9% 79%	40 9% 68%	29 10% 50%	50 9% 86%	53 9% 92%	1 2% 2% ABCEFGHI

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	36 5% 100%	33 5% 92%	25 5% 71%	35 6% 97%	28 6% 77%	30 6% 84%	29 7% 80%	19 6% 53%	32 6% 88%	32 6% 90%	- - -
10 - VERY INTERESTED	157 20% 100%	147 24% 94%	127 24% 81%	144 25% 92%	126 27% 80%	134 26% 86%	117 28% 75%	81 27% 52%	140 25% 90%	144 25% 92%	1 4% 7%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	3 1% 34%	4 1% 40%	2 1% 17%	3 1% 26%	2 1% 17%	2 1% 17%	1 1% 8%	3 1% 34%	3 1% 26%	6 15% 60%
MEAN SCORE	5.13	5.37 J	5.54 J	5.58 J	5.78 J	5.70 J	5.92 AJ	5.93 J	5.52 J	5.58 J	2.87 ABCDEFGHI
STD. DEVIATION	3.57	3.60	3.55	3.58	3.57	3.57	3.58	3.53	3.60	3.57	2.76

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	289 37% 100%	82 38% 28%	41 31% 14%	100 39% 35%	66 40% 23%	116 33% 40%	174 41% 60% E	30 16% 10%	74 29% 26% G	54 44% 19% GH	131 63% 45% GHI	13 5% 5%	185 56% 64% K
2	60 8% 100%	16 7% 26%	8 6% 13%	20 8% 33%	17 10% 28%	30 9% 50%	31 7% 50%	13 7% 22%	20 8% 33%	13 10% 21%	15 7% 25%	6 6% 10%	28 8% 46%
3	62 8% 100%	13 6% 21%	11 9% 19%	26 10% 42%	12 7% 19%	34 10% 56%	27 6% 44%	11 6% 18%	20 8% 33%	15 12% 24%	16 8% 26%	6 5% 9%	31 9% 50%
4	30 4% 100%	7 3% 24%	7 6% 25%	11 4% 38%	4 2% 13%	11 3% 37%	19 4% 63%	6 3% 21%	12 5% 39%	6 5% 20%	3 3% 20%	4 4% 15%	12 4% 40%
5	57 7% 100%	9 4% 16%	10 7% 17%	25 10% 44% A	13 8% 23%	21 6% 36%	37 9% 64%	22 12% 38% J	17 6% 29%	10 8% 18%	9 4% 15%	17 16% 30% L	19 6% 33%
6	25 3% 100%	7 3% 27%	6 5% 25%	6 2% 24%	6 4% 24%	15 4% 58%	11 3% 42%	12 6% 46% J	9 3% 34% J	4 3% 17% J	1 4% 4%	5 5% 20%	5 2% 20%
7	33 4% 100%	12 5% 35%	7 5% 21%	7 3% 22%	7 4% 22%	17 5% 53%	16 4% 47%	13 7% 39% J	12 5% 37%	4 4% 14%	3 2% 10%	6 6% 18%	8 2% 23%
8	57 7% 100%	24 11% 41% CD	14 11% 25% D	14 5% 24%	6 3% 10%	29 8% 50%	29 7% 50%	26 14% 46% IJ	22 9% 39% IJ	3 2% 5%	6 3% 11%	16 15% 27% L	9 3% 16%
9	20 3% 100%	5 2% 24%	5 4% 25%	7 3% 35%	3 2% 16%	7 2% 38%	12 3% 62%	5 3% 27%	9 3% 44%	3 3% 16%	3 1% 13%	5 5% 24%	6 2% 29%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE						
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)	
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	96 12% 100%	30 14% 31%	13 10% 13%	32 12% 33%	22 13% 23%	54 15% 56% F	43 10% 44%	41 22% 43% IJ	40 16% 41% J	11 9% 11% J	5 2% 5%	19 19% 20% L	15 5% 16%
DONT KNOW ENOUGH ABOUT IT	14 2% 100%	9 4% 67% C	1 1% 6%	1 1% 11%	2 1% 16%	5 1% 37%	9 2% 63%	6 3% 43%	1 1% 10%	- -	6 3% 47% H	4 4% 31%	6 2% 47%
MEAN SCORE	4.09	4.32	4.41	3.90	3.82	4.41 F	3.82	5.88 HI J	4.68 IJ	3.35 J	2.17	5.96 L	2.63
STD. DEVIATION	3.36	3.52	3.27	3.28	3.34	3.45	3.26	3.28	3.48	2.97	2.25	3.12	2.61

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	289 37% 100%	117 32% 40%	172 42% 60% A	56 35% 19%	61 30% 21%	73 42% 25% D	99 43% 34% D	56 25% 19%	233 42% 81% G
2	60 8% 100%	22 6% 36%	39 9% 64%	9 6% 16%	12 6% 20%	21 12% 34%	18 8% 30%	19 9% 32%	41 7% 68%
3	62 8% 100%	41 11% 66% B	21 5% 34%	23 14% 37% EF	18 9% 29%	7 4% 12%	14 6% 23%	17 8% 27%	45 8% 73%
4	30 4% 100%	13 3% 43%	17 4% 57%	8 5% 26%	5 2% 17%	9 5% 29%	8 4% 28%	9 4% 32%	20 4% 68%
5	57 7% 100%	24 6% 42%	33 8% 58%	9 5% 15%	15 7% 26%	12 7% 22%	21 9% 37%	21 9% 36%	37 7% 64%
6	25 3% 100%	12 3% 48%	13 3% 52%	4 2% 14%	8 4% 33%	6 3% 24%	7 3% 29%	11 5% 42%	15 3% 58%
7	33 4% 100%	17 5% 52%	16 4% 48%	8 5% 23%	9 5% 29%	7 4% 20%	9 4% 28%	10 5% 31%	23 4% 69%
8	57 7% 100%	34 9% 60%	23 6% 40%	16 10% 28% F	18 9% 31% F	15 9% 26% F	8 3% 14%	21 10% 37%	36 6% 63%
9	20 3% 100%	10 3% 53%	9 2% 47%	5 3% 26%	5 3% 28%	3 2% 16%	6 3% 31%	5 2% 26%	15 3% 74%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
10 - VERY INTERESTED 96 12% 100%	57 15% 59% B	40 10% 41%	21 13% 22%	36 17% 37% F	18 10% 19%	22 9% 22%	39 18% 41% H	57 10% 59%
DONT KNOW ENOUGH ABOUT IT 14 2% 100%	4 1% 29%	10 2% 71%	- -	4 2% 29%	* 4%	9 4% 68% CE	1 6%	13 2% 94%
MEAN SCORE 4.09	4.56 B	3.66	4.30 F	4.78 EF	3.77	3.57	4.94 H	3.74
STD. DEVIATION 3.36	3.47	3.21	3.37	3.54	3.26	3.17	3.44	3.27

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	289 37% 100%	67 21% 23%	32 23% 11%	239 43% 83% DE	50 27% 17% E	- -	123 40% 42%	164 39% 57%	149 28% 51%	141 57% 49% H
2	60 8% 100%	22 7% 37%	7 5% 11%	52 9% 85%	9 5% 15%	- -	25 8% 41%	34 8% 57%	46 9% 76%	14 6% 24%
3	62 8% 100%	30 9% 48%	14 10% 23%	52 9% 85%	9 5% 15%	- -	22 7% 36%	39 9% 63%	47 9% 75%	15 6% 25%
4	30 4% 100%	13 4% 43%	5 3% 16%	19 3% 65%	10 6% 35%	- -	15 5% 51%	14 3% 46%	22 4% 75%	7 3% 25%
5	57 7% 100%	28 9% 49%	14 10% 24%	51 9% 90% D	6 3% 10%	- -	28 9% 48%	29 7% 50%	42 8% 74%	15 6% 26%
6	25 3% 100%	13 4% 52%	1 2%	19 3% 74%	7 4% 26%	- -	10 3% 39%	15 4% 61%	19 4% 75%	6 3% 25%
7	33 4% 100%	21 7% 62%	6 4% 19%	23 4% 68%	11 6% 32%	- -	13 4% 39%	20 5% 61%	27 8% 82%	6 2% 18%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
8	57 7% 100%	37 12% 65%	16 11% 28%	42 7% 73%	16 8% 27%	- - -	27 9% 47%	29 7% 51%	50 10% 88% 	7 3% 12%
9	20 3% 100%	12 4% 63%	7 5% 36%	10 2% 53%	9 5% 47% C	- - -	9 3% 47%	9 2% 46%	15 3% 78%	4 2% 22%
10 - VERY INTERESTED	96 12% 100%	66 21% 68%	37 27% 38%	40 7% 42%	56 30% 58% CE	- - -	32 10% 33%	63 15% 66%	78 15% 81% 	18 7% 19%
DONT KNOW ENOUGH ABOUT IT	14 2% 100%	5 2% 40%	- - -	10 2% 75%	3 2% 25%	- - -	6 2% 46%	7 2% 50%	6 1% 45%	8 3% 55%
MEAN SCORE	4.09	5.44	5.66	3.53	5.75 C	-	3.97	4.15	4.66 	2.88
STD. DEVIATION	3.36	3.43	3.60	3.02	3.76	-	3.26	3.43	3.40 	2.94

FRI NOV 18 14:35:41 GMT 2011

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* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	289 37% 100%	229 37% 79%	183 35% 63%	203 35% 70%	146 32% 50%	171 33% 59%	129 31% 44%	95 32% 33%	204 36% 71%	200 35% 69%	23 55% 8%
2	60 8% 100%	47 8% 78%	35 7% 58%	46 8% 76%	35 8% 58%	41 8% 67%	36 9% 59%	25 8% 41%	47 8% 77%	40 7% 67%	4 9% 6%
3	62 8% 100%	59 9% 95%	50 10% 81%	53 9% 85%	43 9% 70%	43 8% 69%	35 8% 56%	23 8% 37%	49 9% 79%	51 9% 83%	- - -
4	30 4% 100%	23 4% 79%	24 5% 81%	24 4% 82%	19 4% 64%	23 4% 76%	19 5% 65%	11 4% 36%	25 4% 84%	26 4% 88%	2 5% 7%
5	57 7% 100%	44 7% 77%	40 8% 70%	45 8% 78%	33 7% 58%	39 8% 68%	29 7% 51%	30 10% 52%	40 7% 70%	43 7% 75%	3 7% 5%
6	25 3% 100%	24 4% 93%	20 4% 79%	20 4% 80%	18 4% 70%	22 4% 86%	13 3% 51%	7 2% 28%	18 3% 71%	22 4% 87%	- - -
7	33 4% 100%	27 4% 82%	23 4% 70%	26 4% 78%	20 4% 60%	19 4% 56%	20 5% 61%	13 4% 39%	23 4% 71%	27 5% 81%	2 5% 6%
8	57 7% 100%	53 9% 93%	47 9% 82%	51 9% 88%	44 10% 77%	49 10% 86%	39 9% 67%	31 10% 54%	45 8% 78%	51 9% 88%	- - -

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	20 3% 100%	20 3% 100%	16 3% 84%	19 3% 97%	17 4% 85%	17 3% 88%	17 4% 87%	11 4% 54%	18 3% 92%	19 3% 97%	- - -
10 - VERY INTERESTED	96 12% 100%	92 15% 96% J	80 15% 83% J	89 15% 93% J	84 18% 87% J	84 16% 87% J	81 19% 84% J	51 17% 53% J	92 16% 95% J	95 16% 98% J	1 1% 1% -
DONT KNOW ENOUGH ABOUT IT	14 2% 100%	5 1% 38%	3 1% 19%	5 1% 37%	2 1% 18%	4 1% 31%	1 - 6%	2 1% 18%	3 1% 25%	5 1% 38%	8 18% 56% ABCDEFGHI
MEAN SCORE	4.09	4.32 J	4.44 J	4.42 J	4.74 J	4.57 J	4.84 AJ	4.71 J	4.37 J	4.53 J	2.11
STD. DEVIATION	3.36	3.44	3.43	3.45	3.52	3.48	3.56	3.50	3.48	3.48	2.06

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	454 59% 100%	116 53% 25%	75 57% 17%	155 59% 34%	109 66% 24% A	185 53% 41%	270 63% 59% E	67 35% 15%	144 57% 32% G	85 68% 19% GH	158 76% 35% GH	33 32% 7%	243 73% 54% K
2	64 8% 100%	12 5% 18%	7 5% 10%	29 11% 45% A	17 10% 26%	26 7% 40%	38 9% 60%	18 9% 28%	20 8% 32%	9 7% 14%	16 8% 26%	12 12% 20%	26 8% 40%
3	45 6% 100%	15 7% 34%	9 7% 20%	15 6% 34%	6 3% 12%	21 6% 47%	24 6% 53%	15 8% 34%	15 6% 34%	5 4% 12%	9 4% 20%	6 5% 13%	14 4% 32%
4	33 4% 100%	13 6% 38%	5 4% 17%	8 3% 26%	6 4% 19%	13 4% 41%	19 5% 59%	13 7% 41% J	8 3% 24%	10 8% 30% J	1 1% 5%	7 6% 20%	11 3% 35%
5	38 5% 100%	5 2% 13%	7 5% 19%	19 7% 49% A	7 4% 19%	23 7% 60%	15 4% 40%	14 8% 38%	13 5% 33%	4 4% 12%	7 3% 18%	8 7% 21%	11 3% 29%
6	18 2% 100%	8 4% 46%	3 2% 17%	5 2% 27%	2 1% 10%	11 3% 62%	7 2% 38%	12 6% 65% HU	5 2% 26%	1 1% 4%	1 1% 6%	8 8% 44% L	2 1% 10%
7	11 1% 100%	6 3% 53% C	4 3% 33% C	1 * 6%	1 1% 8%	8 2% 71%	3 1% 29%	2 1% 15%	7 3% 64% J	2 2% 21%	- -	1 1% 10%	2 1% 21%
8	23 3% 100%	8 4% 34%	7 5% 32%	5 2% 21%	3 2% 13%	16 4% 70% F	7 2% 30%	17 8% 75% HU	3 1% 11%	3 3% 14% J	- -	11 11% 50% L	3 1% 14%
9	9 1% 100%	3 1% 30%	- -	4 2% 48%	2 1% 23%	7 2% 74%	2 1% 26%	3 2% 31%	3 1% 31%	2 2% 23%	1 1% 16%	2 1% 17%	4 1% 38%

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE						
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)	
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	40 5% 100%	20 9% 51% CD	6 4% 14%	9 4% 23%	5 3% 12%	25 7% 62% F	15 4% 38%	20 10% 49% IJ	17 7% 43% IJ	1 1% 3%	2 1% 5%	11 10% 27% L	3 1% 8%
DONT KNOW ENOUGH ABOUT IT	8 1% 100%	7 3% 87% C	- -	1 6%	1 7%	4 1% 49%	4 1% 51%	4 2% 53%	1 7%	- -	3 2% 40%	3 3% 33%	3 1% 40%
MEAN SCORE	2.58	3.14 CD	2.70	2.37	2.08	3.08 F	2.16	3.95 HI J	2.65 J	2.10 J	1.52	4.15 L	1.75
STD. DEVIATION	2.65	3.11	2.68	2.40	2.21	2.98	2.25	3.18	2.77	2.09	1.47	3.22	1.75

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	454 59% 100%	223 61% 49%	232 57% 51%	107 66% 23%	116 56% 26%	100 57% 22%	131 56% 29%	106 48% 23%	349 63% 77% G
2	64 8% 100%	32 9% 50%	32 8% 50%	16 10% 26%	15 7% 24%	17 10% 27%	15 6% 23%	21 10% 33%	43 8% 67%
3	45 6% 100%	20 6% 45%	24 6% 55%	9 5% 19%	12 6% 26%	9 5% 19%	16 7% 36%	18 8% 40%	27 5% 60%
4	33 4% 100%	12 3% 38%	20 5% 62%	9 6% 27%	3 2% 10%	11 6% 32% D	10 4% 30%	12 5% 36%	21 4% 64%
5	38 5% 100%	14 4% 35%	25 6% 65%	4 3% 11%	10 5% 25%	14 8% 36% C	11 5% 29%	16 7% 43%	22 4% 57%
6	18 2% 100%	10 3% 53%	9 2% 47%	3 2% 16%	7 3% 37%	5 3% 27%	4 2% 20%	4 2% 19%	15 3% 81%
7	11 1% 100%	3 1% 23%	8 2% 77%	2 1% 14%	1 1% 9%	4 2% 37%	4 2% 40%	6 3% 57%	5 1% 43%
8	23 3% 100%	9 2% 38%	14 3% 62%	3 2% 13%	6 3% 25%	4 2% 17%	10 4% 45%	9 4% 38%	14 3% 62%
9	9 1% 100%	5 1% 58%	4 1% 42%	- - -	5 3% 58%	1 1% 15%	3 1% 27%	3 1% 31%	7 1% 69%
10 - VERY INTERESTED	40 5% 100%	22 6% 54%	19 5% 46%	6 4% 14%	16 8% 40%	6 4% 15%	12 5% 30%	16 7% 39%	25 4% 61%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
 WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
 - 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT	8 1% 100%	1 16%	7 2% 84%	- -	1 16%	1 6%	6 3% 78% C	- -	8 1% 100%
MEAN SCORE	2.58	2.51	2.63	2.09	2.86 C	2.54	2.70 C	3.08 H	2.37
STD. DEVIATION	2.65	2.69	2.61	2.18	3.01	2.44	2.75	2.88	2.52

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	454 59% 100%	149 47% 33%	68 49% 15%	344 62% 76% E	110 59% 24% E	- - -	193 62% 43%	256 61% 56%	276 62% 61%	179 72% 39% H
2	64 8% 100%	34 11% 53%	9 7% 15%	51 9% 80%	13 7% 20%	- - -	28 9% 43%	35 8% 55%	48 9% 76%	15 6% 24%
3	45 6% 100%	19 6% 43%	8 6% 19%	32 6% 71%	13 7% 29%	- - -	16 5% 37%	28 7% 62%	36 7% 81%	9 3% 19%
4	33 4% 100%	17 5% 50%	9 6% 26%	20 4% 62%	13 7% 38%	- - -	12 4% 37%	21 5% 63%	28 5% 86% I	5 2% 14%
5	38 5% 100%	18 6% 46%	12 9% 32%	30 5% 77%	9 5% 23%	- - -	22 7% 58%	16 4% 42%	32 6% 83% I	7 3% 17%
6	18 2% 100%	12 4% 67%	5 3% 25%	15 3% 83%	3 2% 17%	- - -	6 2% 34%	11 2% 58%	14 3% 75%	5 2% 25%
7	11 1% 100%	7 2% 67%	3 3% 32%	9 2% 79%	2 1% 21%	- - -	2 1% 17%	8 2% 69%	8 1% 71%	3 3% 29%
8	23 3% 100%	15 5% 66%	8 6% 37%	17 3% 75%	6 3% 25%	- - -	7 2% 30%	15 3% 65%	18 3% 81%	4 2% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)			FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)		ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	9 1% 100%	8 3% 87%	2 1% 17%	6 1% 65%	3 2% 35%	- - -	6 2% 61%	4 1% 39%	8 1% 80%	2 1% 20%
10 - VERY INTERESTED	40 5% 100%	32 10% 79%	14 10% 36%	25 5% 63%	15 8% 37%	- - -	15 5% 36%	26 6% 64%	31 6% 76%	10 4% 24%
DONT KNOW ENOUGH ABOUT IT	8 1% 100%	3 1% 40%	- - -	8 1% 100%	- - -	- - -	3 1% 33%	5 1% 61%	4 1% 43%	5 2% 57%
MEAN SCORE	2.58	3.43	3.48	2.49	2.83	-	2.47	2.63	2.83	2.03
STD. DEVIATION	2.65	3.17	3.15	2.56	2.90	-	2.56	2.71	2.76	2.32

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	Q8									
		A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	454 59% 100%	382 61% 84% G	306 59% 67%	352 61% 77% G	256 55% 56%	299 58% 66%	236 56% 52%	155 52% 34%	346 61% 76% G	352 61% 77% G	25 58% 5%
2	64 8% 100%	50 8% 79%	42 8% 66%	50 9% 78%	44 10% 69%	49 10% 76%	33 8% 52%	23 8% 37%	50 9% 78%	47 8% 74%	4 9% 6%
3	45 6% 100%	39 6% 87%	37 7% 82%	39 7% 86%	34 7% 75%	31 6% 70%	28 7% 62%	20 7% 45%	34 6% 76%	38 6% 84%	2 4% 4%
4	33 4% 100%	32 5% 96%	30 6% 90%	29 5% 87%	28 6% 86%	25 5% 76%	27 6% 82%	13 4% 39%	27 5% 82%	31 5% 95%	- - -
5	38 5% 100%	32 5% 84%	30 6% 79%	29 5% 76%	24 5% 64%	27 5% 70%	22 5% 57%	18 6% 48%	27 5% 69%	27 5% 70%	1 2% 2%
6	18 2% 100%	13 2% 69%	10 2% 52%	11 2% 58%	10 2% 54%	11 2% 59%	7 2% 39%	9 3% 50%	9 2% 48%	11 2% 59%	2 6% 13% H
7	11 1% 100%	9 1% 84%	9 2% 79%	9 1% 79%	8 2% 70%	9 2% 79%	8 2% 70%	5 2% 47%	9 2% 79%	8 1% 73%	2 4% 16%
8	23 3% 100%	18 3% 79%	19 4% 82%	18 3% 79%	16 3% 71%	18 4% 81%	17 4% 73%	13 4% 57%	16 3% 71%	19 3% 84%	- - -

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	9 1% 100%	9 1% 93%	9 2% 100%	9 2% 100%	9 2% 91%	9 2% 100%	9 3% 93%	9 3% 93%	9 2% 100%	9 2% 100%	- - -
10 - VERY INTERESTED	40 5% 100%	39 6% 96%	30 6% 75%	35 6% 86%	31 7% 77%	32 6% 80%	30 7% 74%	30 10% 74% BC	36 6% 89%	35 6% 86%	1 4% 4%
DONT KNOW ENOUGH ABOUT IT	8 1% 100%	2 2% 24%	1 1% 18%	2 2% 27%	1 1% 18%	2 2% 24%	2 2% 24%	1 1% 18%	2 2% 24%	2 2% 24%	6 13% 67% ABCDEFGHI
MEAN SCORE	2.58	2.63	2.74	2.63	2.85	2.75	2.92	3.31 ABCDEHI	2.61	2.64	2.28
STD. DEVIATION	2.65	2.72	2.74	2.71	2.81	2.79	2.90	3.18	2.73	2.72	2.43

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	376 48% 100%	99 45% 26%	54 41% 15%	128 49% 34%	94 26% AB	148 42% 39%	228 54% 61% E	48 25% 13%	98 38% 26% G	71 58% 19% GH	159 76% 42% GHI	26 25% 7%	230 69% 61% K
2	56 7% 100%	9 4% 17%	11 8% 20%	19 7% 34%	16 10% 29% A	26 7% 46%	30 7% 54%	16 8% 28%	15 6% 28%	12 10% 21%	13 6% 23%	10 9% 18%	25 7% 44%
3	45 6% 100%	12 5% 26%	7 5% 16%	20 8% 45%	6 4% 14%	22 6% 49%	23 5% 51%	15 8% 34%	13 5% 29%	9 7% 19%	8 4% 18%	9 9% 20% 20%	17 5% 37%
4	24 3% 100%	6 3% 27%	9 7% 36% D	6 2% 25%	3 2% 11%	12 3% 51%	12 3% 49%	11 6% 47% J	10 4% 41% J	1 1% 6%	2 6% 6%	8 8% 33% L	3 1% 12%
5	56 7% 100%	15 7% 27%	12 9% 21% D	25 9% 44% D	4 3% 7%	21 6% 38%	35 8% 62%	19 10% 34% J	24 9% 43% J	7 6% 12%	6 3% 10%	10 9% 17%	13 4% 23%
6	22 3% 100%	7 3% 33%	3 2% 14%	6 2% 26%	6 4% 27%	11 3% 53%	10 2% 47%	5 3% 25% J	9 4% 43%	3 2% 12%	4 2% 20%	3 3% 13%	7 2% 32%
7	34 4% 100%	14 6% 40%	5 4% 15%	10 4% 29%	5 3% 16%	20 6% 60%	14 3% 40%	10 5% 29% J	14 6% 43% J	8 7% 25% J	1 1% 4%	3 3% 10%	10 3% 29%
8	39 5% 100%	11 5% 29%	10 7% 26%	11 4% 29%	7 4% 17%	27 8% 69% F	12 3% 31%	12 6% 30% J	18 7% 47% J	9 7% 23% J	- - -	6 5% 14%	9 3% 23%
9	22 3% 100%	6 3% 28%	2 2% 11%	10 4% 44%	4 2% 17%	11 3% 50%	11 3% 50%	9 5% 40%	9 3% 39%	2 2% 10%	2 1% 11%	5 5% 21%	5 1% 21%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED 59 8% 100%	25 12% 43% C	8 6% 14%	14 5% 24%	11 7% 19%	37 11% 63% F	22 5% 37%	33 18% 56% HJ	23 9% 40% I	1 1% 2%	1 1% 2%	17 16% 29% L	2 1% 4%
DONT KNOW ENOUGH ABOUT IT 12 2% 100%	8 4% 65%	1 1% 7%	2 1% 19%	1 1% 10%	4 1% 30%	8 2% 70%	7 4% 57% H	1 1% 10%	- -	4 2% 32%	5 5% 44% L	4 1% 32%
MEAN SCORE	3.86 CD	3.53	3.21	2.87	3.92 F	2.90	4.90 HI J	4.03 IJ	2.74 J	1.60	4.68 L	2.04
STD. DEVIATION	3.39	3.02	2.96	3.00	3.34	2.84	3.44	3.27	2.61	1.59	3.41	2.12

FRI NOV 18 14:35:41 GMT 2011

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GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	376 48% 100%	170 46% 45%	206 50% 55%	85 53% 23%	85 41% 23%	85 48% 23%	121 52% 32% D	75 34% 20%	300 54% 80% G
2	56 7% 100%	30 8% 53%	26 6% 47%	12 8% 22%	17 8% 31%	14 8% 25%	12 5% 21%	13 6% 23%	43 8% 77%
3	45 6% 100%	17 5% 37%	28 7% 63%	4 3% 9%	13 6% 28%	14 8% 31%	14 6% 32%	16 7% 35%	30 5% 65%
4	24 3% 100%	14 4% 57%	10 3% 43%	2 2% 10%	11 5% 47%	4 2% 16%	6 3% 27%	11 5% 48%	12 2% 52%
5	56 7% 100%	25 7% 45%	31 7% 55%	9 6% 16%	16 8% 29%	17 10% 31%	13 6% 24%	20 9% 35%	36 7% 65%
6	22 3% 100%	12 3% 57%	9 2% 43%	9 6% 42% E	3 2% 15%	2 1% 9%	7 3% 34%	9 4% 41%	13 2% 59%
7	34 4% 100%	18 5% 54%	15 4% 46%	10 6% 28%	9 4% 26%	8 4% 22%	8 3% 23%	14 6% 40%	20 4% 60%
8	39 5% 100%	13 4% 34%	26 6% 66%	5 3% 14%	8 4% 20%	13 7% 33%	13 5% 33%	13 6% 34%	26 5% 66%
9	22 3% 100%	19 5% 84% B	4 1% 16%	9 6% 40% EF	10 5% 44% F	2 1% 8%	2 1% 8%	9 4% 41%	13 2% 59%

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
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**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
10 - VERY INTERESTED 59 8% 100%	28 8% 48%	31 8% 52%	11 7% 19%	17 8% 29%	11 6% 18%	20 9% 34%	28 13% 48% H	31 6% 52%
DONT KNOW ENOUGH ABOUT IT 12 2% 100%	4 1% 32%	8 2% 68%	1 1% 9%	3 1% 23%	2 1% 19%	6 3% 49%	1 1% 12%	11 2% 88%
MEAN SCORE 3.37	3.53	3.23	3.40	3.63	3.25	3.22	4.38 H	2.97
STD. DEVIATION 3.12	3.19	3.05	3.20	3.19	2.96	3.12	3.37	2.92

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	376 48% 100%	99 32% 26%	38 27% 10%	297 53% 79% DE	78 42% 21% E	- - -	165 53% 44%	207 49% 55%	208 39% 55%	168 67% 45% H
2	56 7% 100%	25 8% 46%	4 3% 8%	48 9% 86%	8 4% 14%	- - -	17 5% 30%	38 9% 68%	42 8% 76%	14 5% 24%
3	45 6% 100%	22 7% 49%	8 6% 17%	33 6% 73%	12 7% 27%	- - -	25 8% 56%	20 5% 44%	34 6% 74%	12 5% 26%
4	24 3% 100%	14 5% 61%	6 5% 26%	11 2% 48%	13 7% 52% C	- - -	9 3% 37%	13 3% 53%	22 4% 90% I	2 1% 10%
5	56 7% 100%	30 10% 54%	8 6% 15%	42 8% 76%	14 7% 24%	- - -	25 8% 44%	31 7% 56%	49 9% 87% I	7 3% 13%
6	22 3% 100%	14 4% 63%	9 6% 41%	17 3% 80%	4 2% 20%	- - -	9 3% 40%	13 3% 60%	18 3% 82%	4 2% 18%
7	34 4% 100%	19 6% 55%	11 8% 32%	25 5% 74%	9 4% 26%	- - -	12 4% 35%	21 5% 61%	27 5% 81%	6 3% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
8	39 5% 100%	24 8% 62%	12 9% 31%	24 4% 62%	15 6% 38%	- -	18 6% 47%	20 5% 50%	34 7% 89% 	4 2% 11%
9	22 3% 100%	20 6% 87%	14 10% 64%	14 3% 63%	8 4% 37%	- -	6 2% 27%	16 4% 73%	21 4% 94% 	1 1% 6%
10 - VERY INTERESTED	59 8% 100%	43 14% 72%	26 19% 44%	33 6% 57%	26 14% 43% CE	- -	20 7% 34%	39 9% 66%	43 8% 72%	16 7% 28%
DONT KNOW ENOUGH ABOUT IT	12 2% 100%	5 1% 38%	3 2% 21%	11 2% 94%	1 -	-	4 1% 35%	6 1% 52%	5 1% 42%	7 3% 58%
MEAN SCORE	3.37	4.62	5.49 A	3.09	4.21 C	-	3.18	3.51	3.85 	2.36
STD. DEVIATION	3.12	3.39	3.52	2.94	3.46	-	2.98	3.22	3.19	2.71

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.**

- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	376 48% 100%	307 49% 82%	243 47% 65%	277 48% 74%	201 44% 54%	235 46% 63%	179 43% 48%	126 42% 34%	277 49% 74%	277 48% 74%	23 55% 6%
2	56 7% 100%	44 7% 79%	43 8% 77%	47 8% 84%	38 8% 69%	45 9% 81%	30 7% 54%	22 7% 39%	44 8% 80%	46 8% 82%	3 6% 4%
3	45 6% 100%	39 6% 86%	35 7% 78%	38 6% 83%	31 7% 68%	28 5% 62%	25 6% 56%	18 6% 39%	32 6% 72%	34 5% 75%	2 5% 5%
4	24 3% 100%	20 3% 84%	18 4% 77%	18 3% 73%	17 4% 70%	17 3% 71%	17 4% 70%	10 4% 44%	20 4% 83%	20 4% 85%	1 3% 6%
5	56 7% 100%	49 8% 89%	42 8% 75%	43 7% 77%	34 7% 61%	34 7% 61%	34 8% 61%	26 9% 46%	43 8% 77%	44 8% 79%	2 4% 3%
6	22 3% 100%	19 3% 87%	14 3% 66%	19 3% 69%	16 4% 76%	16 3% 76%	13 3% 59%	7 3% 35%	16 3% 75%	17 3% 78%	1 2% 5%
7	34 4% 100%	32 5% 96%	29 6% 85%	29 5% 84%	25 5% 73%	27 5% 79%	22 5% 66%	16 5% 48%	26 5% 77%	27 5% 79%	1 4% 4%
8	39 5% 100%	32 5% 83%	31 6% 79%	35 6% 90%	29 6% 75%	34 7% 88%	29 7% 74%	20 7% 52%	29 5% 75%	35 6% 90%	1 3% 3%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	22 3% 100%	21 3% 95%	16 3% 71%	20 3% 90%	18 4% 78%	19 4% 85%	19 5% 85%	14 5% 63%	20 4% 90%	20 3% 90%	- - -
10 - VERY INTERESTED	59 8% 100%	57 9% 97%	49 9% 83%	53 9% 90%	50 11% 85%	51 10% 87%	49 12% 83%	36 12% 61%	53 9% 90%	57 10% 96%	1 4% 3%
DONT KNOW ENOUGH ABOUT IT	12 2% 100%	2 - 19%	2 - 19%	3 1% 26%	2 1% 19%	5 1% 43%	2 - 13%	2 1% 14%	2 - 19%	2 - 19%	6 15% 51%
MEAN SCORE	3.37	3.54 J	3.62 J	3.59 J	3.86 J	3.73 J	4.02 AHJ	4.07 AHJ	3.53 J	3.62 J	2.48
STD. DEVIATION	3.12	3.21	3.20	3.22	3.31	3.30	3.37	3.40	3.22	3.25	2.56

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	376 48% 100%	98 45% 26%	55 41% 15%	140 54% 37% B	83 50% 22%	152 43% 41%	223 52% 59% E	42 22% 11%	117 46% 31% G	75 61% 20% GH	141 68% 38% GH	22 21% 6%	216 65% 58% K
2	58 7% 100%	12 6% 21%	10 7% 17%	16 6% 28%	20 12% 34% A	23 6% 39%	35 8% 61%	18 9% 31%	18 7% 31%	9 7% 15%	13 6% 22%	14 14% 25% L	22 7% 37%
3	48 6% 100%	10 5% 22%	9 6% 18%	22 8% 46%	7 4% 14%	20 6% 42%	28 7% 58%	13 7% 27%	18 7% 38%	9 7% 19%	8 4% 17%	5 4% 10%	17 5% 36%
4	30 4% 100%	5 2% 18%	11 8% 36% A	9 4% 31%	5 3% 15%	9 2% 29%	21 5% 71%	8 4% 27%	11 4% 36%	6 5% 19%	5 2% 17%	3 3% 11%	11 3% 36%
5	45 6% 100%	14 6% 30%	6 4% 12%	15 6% 34%	11 6% 23%	24 7% 53%	21 5% 47%	17 9% 38%	13 5% 30%	6 5% 13%	8 4% 19%	6 6% 14%	14 4% 32%
6	19 2% 100%	7 3% 34% D	6 4% 30% D	7 3% 35%	- - -	12 3% 62%	7 2% 38%	8 4% 40%	8 3% 40%	1 1% 6%	3 1% 14%	8 7% 40% L	4 1% 20%
7	36 5% 100%	14 6% 39%	8 6% 22%	10 4% 27%	4 3% 12%	19 5% 51%	18 4% 49%	17 9% 46% J	12 5% 34%	4 3% 11%	3 2% 10%	12 11% 32% L	7 2% 20%
8	25 3% 100%	10 5% 39%	2 2% 10%	5 2% 19%	8 5% 32%	17 5% 66%	9 2% 34%	13 7% 52% HJ	6 2% 22%	3 3% 13%	3 2% 13%	9 8% 35% L	7 2% 26%
9	18 2% 100%	2 1% 9%	6 4% 31% A	3 1% 18%	8 5% 43% AC	10 3% 56%	8 2% 44%	7 3% 36%	5 2% 25%	3 2% 16%	4 2% 23%	2 1% 9%	7 2% 39%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE						
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)	
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED	58 7% 100%	26 12% 45% CD	9 7% 16%	13 5% 23%	9 5% 16%	39 11% 68% F	18 4% 32%	31 16% 54% HIJ	20 8% 34% J	4 3% 7%	3 2% 5%	13 12% 22% L	7 2% 12%
DONT KNOW ENOUGH ABOUT IT	31 4% 100%	15 7% 47% D	3 2% 9%	10 4% 33%	3 2% 11%	15 4% 47%	17 4% 53%	12 6% 39%	8 3% 26%	3 3% 10%	8 4% 25%	7 7% 23%	11 3% 36%
MEAN SCORE	3.21	3.72 C	3.53 C	2.74	3.05	3.80 F	2.73	5.04 HI J	3.22 IJ	2.49	2.02	4.82 L	2.20
STD. DEVIATION	3.05	3.37	3.07	2.69	3.02	3.36	2.67	3.38	3.02	2.53	2.16	3.26	2.32

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	376 48% 100%	173 47% 46%	203 50% 54%	84 52% 22%	89 43% 24%	88 50% 23%	115 49% 31%	95 43% 25%	280 51% 75%
2	58 7% 100%	25 7% 44%	33 8% 56%	9 6% 16%	16 8% 27%	18 10% 30%	15 6% 26%	14 6% 24%	44 8% 76%
3	48 6% 100%	23 6% 49%	24 6% 51%	9 6% 19%	14 7% 30%	11 6% 23%	13 6% 28%	19 9% 40%	29 5% 60%
4	30 4% 100%	15 4% 51%	15 4% 49%	9 6% 31%	6 3% 20%	6 4% 21%	8 4% 28%	12 5% 40%	18 3% 60%
5	45 6% 100%	18 5% 41%	26 6% 59%	10 6% 22%	9 4% 19%	11 6% 24%	15 7% 35%	13 6% 29%	32 6% 71%
6	19 2% 100%	13 4% 68%	6 1% 32%	5 3% 28%	8 4% 40%	3 2% 15%	3 1% 16%	2 1% 11%	17 3% 89%
7	36 5% 100%	17 5% 48%	19 5% 52%	6 3% 16%	12 6% 33%	9 5% 24%	10 4% 28%	13 6% 35%	24 4% 65%
8	25 3% 100%	10 3% 38%	16 4% 62%	3 2% 11%	7 3% 27%	6 4% 24%	10 4% 38%	10 5% 40%	15 3% 60%
9	18 2% 100%	12 3% 68%	6 1% 32%	5 3% 30%	7 3% 38%	1 1% 8%	4 2% 24%	6 3% 33%	12 2% 67%
10 - VERY INTERESTED	58 7% 100%	33 9% 56%	25 6% 44%	11 7% 19%	22 11% 38%	10 6% 18%	15 6% 26%	21 9% 36%	37 7% 64%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 31 4% 100%	10 3% 31%	22 5% 69%	7 4% 21%	3 2% 10%	8 4% 25%	14 6% 44% D	5 2% 16%	26 5% 84%
MEAN SCORE	3.21	3.03	3.09	3.67	2.94	3.11	3.60 H	3.06
STD. DEVIATION	3.05	3.18	2.91	2.97	3.32	2.83	2.99	3.21

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	376 48% 100%	107 34% 28%	41 29% 11%	290 52% 77% E	86 46% 23% E	- - -	167 54% 44%	204 48% 54%	219 42% 58%	157 63% 42% H
2	58 7% 100%	21 7% 36%	8 5% 13%	45 8% 78%	13 7% 22%	- -	18 6% 31%	37 9% 64%	42 8% 73%	15 6% 27%
3	48 6% 100%	19 6% 39%	10 7% 21%	38 7% 78%	10 6% 22%	- -	21 7% 45%	27 6% 55%	36 7% 76%	12 5% 24%
4	30 4% 100%	13 4% 44%	6 4% 20%	27 5% 91%	3 1% 9%	- -	15 5% 50%	15 4% 50%	20 4% 67%	10 4% 33%
5	45 6% 100%	24 8% 55%	12 8% 26%	29 5% 64%	16 9% 36%	- -	21 7% 47%	24 6% 55%	37 7% 82%	8 3% 18%
6	19 2% 100%	14 4% 73%	6 4% 30%	14 3% 74%	5 3% 26%	- -	11 3% 55%	9 2% 45%	18 3% 95% I	1 - 5%
7	36 5% 100%	22 7% 60%	15 11% 41%	26 5% 73%	10 5% 27%	- -	13 4% 36%	21 5% 58%	31 6% 85% I	5 2% 15%
8	25 3% 100%	15 5% 61%	6 4% 23%	18 3% 72%	7 4% 28%	- -	8 2% 30%	18 4% 70%	18 3% 70%	8 3% 30%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	18 2% 100%	16 5% 85%	6 5% 34%	12 2% 68%	6 3% 32%	- - -	7 2% 39%	11 3% 61%	15 3% 80%	4 1% 20%
10 - VERY INTERESTED	58 7% 100%	46 15% 80%	23 17% 40%	31 6% 54%	27 14% 46% CE	- - -	16 5% 27%	42 10% 73% F	46 9% 79%	12 5% 21%
DONT KNOW ENOUGH ABOUT IT	31 4% 100%	18 6% 58%	7 5% 22%	27 5% 86%	4 2% 14%	- - -	13 4% 42%	16 4% 53%	21 4% 66%	11 4% 34%
MEAN SCORE	3.21	4.52	4.85	2.98	3.90	-	2.93	3.43	3.60	2.42
STD. DEVIATION	3.05	3.47	3.45	2.85	3.47	-	2.79	3.22	3.15	2.64

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	376 48% 100%	312 50% 83% G	250 48% 66% G	282 49% 75% G	202 44% 54% G	242 47% 64% G	187 45% 50% G	105 35% 28%	275 49% 73% G	276 48% 73% G	24 57% 6% G
2	58 7% 100%	46 7% 79%	42 8% 73%	46 8% 80%	42 9% 73%	43 8% 74%	34 8% 59%	26 9% 46%	50 9% 86%	48 8% 84%	3 7% 5%
3	48 6% 100%	43 7% 89%	36 7% 75%	42 7% 87%	36 8% 75%	37 7% 78%	30 7% 64%	24 8% 49%	39 7% 82%	37 6% 77%	2 5% 4%
4	30 4% 100%	25 4% 85%	19 4% 63%	20 3% 68%	18 4% 60%	15 3% 51%	13 3% 42%	10 3% 35%	18 3% 62%	22 4% 75%	1 2% 3%
5	45 6% 100%	36 6% 79%	32 6% 72%	36 6% 81%	30 7% 68%	33 6% 74%	28 7% 63%	30 10% 66% AH	32 6% 71%	37 6% 82%	2 4% 3%
6	19 2% 100%	16 3% 85%	15 3% 77%	16 3% 84%	15 3% 79%	14 3% 75%	13 3% 65%	11 4% 55%	13 2% 68%	14 2% 73%	2 5% 10%
7	36 5% 100%	33 5% 91%	28 5% 78%	32 5% 88%	26 6% 72%	26 5% 71%	29 7% 80%	17 5% 46%	30 5% 82%	31 5% 87%	1 4% 4%
8	25 3% 100%	20 3% 79%	16 3% 62%	17 3% 68%	10 2% 41%	14 3% 54%	13 3% 50%	14 5% 56%	17 3% 67%	21 4% 82%	- - -

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	18 2% 100%	17 3% 90%	16 3% 86%	16 3% 86%	13 3% 70%	14 3% 78%	14 3% 75%	11 4% 60%	16 3% 85%	18 3% 97%	- - -
10 - VERY INTERESTED	58 7% 100%	57 9% 98% J	50 10% 87% J	53 9% 92% J	52 11% 90% J	54 11% 93% J	47 11% 82% J	41 14% 72% AJ	56 10% 96% J	57 10% 98% J	- - -
DONT KNOW ENOUGH ABOUT IT	31 4% 100%	20 3% 64%	19 4% 61%	20 3% 64%	16 4% 52%	20 4% 63%	12 3% 37%	8 3% 27%	18 3% 59%	18 3% 56%	8 18% 24% ABCDEFGHI
MEAN SCORE	3.21	3.34 J	3.44 J	3.37 J	3.62 J	3.47 J	3.71 J	4.24 ABCDEFGHI J	3.38 J	3.48 J	1.98
STD. DEVIATION	3.05	3.14	3.18	3.14	3.23	3.22	3.29	3.37	3.18	3.20	1.82

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	255 33% 100%	72 33% 28%	40 30% 16%	81 31% 32%	63 38% 25%	89 25% 35%	166 39% 65% E	34 8% 13%	65 26% 26%	40 32% 16% G	116 56% 46% GHI	21 20% 8%	156 47% 61% K
2	43 6% 100%	11 5% 26%	2 2% 6%	16 6% 38%	13 8% 30% B	21 6% 50%	21 5% 50%	10 5% 23%	12 5% 29%	11 8% 25%	10 5% 24%	6 5% 13%	21 6% 48%
3	52 7% 100%	15 7% 29%	8 6% 16%	24 9% 46% D	5 3% 9%	26 7% 50%	26 6% 50%	14 7% 27%	17 7% 33%	12 10% 24% J	9 4% 17%	8 7% 15%	21 6% 40%
4	45 6% 100%	18 8% 39% C	12 9% 26% C	8 3% 18%	7 5% 16%	14 4% 32%	31 7% 68%	15 8% 34%	12 5% 26%	10 8% 23%	8 4% 17%	10 10% 22%	18 5% 39%
5	88 11% 100%	27 12% 30%	13 10% 15%	31 12% 35%	17 10% 19%	48 14% 54%	40 9% 46%	39 21% 45% HIJ	26 10% 30% J	12 10% 14%	10 5% 11%	26 30% 30% L	22 7% 25%
6	35 5% 100%	11 5% 30%	7 5% 19%	12 5% 34%	6 4% 17%	18 5% 50%	18 4% 50%	7 4% 19%	16 6% 45%	7 5% 19%	6 3% 17%	4 3% 10%	13 4% 36%
7	52 7% 100%	12 6% 23%	14 10% 26% D	21 8% 40%	6 3% 11%	29 8% 55%	23 6% 45%	14 7% 27%	24 9% 46%	5 4% 9%	10 5% 18%	5 4% 9%	14 4% 27%
8	49 6% 100%	10 5% 20%	9 7% 19%	20 8% 41%	10 6% 20%	29 8% 59%	20 5% 41%	11 6% 23%	22 9% 46% J	10 8% 20% J	6 3% 12%	5 5% 10%	16 5% 32%
9	25 3% 100%	4 2% 18%	6 4% 23%	6 2% 22%	9 6% 37%	10 3% 38%	16 4% 62%	9 5% 34%	6 3% 26%	6 5% 24%	4 2% 16%	2 2% 8%	10 3% 40%



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED 84 11% 100%	24 11% 28%	12 9% 15%	27 10% 32%	21 13% 25%	49 14% 58% F	35 8% 42%	25 13% 30%	33 13% 40%	8 7% 10%	17 8% 20%	10 9% 12%	25 8% 30%
DONT KNOW ENOUGH ABOUT IT 16 2% 100%	10 4% 61% BD	- -	5 2% 35%	1 4%	7 2% 43%	9 2% 57%	7 4% 46% H	1 4%	2 2% 16%	5 3% 35% H	6 5% 36%	8 2% 50%
MEAN SCORE	4.17	4.62	4.36	4.23	4.88 F	3.86	5.13 IJ	4.91 IJ	4.04 J	3.06	4.56 L	3.44
STD. DEVIATION	3.14	3.18	3.18	3.45	3.25	3.14	3.03	3.26	3.03	3.09	2.83	3.10

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	255 33% 100%	107 29% 42%	149 36% 58% A	45 28% 18%	62 30% 24%	61 35% 24%	88 38% 34%	54 24% 21%	201 36% 79% G
2	43 6% 100%	20 5% 46%	23 6% 54%	13 8% 31%	6 3% 15%	8 5% 19%	15 6% 35%	11 5% 26%	32 6% 74%
3	52 7% 100%	31 8% 59%	21 5% 41%	10 6% 19%	21 10% 40% F	10 6% 20%	11 5% 21%	18 8% 35%	34 6% 65%
4	45 6% 100%	19 5% 43%	26 6% 57%	13 8% 28%	6 3% 14%	10 6% 23%	15 7% 34%	16 7% 36%	29 5% 64%
5	88 11% 100%	44 12% 50%	44 11% 50%	14 9% 16%	30 14% 34%	18 10% 20%	26 11% 30%	30 14% 34%	58 10% 66%
6	35 5% 100%	21 6% 60%	14 3% 40%	6 4% 16%	15 7% 43%	4 3% 13%	10 4% 28%	17 8% 48% H	18 3% 52%
7	52 7% 100%	26 7% 49%	27 6% 51%	15 9% 28%	11 5% 21%	15 8% 28%	12 5% 22%	17 8% 33%	35 6% 67%
8	49 6% 100%	17 5% 35%	32 8% 65%	10 6% 21%	7 3% 15%	17 10% 35% D	14 6% 30%	11 5% 24%	37 7% 76%
9	25 3% 100%	14 4% 54%	12 3% 46%	6 4% 24%	8 4% 30%	7 4% 26%	5 2% 20%	8 3% 30%	18 3% 70%
10 - VERY INTERESTED	84 11% 100%	48 13% 57%	36 9% 43%	23 14% 27%	25 12% 30%	18 10% 21%	19 8% 22%	28 12% 33%	56 10% 67%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
 WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
 - INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 16 2% 100%	5 1% 31%	11 3% 69%	4 2% 22%	1 1% 8%	3 2% 20%	8 3% 49%	- - -	16 3% 100% G
MEAN SCORE	4.57	4.11	4.68 F	4.48	4.41	3.87	4.77 H	4.14
STD. DEVIATION	3.25	3.19	3.32	3.20	3.29	3.10	3.13	3.25

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
 * SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	255 33% 100%	61 19% 24%	27 19% 10%	213 38% 84% DE	42 23% 16% E	- - -	115 37% 45%	137 32% 54%	125 24% 49%	131 52% 51% H
2	43 6% 100%	13 4% 30%	4 3% 10%	36 7% 85%	6 3% 15%	- -	18 6% 42%	22 5% 52%	28 5% 65%	15 6% 35%
3	52 7% 100%	25 8% 48%	8 21% 8%	44 8% 85%	8 4% 15%	- -	23 7% 44%	29 7% 56%	42 8% 80%	10 4% 20%
4	45 6% 100%	20 6% 44%	8 18% 20%	35 6% 78%	10 5% 22%	- -	20 6% 44%	24 6% 54%	28 5% 61%	18 7% 39%
5	88 11% 100%	46 14% 52%	20 14% 23%	56 10% 64%	32 17% 36% CE	- -	36 12% 41%	52 12% 59%	68 13% 77%	20 8% 23%
6	35 5% 100%	21 7% 60%	9 6% 25%	24 4% 68%	11 6% 32%	- -	12 4% 33%	22 5% 63%	30 6% 84% I	6 2% 16%
7	52 7% 100%	27 9% 52%	13 10% 25%	42 7% 79%	11 6% 21%	- -	23 7% 43%	28 7% 54%	46 9% 88% I	6 3% 12%
8	49 6% 100%	29 9% 59%	10 8% 21%	34 6% 70%	14 6% 30%	- -	18 6% 37%	31 7% 63%	39 7% 80%	10 4% 20%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)			FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)		ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	25 3% 100%	18 6% 72%	9 7% 37%	19 3% 75%	6 3% 25%	-	10 3% 40%	15 4% 60%	22 4% 87% 	3 1% 13%
10 - VERY INTERESTED	84 11% 100%	50 16% 60%	26 19% 31%	40 7% 48%	44 24% 52% CE	-	27 9% 32%	57 13% 68%	67 13% 79% 	17 7% 21%
DONT KNOW ENOUGH ABOUT IT	16 2% 100%	6 2% 35%	1 1% 9%	14 3% 92%	1 1% 8%	-	8 2% 49%	7 2% 41%	9 2% 57%	7 3% 43%
MEAN SCORE	4.32	5.43	5.62	3.90	5.58 C	-	4.02	4.56 F	4.93 	3.05
STD. DEVIATION	3.23	3.16	3.23	3.06	3.37	-	3.12	3.30	3.19	2.91

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	Q8									
		A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	255 33% 100%	196 31% 77% G	152 29% 59%	175 30% 68%	118 26% 46%	148 29% 58%	107 26% 42%	71 24% 28%	168 30% 66%	170 29% 67%	24 57% 9% ABCDEFGHI
2	43 6% 100%	33 5% 78%	28 5% 65%	30 5% 71%	30 7% 70%	30 6% 71%	26 6% 60%	21 7% 49%	35 6% 82%	32 4% 75%	2 4% 4%
3	52 7% 100%	47 7% 90%	41 8% 79%	43 7% 84%	34 7% 65%	35 7% 67%	30 7% 58%	19 6% 37%	38 7% 72%	42 7% 80%	1 3% 3%
4	45 6% 100%	34 5% 75%	29 5% 64%	34 6% 76%	29 6% 64%	29 6% 63%	21 5% 47%	18 6% 41%	30 5% 66%	37 8% 82%	3 8% 7%
5	88 11% 100%	75 12% 86%	70 13% 80%	71 12% 81%	60 13% 68%	68 13% 77%	52 12% 59%	46 15% 52%	69 12% 78%	71 12% 81%	2 5% 3%
6	35 5% 100%	31 5% 89%	29 6% 82%	32 6% 91%	26 6% 73%	24 5% 68%	21 5% 59%	12 4% 33%	28 5% 81%	28 5% 80%	2 4% 5%
7	52 7% 100%	50 8% 96% J	41 8% 78% J	46 8% 89% J	34 7% 65%	34 7% 65%	38 9% 72% J	24 8% 46% J	46 8% 87% J	44 8% 84%	- - -
8	49 6% 100%	43 7% 88%	38 7% 77%	38 7% 78%	34 7% 69%	37 7% 75%	31 7% 63%	20 7% 42%	41 7% 84%	41 7% 85%	1 1% 1%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED.
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)	
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	25 3% 100%	24 4% 95%	20 4% 81%	25 4% 98%	21 5% 83%	21 4% 83%	21 5% 83%	12 4% 49%	22 4% 88%	25 4% 98%	- - -
10 - VERY INTERESTED	84 11% 100%	83 13% 99%	70 13% 84%	79 14% 94%	71 15% 84%	78 15% 93%	70 17% 84%	50 17% 60%	82 15% 98%	83 14% 99%	- - -
DONT KNOW ENOUGH ABOUT IT	16 2% 100%	7 1% 44%	5 1% 32%	7 1% 42%	5 1% 32%	5 1% 34%	4 1% 27%	4 1% 24%	6 1% 36%	6 1% 36%	7 17% 45%
MEAN SCORE	4.32	4.62 J	4.72 J	4.69 J	4.94 J	4.80 J	5.08 AJ	5.06 J	4.75 J	4.75 J	2.02 ABCDEFGHI
STD. DEVIATION	3.23	3.28	3.25	3.27	3.28	3.32	3.34	3.28	3.32	3.30	1.77

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
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GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR
PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL INTERESTED	236 30% 100%	74 34% 31% B	30 23% 13%	77 30% 33%	55 33% 23%	96 41%	140 33% 59%	30 16% 13%	53 21% 22%	36 29% 15% G	116 56% 49% GHI	17 16% 7%	153 46% 65% K
2	40 5% 100%	13 6% 32%	3 2% 7%	15 6% 38%	9 6% 23%	20 5% 51%	20 5% 49%	5 3% 13%	9 4% 23%	11 9% 28% GH	15 7% 37%	2 2% 5%	26 8% 64%
3	39 5% 100%	9 4% 22%	5 4% 13%	17 6% 43%	9 5% 22%	19 6% 50%	20 5% 50%	6 3% 16%	16 6% 40%	5 4% 13%	12 6% 30%	3 3% 9%	17 5% 44%
4	25 3% 100%	7 3% 28% D	6 5% 25% D	12 5% 47% D	- - -	9 3% 38%	15 4% 62%	6 3% 23%	8 3% 34%	7 6% 30% J	3 2% 13%	3 3% 13%	11 3% 43%
5	50 6% 100%	19 9% 37%	5 3% 9%	19 7% 38%	8 5% 16%	16 5% 32%	34 8% 68%	12 6% 24%	19 7% 37%	10 8% 21%	9 4% 18%	7 7% 15%	20 6% 39%
6	33 4% 100%	10 5% 31%	9 7% 28%	10 4% 29%	4 2% 12%	13 4% 40%	20 5% 60%	16 8% 48% HJ	8 3% 23%	4 3% 12%	6 3% 18%	9 2% 27% L	10 3% 29%
7	65 8% 100%	18 8% 28%	12 9% 18%	22 9% 34%	13 8% 19%	33 9% 51%	32 8% 49%	21 11% 32% J	29 11% 44% J	8 6% 12%	8 4% 12%	9 9% 14%	16 5% 24%
8	69 9% 100%	16 7% 23%	15 11% 22%	17 7% 25%	21 12% 30%	32 9% 46%	37 9% 54%	26 14% 38% J	25 10% 37% J	10 8% 15%	7 4% 11%	18 17% 26% L	18 5% 26%
9	47 6% 100%	8 4% 18%	10 8% 22%	15 6% 31%	13 8% 29%	26 7% 56%	21 5% 44%	16 8% 34% J	10 4% 22%	15 12% 33% HJ	5 3% 12%	8 8% 17%	21 4% 44%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY INTERESTED 128 17% 100%	30 14% 24%	27 21% 21%	45 17% 35%	26 16% 20%	68 19% 53%	60 14% 47%	40 21% 31% J	58 23% 45% I	15 12% 12%	15 7% 11%	20 19% 16% L	30 9% 23%
DONT KNOW ENOUGH ABOUT IT 11 1% 100%	8 4% 76% BCD	- -	2 1% 19%	1 5%	5 1% 47%	6 1% 53%	7 3% 62% H	1 5%	- -	3 2% 33%	4 4% 40%	3 1% 33%
MEAN SCORE 5.04	4.62	5.89 AC	4.95	5.06	5.38 F	4.76	6.38 I	5.81 I	4.94 J	2.98	6.34 L	3.73
STD. DEVIATION 3.54	3.46	3.48	3.51	3.66	3.60	3.47	3.20	3.46	3.47	3.03	3.18	3.34

FRI NOV 18 14:35:41 GMT 2011

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PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL INTERESTED	236 30% 100%	90 25% 38%	146 36% 62% A	37 23% 16%	53 26% 23%	56 32% 24%	90 38% 38% CD	44 20% 19%	192 35% 81% G
2	40 5% 100%	18 5% 44%	22 5% 56%	6 4% 16%	12 6% 29%	12 7% 31%	10 4% 25%	10 4% 24%	30 5% 76%
3	39 5% 100%	15 4% 39%	24 6% 61%	8 5% 20%	7 4% 18%	9 5% 23%	15 6% 38%	14 6% 36%	25 5% 64%
4	25 3% 100%	11 3% 45%	14 3% 55%	3 2% 13%	8 4% 32%	5 3% 19%	9 4% 36%	10 4% 38%	15 3% 62%
5	50 6% 100%	18 5% 35%	33 8% 65%	6 4% 11%	12 6% 24%	16 9% 32%	17 7% 33%	14 6% 27%	37 7% 73%
6	33 4% 100%	26 7% 76% B	8 2% 24%	10 6% 29% E	16 8% 47% EF	1 * 2%	7 3% 21%	9 4% 27%	24 4% 73%
7	65 8% 100%	35 10% 54%	30 7% 46%	19 12% 29% F	16 8% 25%	21 12% 32% F	10 4% 15%	21 10% 33%	44 8% 67%
8	69 9% 100%	43 12% 62% B	26 6% 38%	22 14% 32% EF	20 10% 30%	10 6% 15%	16 7% 23%	25 11% 36%	44 8% 64%
9	47 6% 100%	24 6% 50%	23 6% 50%	14 9% 29%	10 5% 21%	14 8% 29%	10 4% 20%	15 7% 31%	32 6% 69%

FRI NOV 18 14:35:41 GMT 2011

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FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

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PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
10 - VERY INTERESTED 128 17% 100%	70 19% 55%	58 14% 45%	33 20% 26%	37 18% 29%	26 15% 20%	32 14% 25%	49 22% 38% H	79 14% 62%
DONT KNOW ENOUGH ABOUT IT 11 1% 100%	1 12%	9 2% 88% A	- -	1 1% 12%	2 1% 16%	8 3% 71% C	- -	11 2% 100%
MEAN SCORE	5.04 B	4.52	5.95 EF	5.33 F	4.83	4.28	5.89 H	4.70
STD. DEVIATION	3.54	3.48	3.45	3.49	3.52	3.51	3.44	3.53

FRI NOV 18 14:35:41 GMT 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL INTERESTED	236 30% 100%	55 17% 23%	22 16% 9%	194 35% 82% DE	42 23% 18% E	-	91 29% 39%	143 34% 61%	101 19% 43%	135 54% 57% H
2	40 5% 100%	17 5% 41%	7 5% 16%	34 6% 85%	6 3% 15%	-	17 5% 41%	23 5% 56%	27 5% 68%	13 5% 32%
3	39 5% 100%	17 5% 43%	5 4% 13%	32 6% 81%	7 4% 19%	-	23 8% 59% G	16 4% 41%	28 5% 70%	12 5% 30%
4	25 3% 100%	12 4% 50%	1 1% 5%	17 3% 70%	8 4% 30%	-	12 4% 47%	13 3% 53%	17 3% 70%	7 3% 30%
5	50 6% 100%	17 6% 34%	9 7% 18%	42 8% 84%	8 4% 16%	-	22 7% 43%	27 6% 53%	40 8% 79%	10 4% 21%
6	33 4% 100%	16 5% 49%	11 8% 32%	28 5% 84%	5 3% 16%	-	19 6% 57%	14 3% 43%	24 5% 72%	9 4% 28%
7	65 8% 100%	26 8% 40%	11 8% 17%	45 8% 69%	20 11% 31%	-	28 9% 43%	36 9% 56%	59 11% 90% I	6 3% 10%

FRI NOV 18 14:35:41 GMT 2011

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FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE,
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PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
8	69 9% 100%	39 13% 57%	16 11% 23%	47 9% 69%	21 11% 31% E	-	29 10% 43%	38 9% 56%	57 11% 83% I	11 5% 17%
9	47 6% 100%	27 9% 57%	17 12% 35%	37 7% 79%	10 5% 21%	-	18 6% 38%	27 6% 58%	41 8% 88% I	6 2% 12%
10 - VERY INTERESTED	128 17% 100%	84 27% 65%	40 29% 31%	70 13% 55% E	58 31% 45% CE	-	45 15% 35%	82 19% 64%	103 20% 80% I	25 10% 20%
DONT KNOW ENOUGH ABOUT IT	11 1% 100%	4 1% 34%	-	11 2% 100%	-	-	6 2% 54%	4 1% 42%	5 1% 47%	6 2% 53%
MEAN SCORE	5.04	6.28	6.64	4.64	6.23 C	-	4.96	5.08	5.88 I	3.28
STD. DEVIATION	3.54	3.41	3.33	3.44	3.58	-	3.41	3.64	3.36 I	3.26

FRI NOV 18 14:35:41 GMT 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
1 - NOT AT ALL INTERESTED	236 30% 100%	186 30% 79%	147 28% 62%	162 28% 69%	113 25% 48%	143 28% 60%	102 24% 43%	82 28% 35%	162 29% 68%	151 26% 64%	22 53% 9% ABCDEFGHI
2	40 5% 100%	33 5% 81%	28 5% 69%	30 5% 75%	25 5% 63%	27 5% 67%	23 6% 58%	19 6% 47%	32 6% 80%	25 4% 62%	4 9% 9%
3	39 5% 100%	32 5% 81%	28 5% 72%	32 6% 81%	30 6% 76%	26 5% 67%	26 5% 52%	19 6% 47%	29 5% 74%	31 5% 80%	1 3% 3%
4	25 3% 100%	19 3% 78%	17 3% 68%	17 3% 69%	15 3% 59%	14 3% 55%	10 2% 42%	9 3% 34%	16 3% 63%	16 3% 64%	1 2% 3%
5	50 6% 100%	41 7% 81%	30 4% 60%	37 4% 73%	25 5% 50%	28 6% 56%	24 6% 48%	17 6% 33%	34 6% 68%	37 6% 74%	2 5% 5%
6	33 4% 100%	28 5% 84%	20 4% 60%	26 4% 78%	21 5% 63%	20 4% 60%	17 4% 50%	10 3% 31%	21 4% 64%	26 4% 77%	3 6% 8%
7	65 8% 100%	60 10% 91%	54 10% 82%	54 9% 83%	48 10% 74%	53 10% 81%	45 11% 68%	18 6% 27%	53 9% 81%	56 10% 86%	2 5% 3%
8	69 9% 100%	57 9% 83%	53 10% 77%	59 10% 85%	39 9% 57%	49 10% 71%	36 9% 53%	36 12% 53%	56 10% 81%	63 11% 92%	- - -



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FRI NOV 18 14:35:41 GMT 2011

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* SMALL BASE

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
9	47 6% 100%	45 7% 96%	43 8% 91% J	46 8% 99% J	41 9% 88% J	39 8% 83%	42 10% 89% J	24 8% 50%	43 8% 92%	46 8% 98% J	- - -
10 - VERY INTERESTED	128 17% 100%	121 19% 94% J	101 19% 79% J	115 20% 89% J	101 22% 79% J	111 22% 87% J	97 23% 76% J	63 21% 49% J	116 21% 91% J	126 22% 98% J	1 1% J
DONT KNOW ENOUGH ABOUT IT	11 1% 100%	3 + 27%	2 + 15%	3 1% 29%	2 + 15%	2 + 15%	2 + 15%	2 + 15%	2 + 15%	2 + 15%	7 17% 66%
MEAN SCORE	5.04	5.29 J	5.42 J	5.43 J	5.66 J	5.53 J	5.81 AJ	5.44 J	5.41 J	5.66 J	2.34
STD. DEVIATION	3.54	3.56	3.55	3.55	3.54	3.60	3.56	3.62	3.59	3.54	2.23

FRI NOV 18 14:35:41 GMT 2011

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* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
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Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE, WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED. - SUMMARY													
TOTAL	1 - NOT AT ALL INTERESTED	2	3	4	5	6	7	8	9	10 - VERY INTERESTED	DONT KNOW ENOUGH ABOUT IT	MEAN SCORE	STD. DEVIATION
SERVICES													
MORE STANDARD TV CHANNELS 776 100%	263 34%	39 5%	48 6%	29 4%	78 10%	41 5%	52 7%	66 9%	20 3%	104 13%	5 7%	4.53	3.37
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT) 776 100%	223 29%	37 5%	46 6%	30 4%	75 10%	24 3%	52 7%	61 8%	23 3%	157 20%	16 2%	5.09	3.56
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS 776 100%	279 36%	58 7%	46 6%	34 4%	75 10%	26 3%	42 5%	50 6%	17 2%	99 13%	17 2%	4.19	3.35
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV 776 100%	220 28%	36 5%	56 7%	32 4%	64 8%	24 3%	52 7%	58 7%	36 5%	157 20%	10 1%	5.13	3.57
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4ODETC) 776 100%	289 37%	60 8%	62 8%	30 4%	57 7%	25 3%	33 4%	57 7%	20 3%	96 12%	14 2%	4.09	3.36
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES) 776 100%	454 59%	64 8%	45 6%	33 4%	38 5%	18 2%	11 1%	23 3%	9 1%	40 5%	8 1%	2.58	2.65
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX) 776 100%	376 48%	56 7%	45 6%	24 3%	56 7%	22 3%	34 4%	39 5%	22 3%	59 8%	12 2%	3.37	3.12
ULTRA HIGH DEFINITION TV 776 100%	376 48%	58 7%	48 6%	30 4%	45 6%	19 2%	36 5%	25 3%	18 2%	58 7%	31 4%	3.21	3.05
INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES 776 100%	255 33%	43 6%	52 7%	45 6%	88 11%	35 5%	52 7%	49 6%	25 3%	84 11%	16 2%	4.32	3.23



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.10 AND HOW WOULD YOU RATE YOUR INTEREST IN USING THESE SERVICES IN THE FUTURE, WHERE 1 MEANS NOT AT ALL INTERESTED AND 10 MEANS VERY INTERESTED. - SUMMARY													
TOTAL	1 - NOT AT ALL INTER ESTED	2	3	4	5	6	7	8	9	10 - VERY INTER ESTED	DONT KNOW ENOUGH ABOUT IT	MEAN SCORE	STD. DEVIAT ION
776 100%	236 30%	40 5%	39 5%	25 3%	50 6%	33 4%	65 8%	69 9%	47 6%	128 17%	11 1%	5.04	3.54

CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	283 36% 100%	71 33% 25%	42 32% 15%	97 37% 34%	73 44% 26% AB	124 35% 44%	159 37% 56%	33 18% 12%	92 36% 33% G	54 43% 19% G	104 50% 37% GH	19 18% 7%	158 47% 56% K
2	57 7% 100%	13 6% 22%	12 9% 21%	19 7% 33%	13 8% 23%	27 8% 48%	30 7% 52%	15 8% 25%	14 5% 24%	11 9% 19%	18 9% 32%	8 8% 14%	29 9% 51%
3	53 7% 100%	17 8% 31%	13 10% 25%	16 6% 31%	7 4% 13%	27 8% 51%	26 4% 49%	8 4% 15%	20 8% 37%	9 7% 17%	17 8% 31%	6 6% 11%	26 8% 48%
4	26 3% 100%	15 7% 56% BD	2 2% 8%	8 3% 32%	1 1% 4%	9 3% 34%	18 4% 66%	4 2% 15%	9 3% 33%	10 8% 37% GJ	4 2% 15%	2 2% 9%	14 4% 52%
5	82 11% 100%	26 12% 31%	12 9% 14%	32 12% 39%	13 8% 15%	36 10% 44%	46 11% 56%	31 16% 37% HJ	21 8% 25%	12 10% 15%	18 9% 22%	11 11% 14%	31 9% 37%
6	45 6% 100%	19 9% 42% D	5 4% 11%	18 7% 39% D	3 2% 8%	21 6% 48%	23 5% 52%	17 9% 38% I	16 6% 35%	2 1% 4%	11 5% 24%	10 9% 21%	12 4% 28%
7	47 6% 100%	11 5% 24%	10 8% 21%	15 6% 31%	11 7% 24%	21 6% 45%	26 6% 55%	10 5% 22%	18 7% 39%	7 5% 14%	12 6% 26%	7 6% 14%	19 6% 40%
8	49 6% 100%	11 5% 23%	11 9% 23%	19 7% 39%	7 5% 15%	24 7% 49%	25 6% 51%	24 13% 49% HIJ	14 3% 29%	5 4% 10%	6 3% 12%	16 16% 34% L	11 3% 22%
9	20 3% 100%	6 3% 31%	3 2% 16%	3 1% 15%	8 5% 2%	7 2% 32%	12 3% 62%	9 4% 44% J	5 2% 24%	6 5% 29% J	1 1% 4%	5 5% 24%	6 2% 33%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT	76 10% 100%	21 10% 28%	13 10% 17%	22 9% 30%	20 12% 26%	39 11% 51%	37 9% 49%	32 17% 42% IJ	26 10% 35% J	8 7% 11%	9 4% 12%	15 14% 19% L	18 5% 23%
DONT KNOW ENOUGH ABOUT IT	6 1% 100%	4 2% 62%	- - -	2 1% 29%	1 10%	2 1% 38%	4 1% 62%	3 2% 55%	2 1% 26%	1 1% 11%	* 8%	3 3% 46%	1 19%
MEAN SCORE	4.06	4.20	4.21	3.96	3.92	4.16	3.97	5.58 HI J	4.09 J	3.53	2.97	5.51 L	3.18
STD. DEVIATION	3.19	3.09	3.22	3.10	3.46	3.24	3.15	3.19	3.23	3.02	2.68	3.20	2.82

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	283 36% 100%	132 36% 47%	151 37% 53%	64 40% 23%	68 33% 24%	65 37% 23%	86 37% 30%	58 26% 21%	225 41% 79% G
2	57 7% 100%	31 8% 53%	27 7% 47%	11 7% 20%	19 9% 33%	15 8% 25%	12 5% 21%	18 8% 31%	40 7% 69%
3	53 7% 100%	28 8% 53%	25 6% 47%	11 7% 20%	18 9% 33%	14 8% 26%	11 5% 21%	12 5% 23%	41 7% 77%
4	26 3% 100%	9 2% 32%	18 4% 68%	3 2% 12%	5 3% 20%	7 4% 26%	11 5% 42%	7 3% 28%	19 3% 72%
5	82 11% 100%	36 10% 43%	46 11% 57%	20 12% 25%	16 8% 19%	22 13% 27%	24 10% 29%	29 13% 35%	53 10% 65%
6	45 6% 100%	23 6% 52%	21 5% 48%	13 8% 29%	10 5% 23%	10 5% 21%	12 5% 26%	13 6% 28%	32 6% 72%
7	47 6% 100%	18 5% 37%	30 7% 63%	10 6% 21%	7 4% 16%	13 8% 28%	16 7% 35%	15 7% 32%	32 6% 68%
8	49 6% 100%	30 8% 61%	19 5% 39%	11 7% 22%	19 9% 39%	8 5% 17%	11 5% 22%	21 10% 43% H	28 5% 57%
9	20 3% 100%	9 2% 46%	10 3% 54%	3 2% 17%	6 3% 29%	4 2% 22%	6 3% 31%	6 3% 33%	13 2% 67%
10 - VERY IMPORTANT	76 10% 100%	34 9% 45%	42 10% 55%	11 7% 14%	23 11% 31%	13 7% 17%	29 12% 38%	29 13% 39%	46 8% 61%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%	
DONT KNOW ENOUGH ABOUT IT 6 1% 100%	1 22%	5 78%	-	1 22%	1 8%	4 70%	1 10%	5 90%	
MEAN SCORE	4.06	4.05	4.07	3.85	4.22	3.86	4.23	4.81 H	3.76
STD. DEVIATION	3.19	3.20	3.19	3.03	3.32	3.00	3.33	3.28	3.11

FRI NOV 18 14:35:41 GMT 2011

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**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- MORE STANDARD TV CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	283 36% 100%	95 30% 33%	34 24% 12%	221 40% 78% E	62 33% 22% E	- -	126 41% 45%	153 36% 54%	174 33% 61%	109 44% 39% H
2	57 7% 100%	23 7% 40%	9 7% 17%	43 8% 76%	14 7% 24%	- -	25 8% 44%	30 7% 53%	46 9% 80% I	11 5% 20%
3	53 7% 100%	21 7% 40%	13 10% 25%	37 7% 70%	16 9% 30%	- -	22 7% 41%	31 7% 59%	33 6% 62%	20 8% 38%
4	26 3% 100%	11 3% 40%	3 2% 11%	22 4% 84%	4 2% 16%	- -	16 5% 59%	10 2% 37%	19 4% 72%	7 3% 28%
5	82 11% 100%	30 10% 37%	19 14% 24%	55 10% 68%	27 14% 32% E	- -	29 9% 35%	51 12% 62%	56 11% 69%	26 10% 31%
6	45 6% 100%	27 9% 61%	14 10% 32%	28 5% 63%	17 9% 37%	- -	18 6% 43%	25 6% 57%	33 6% 73%	12 5% 27%
7	47 6% 100%	25 8% 53%	6 4% 12%	40 7% 85%	7 4% 15%	- -	17 6% 37%	30 7% 63%	31 6% 65%	16 7% 35%
8	49 6% 100%	31 10% 63%	15 11% 31%	41 7% 84%	8 4% 16%	- -	15 4% 24%	36 8% 73% F	39 7% 81%	10 4% 19%

FRI NOV 18 14:35:41 GMT 2011

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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- MORE STANDARD TV CHANNELS

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	20 3% 100%	12 4% 64%	7 5% 38%	15 3% 74%	5 3% 26%	-	8 2% 39%	12 3% 61%	14 3% 73%	5 2% 27%
10 - VERY IMPORTANT	76 10% 100%	37 12% 49%	16 12% 21%	49 9% 65%	27 14% 35%	-	33 11% 43%	42 10% 56%	52 10% 68%	24 10% 32%
DONT KNOW ENOUGH ABOUT IT	6 1% 100%	3 1% 44%	1 1% 10%	5 1% 90%	1 1% 10%	-	3 1% 48%	3 1% 52%	5 1% 82%	1 1% 18%
MEAN SCORE	4.06	4.69	4.93	3.96	4.36	-	3.84	4.23	4.21	3.74
STD. DEVIATION	3.19	3.26	3.17	3.16	3.27	-	3.17	3.21	3.20	3.16

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	249 32% 100%	73 34% 29%	31 100% 13%	90 35% 36% B	54 33% 22%	93 27% 37%	156 37% 63% E	35 19% 14%	65 25% 26%	48 39% 19% GH	101 49% 41% GH	21 20% 8%	150 45% 60% K
2	65 8% 100%	15 7% 23%	13 10% 21%	20 8% 32%	16 10% 25%	32 9% 49%	33 8% 51%	18 9% 27%	20 8% 32%	13 10% 20%	14 7% 21%	12 12% 19%	26 8% 41%
3	45 6% 100%	11 5% 24%	7 5% 15%	21 8% 46%	6 4% 14%	19 5% 42%	26 6% 58%	10 5% 23%	13 5% 30%	8 6% 17%	14 7% 30%	5 4% 10%	22 7% 48%
4	34 4% 100%	10 4% 28%	6 4% 16%	17 7% 50% D	2 1% 6%	16 5% 47%	18 4% 53%	7 4% 20%	18 7% 52% J	6 5% 17%	4 2% 11%	6 6% 18%	10 3% 29%
5	77 10% 100%	20 9% 26%	15 11% 19%	25 10% 33%	17 10% 22%	30 9% 39%	47 11% 61%	30 16% 39% HIJ	21 8% 27%	9 7% 11%	18 8% 23%	18 17% 23% L	26 8% 34%
6	41 5% 100%	13 6% 32%	9 6% 21%	13 5% 32%	6 4% 15%	22 6% 53%	19 5% 47%	10 5% 25%	15 6% 36%	7 6% 17%	9 4% 22%	4 4% 11%	16 5% 39%
7	44 6% 100%	12 6% 28%	9 6% 19%	14 5% 32%	6 6% 21%	21 6% 48%	23 5% 52%	17 9% 38% J	14 6% 32% J	10 8% 22% J	4 2% 8%	9 9% 23%	13 4% 30%
8	50 7% 100%	11 5% 21%	11 8% 22%	13 5% 25%	16 10% 32%	23 7% 47%	27 6% 53%	19 10% 38%	15 6% 30%	5 4% 11%	11 5% 22%	7 7% 14%	16 5% 32%
9	16 2% 100%	8 3% 47%	3 2% 17%	3 1% 16%	3 2% 20%	11 3% 70%	5 1% 30%	4 2% 25%	5 2% 33%	5 4% 31% J	2 1% 11%	2 2% 15%	7 2% 42%



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FRI NOV 18 14:35:41 GMT 2011

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NOP/421836 : DIGITAL TERRESTRIAL TV
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Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
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	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT	112 14% 100%	33 15% 29%	20 15% 18%	33 13% 29%	26 16% 23%	67 19% 60% F	44 10% 40%	31 16% 28%	47 19% 42% J	12 10% 11%	21 10% 19%	13 12% 12%	33 10% 30%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	7 3% 75%	- -	2 1% 19%	1 6%	4 1% 38%	6 1% 62%	4 2% 44%	2 1% 16%	- -	4 2% 40%	3 3% 28%	4 1% 40%
MEAN SCORE	4.44	4.49 C	4.89 C	4.08	4.59	4.98 F	3.99	5.28 J	4.93 J	3.96	3.39	4.84 L	3.61
STD. DEVIATION	3.36	3.43	3.32	3.21	3.50	3.48	3.19	3.20	3.44	3.23	3.17	3.10	3.20

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	249 32% 100%	109 30% 44%	140 34% 56%	44 27% 18%	65 32% 26%	54 31% 22%	86 37% 34%	53 24% 21%	197 35% 79% G
2	65 8% 100%	24 7% 37%	40 10% 63%	8 5% 12%	17 8% 26%	16 9% 25%	24 10% 37%	22 10% 34%	42 8% 66%
3	45 6% 100%	31 9% 69% B	14 3% 31%	16 10% 36% F	15 7% 33% F	8 5% 18%	6 3% 13%	10 4% 22%	35 6% 78%
4	34 4% 100%	12 3% 36%	22 5% 64%	9 6% 26%	3 2% 10%	13 7% 37% D	9 4% 26%	14 6% 40%	21 4% 60%
5	77 10% 100%	37 10% 48%	41 10% 52%	9 5% 11%	28 14% 36% C	23 13% 30% C	18 8% 23%	26 12% 34%	51 9% 66%
6	41 5% 100%	16 4% 39%	25 6% 61%	9 5% 21%	7 4% 18%	9 5% 22%	16 7% 39%	13 6% 32%	28 5% 68%
7	44 6% 100%	24 6% 53%	21 5% 47%	13 8% 30%	10 5% 23%	12 7% 26%	9 4% 20%	16 7% 37%	28 5% 63%
8	50 7% 100%	30 8% 60%	20 5% 40%	15 10% 31% F	15 7% 29%	10 5% 20%	10 4% 20%	15 7% 29%	36 6% 71%
9	16 2% 100%	5 1% 34%	11 3% 66%	2 1% 13%	3 2% 21%	6 3% 36%	5 2% 30%	3 1% 19%	13 2% 81%
10 - VERY IMPORTANT	112 14% 100%	59 16% 53%	52 13% 47%	32 20% 29%	27 13% 24%	19 11% 17%	34 14% 30%	38 17% 34%	73 13% 66%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 10 1% 100%	1 14%	8 2% 86%	- -	1 14%	2 16%	7 3% 70% C	- -	10 2% 100%
MEAN SCORE	4.68	4.22	5.06 F	4.36	4.33	4.14	4.92 H	4.25
STD. DEVIATION	3.40	3.31	3.47	3.31	3.16	3.43	3.32	3.36

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	249 32% 100%	65 21% 26%	26 18% 10%	219 39% 88% DE	31 16% 12% E	- -	120 39% 48% G	126 30% 50%	131 25% 52%	118 48% 48% H
2	65 8% 100%	24 8% 37%	11 8% 17%	50 9% 77%	15 8% 23%	- -	30 10% 47%	31 7% 48%	43 8% 66%	22 9% 34%
3	45 6% 100%	20 6% 45%	9 7% 20%	35 6% 77%	11 6% 23%	- -	18 6% 41%	27 6% 59%	34 6% 75%	11 5% 25%
4	34 4% 100%	19 6% 55%	3 2% 8%	24 4% 71%	10 5% 29%	- -	20 6% 59%	14 3% 41%	27 5% 79%	7 3% 21%
5	77 10% 100%	29 9% 37%	15 11% 19%	54 10% 70%	24 13% 30% E	- -	26 8% 33%	51 12% 65%	61 12% 79% I	17 7% 21%
6	41 5% 100%	22 7% 53%	10 7% 24%	25 5% 62%	16 8% 38%	- -	12 4% 29%	29 7% 71%	27 5% 66%	14 6% 34%
7	44 6% 100%	21 7% 47%	6 4% 14%	30 5% 69%	14 7% 31%	- -	20 6% 45%	23 5% 53%	37 7% 83% I	7 3% 17%
8	50 7% 100%	34 11% 67%	14 10% 27%	35 6% 70%	15 8% 30%	- -	19 6% 38%	31 7% 62%	41 8% 81% I	9 4% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)			FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)		ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	16 2% 100%	9 3% 57%	6 5% 40%	11 2% 67%	5 3% 33%	-	4 1% 26%	12 3% 74%	13 2% 81%	3 1% 19%
10 - VERY IMPORTANT	112 14% 100%	69 22% 62%	39 28% 35%	65 12% 58% E	47 25% 42% CE	-	36 12% 32%	74 17% 66% F	84 16% 76%	27 11% 24%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	2 1% 23%	-	10 2% 100%	-	-	4 1% 43%	5 1% 52%	4 1% 38%	6 2% 62%
MEAN SCORE	4.44	5.50	5.93	3.98	5.79 C	-	3.94	4.81 F	4.90 I	3.46
STD. DEVIATION	3.36	3.39	3.48	3.26	3.30	-	3.23	3.40	3.32	3.23

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	309 40% 100%	86 40% 28%	43 32% 14%	104 40% 34%	76 46% 24% B	113 32% 37%	195 46% 63% E	46 24% 15%	84 33% 27%	55 45% 18% GH	124 60% 40% GH	26 24% 8%	179 54% 58% K
2	68 9% 100%	15 7% 22%	12 9% 18%	22 8% 32%	19 11% 28%	35 10% 52%	33 8% 48%	13 7% 19%	21 8% 31%	16 13% 23%	18 9% 27%	9 9% 14%	34 10% 51%
3	55 7% 100%	12 6% 22%	10 8% 19%	23 9% 43%	9 5% 16%	25 7% 46%	30 7% 54%	13 7% 23%	22 9% 40%	9 7% 16%	11 5% 21%	5 6% 10%	20 6% 37%
4	42 5% 100%	13 6% 31%	4 3% 10%	20 8% 49% D	4 3% 11%	21 6% 51%	21 5% 49%	10 5% 23%	24 9% 57% J	5 4% 11%	4 2% 9%	8 8% 20% L	8 3% 20%
5	76 10% 100%	17 8% 22%	20 15% 26% A	22 9% 29%	18 11% 23%	39 11% 52%	37 9% 48%	33 17% 43% HJ	16 6% 22%	13 11% 17%	13 5% 18%	19 19% 25% L	27 8% 35%
6	36 5% 100%	12 5% 33%	7 5% 20%	9 4% 25%	8 5% 22%	18 5% 51%	18 4% 49%	8 4% 23%	16 6% 43% J	9 7% 24% J	4 2% 10%	3 3% 9%	12 4% 34%
7	35 5% 100%	14 7% 41%	4 3% 11%	11 4% 30%	6 4% 17%	18 5% 52%	17 4% 48%	18 9% 51% HJ	9 4% 26%	4 4% 12%	4 2% 10%	7 7% 21%	8 2% 23%
8	35 5% 100%	8 4% 22%	8 6% 23%	11 4% 32%	8 5% 23%	13 4% 38%	22 5% 62%	15 8% 41% IJ	14 5% 38%	2 2% 6%	5 2% 14%	6 6% 18%	7 2% 21%
9	22 3% 100%	5 3% 24%	6 4% 26%	7 3% 32%	4 2% 18%	12 3% 52%	11 3% 48%	5 3% 22%	7 3% 33%	7 6% 31% J	3 3% 14%	2 2% 10%	10 3% 45%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT	56 7% 100%	23 11% 41% D	9 7% 16%	19 7% 34%	4 3% 8%	39 11% 70% F	17 4% 30%	22 11% 39% IJ	21 8% 38% I	3 2% 5%	10 5% 18%	11 11% 20% L	13 4% 23%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	7 3% 70%	- - -	2 1% 18%	1 1% 13%	4 1% 44%	6 1% 56%	4 2% 35%	2 1% 23%	- - -	4 2% 42%	3 3% 27%	4 1% 42%
MEAN SCORE	3.63	3.90 D	4.00 D	3.55	3.10	4.13 F	3.21	4.78 HI J	3.91 IJ	3.18 J	2.51	4.53 L	2.77
STD. DEVIATION	3.02	3.23	3.04	2.97	2.71	3.18	2.81	3.10	3.06	2.70	2.63	3.05	2.67

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	309 40% 100%	133 36% 43%	175 43% 57%	60 37% 20%	73 35% 24%	68 38% 22%	108 46% 35% D	71 32% 23%	237 43% 77% G
2	68 9% 100%	30 8% 44%	38 9% 56%	11 7% 16%	19 9% 28%	20 11% 29%	18 8% 26%	21 10% 32%	46 8% 68%
3	55 7% 100%	32 9% 58%	23 6% 42%	13 8% 24%	19 9% 34%	11 6% 20%	12 5% 22%	16 7% 30%	38 7% 70%
4	42 5% 100%	14 4% 34%	28 7% 66%	8 5% 20%	6 3% 14%	14 8% 34% D	13 6% 32%	12 6% 29%	30 5% 71%
5	76 10% 100%	36 10% 47%	40 10% 53%	12 7% 16%	24 12% 32%	22 12% 29%	18 8% 24%	21 9% 27%	56 10% 73%
6	36 5% 100%	24 6% 66% B	12 3% 34%	10 6% 29% E	13 7% 37% E	2 1% 5%	10 4% 29%	15 7% 42%	21 4% 58%
7	35 5% 100%	19 5% 54%	16 4% 46%	14 9% 39% D	5 3% 15%	8 5% 24%	8 3% 22%	15 7% 43%	20 4% 57%
8	35 5% 100%	20 6% 58%	15 4% 42%	13 8% 37%	7 4% 21%	6 3% 16%	9 4% 26%	17 8% 48% H	18 3% 52%
9	22 3% 100%	14 4% 62%	9 2% 38%	5 3% 24%	8 4% 37%	5 3% 24%	3 1% 14%	4 2% 18%	18 3% 82%
10 - VERY IMPORTANT	56 7% 100%	27 7% 48%	29 7% 52%	10 6% 18%	16 8% 29%	13 7% 23%	16 7% 29%	16 7% 29%	39 7% 71%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%	
DONT KNOW ENOUGH ABOUT IT 10 1% 100%	1 13%	9 2% 87% A	- -	1 13%	2 22%	6 64% C	- -	10 2% 100%	
MEAN SCORE	3.63	3.89 B	3.39	4.00 F	3.79	3.55	3.27	4.05 H	3.46
STD. DEVIATION	3.02	3.07	2.95	3.09	3.06	2.95	2.96	3.03	3.00

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	309 40% 100%	93 29% 30%	34 25% 11%	260 47% 84% DE	49 25% 16% E	- - -	132 43% 43%	173 41% 56%	178 34% 58%	130 52% 42% H
2	68 9% 100%	26 8% 39%	12 9% 18%	47 8% 70%	20 11% 30%	- - -	27 9% 40%	38 9% 55%	49 9% 72%	19 8% 28%
3	55 7% 100%	20 6% 37%	7 5% 13%	36 6% 66%	19 10% 34%	- - -	23 7% 42%	32 7% 58%	41 8% 76%	13 5% 24%
4	42 5% 100%	23 7% 54%	10 7% 24%	33 6% 79%	9 5% 21%	- - -	16 5% 39%	25 6% 59%	30 6% 72%	12 5% 28%
5	76 10% 100%	35 11% 46%	14 10% 19%	55 10% 72%	22 12% 28% E	- - -	32 10% 41%	44 10% 57%	56 11% 73%	21 8% 27%
6	36 5% 100%	19 6% 53%	7 5% 19%	20 4% 55%	16 9% 45% C	- - -	13 4% 35%	24 6% 65%	27 5% 76%	9 4% 24%
7	35 5% 100%	22 7% 61%	13 10% 38%	26 5% 74%	9 5% 26%	- - -	14 5% 40%	21 5% 60%	30 6% 84%	6 2% 16%
8	35 5% 100%	26 8% 75%	14 10% 39%	25 4% 70%	10 6% 30%	- - -	16 5% 45%	18 4% 51%	29 5% 81%	7 3% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	22 3% 100%	12 4% 53%	5 4% 23%	16 3% 72%	6 3% 28%	-	11 4% 48%	12 3% 52%	18 3% 81%	4 2% 19%
10 - VERY IMPORTANT	56 7% 100%	36 11% 64%	21 15% 37%	30 5% 54%	26 14% 46%	-	22 7% 40%	33 8% 60%	40 8% 72%	16 6% 28%
DONT KNOW ENOUGH ABOUT IT	10 1% 100%	3 1% 29%	1 1% 8%	10 2% 100%	-	-	4 1% 41%	5 1% 52%	4 1% 44%	6 2% 56%
MEAN SCORE	3.63	4.54	5.02	3.31	4.56 C	-	3.60	3.66	3.95 I	2.96
STD. DEVIATION	3.02	3.20	3.28	2.88	3.21	-	3.04	3.02	3.05	2.83

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS,
FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	259 33% 100%	83 38% 32% B	30 23% 12%	89 34% 34% B	57 34% 22% B	104 30% 40%	156 37% 60%	34 18% 13%	63 25% 24%	51 41% 20% GH	111 54% 43% GHI	18 17% 7%	162 49% 62% K
2	53 7% 100%	11 5% 21%	7 6% 14%	22 8% 41%	13 8% 24%	25 7% 48%	27 6% 52%	14 8% 27%	15 6% 28%	11 9% 20%	13 6% 24%	10 9% 19%	24 7% 45%
3	42 5% 100%	9 4% 20%	9 7% 21%	20 8% 48% D	4 3% 10%	23 7% 55%	19 4% 45%	9 5% 22%	15 6% 35%	6 5% 15%	12 6% 27%	4 4% 10%	18 5% 43%
4	36 5% 100%	11 5% 30%	7 5% 18%	15 6% 41%	4 2% 10%	19 6% 53%	17 4% 47%	8 4% 21%	15 6% 40%	7 5% 19%	7 4% 21%	7 7% 19%	14 4% 39%
5	68 9% 100%	15 7% 22%	14 11% 20%	23 9% 33%	16 10% 24%	26 7% 37%	43 10% 63%	28 15% 40% IJ	20 8% 29%	7 6% 11%	13 6% 19%	14 13% 20%	21 6% 30%
6	33 4% 100%	9 4% 26%	11 9% 35% D	9 4% 28%	4 2% 11%	17 5% 53%	16 4% 47%	13 7% 38% J	10 4% 29%	6 5% 18%	5 2% 15%	9 9% 28% L	11 3% 33%
7	47 6% 100%	12 6% 27%	8 8% 23%	14 5% 29%	10 6% 21%	29 8% 62% F	18 4% 38%	15 8% 32% J	18 7% 38% J	9 7% 20% J	5 3% 11%	6 4% 14%	14 4% 31%
8	59 8% 100%	15 7% 26%	10 7% 16%	22 8% 37%	12 7% 21%	28 7% 47%	31 7% 53%	24 13% 41% IJ	23 9% 39% J	4 4% 7%	7 4% 13%	14 13% 24% L	12 4% 20%
9	34 4% 100%	10 5% 31%	8 6% 23%	6 2% 18%	10 6% 28%	16 5% 46%	18 4% 54%	6 3% 18%	14 6% 42% J	10 8% 28% J	4 2% 11%	3 3% 9%	13 4% 40%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS,
FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT 106 14% 100%	32 15% 31%	16 12% 15%	30 12% 29%	27 17% 26%	49 14% 47%	56 13% 53%	32 17% 30% J	41 16% 39% J	12 10% 11%	20 10% 19%	13 13% 13%	32 10% 31%
DONT KNOW ENOUGH ABOUT IT 6 1% 100%	5 2% 71%	1 1% 12%	* 0% 8%	1 1% 9%	3 1% 41%	4 1% 59%	3 1% 43%	1 1% 21%	- - -	2 1% 36%	3 3% 43%	2 1% 36%
MEAN SCORE 4.53	4.47	5.04 C	4.20	4.73	4.74	4.35	5.52 I	5.15 I	4.04 J	3.18	5.26 L	3.51
STD. DEVIATION 3.42	3.54	3.20	3.28	3.60	3.39	3.44	3.20	3.45	3.34	3.15	3.10	3.25

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	259 33% 100%	107 29% 41%	152 37% 59% A	48 29% 18%	60 29% 23%	57 32% 22%	95 41% 37% CD	46 21% 18%	214 39% 82% G
2	53 7% 100%	26 7% 49%	27 7% 51%	8 5% 14%	18 9% 35%	12 7% 22%	15 6% 29%	15 7% 28%	38 7% 72%
3	42 5% 100%	24 6% 56%	19 5% 44%	10 6% 24%	14 7% 32%	10 6% 23%	9 4% 21%	13 6% 30%	29 5% 70%
4	36 5% 100%	16 4% 45%	20 5% 55%	11 7% 29%	6 3% 16%	7 4% 20%	13 6% 35%	9 4% 24%	28 5% 76%
5	68 9% 100%	36 10% 52%	33 8% 48%	12 8% 18%	24 11% 35%	12 7% 17%	21 9% 31%	25 11% 36%	44 8% 64%
6	33 4% 100%	13 4% 40%	20 5% 60%	7 4% 21%	6 3% 20%	11 6% 34%	9 4% 26%	9 4% 27%	24 4% 73%
7	47 6% 100%	21 6% 46%	25 6% 54%	7 4% 14%	15 7% 31%	14 8% 30%	11 5% 24%	16 7% 35%	31 6% 65%
8	59 8% 100%	36 10% 60%	23 6% 40%	20 12% 34% E	16 8% 27%	8 5% 14%	15 7% 26%	28 12% 47% H	31 6% 53%
9	34 4% 100%	14 4% 41%	20 5% 59%	8 5% 24%	6 3% 18%	11 6% 33%	9 4% 26%	10 4% 29%	24 4% 71%
10 - VERY IMPORTANT	106 14% 100%	55 15% 52%	50 12% 48%	28 18% 27% F	27 13% 26%	29 16% 27% F	22 9% 20%	40 18% 38% H	66 12% 62%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 6 1% 100%	1 21%	5 1% 79%	- -	1 1% 21%	1 1% 16%	4 2% 63%	1 12%	6 1% 88%
MEAN SCORE 4.53	4.79	4.30	5.07 F	4.56	4.78 F	3.92	5.49 H	4.15
STD. DEVIATION 3.42	3.42	3.40	3.51	3.34	3.51	3.27	3.36	3.37

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	259 33% 100%	60 19% 23%	19 14% 7%	230 41% 89% DE	29 16% 11% E	- -	120 39% 46%	137 32% 53%	131 26% 51%	128 51% 49% H
2	53 7% 100%	23 7% 44%	10 7% 18%	44 8% 84%	8 5% 16%	- -	19 6% 35%	32 7% 60%	38 7% 71%	15 6% 29%
3	42 5% 100%	14 4% 33%	6 4% 14%	31 6% 73%	11 7% 27%	- -	23 7% 54%	19 5% 46%	31 6% 73%	11 4% 27%
4	36 5% 100%	17 5% 46%	9 7% 26%	27 5% 76%	9 5% 25%	- -	11 4% 32%	24 6% 66%	25 5% 68%	12 5% 32%
5	68 9% 100%	31 10% 46%	16 11% 23%	50 9% 73%	19 10% 27%	- -	27 9% 40%	41 10% 60%	52 10% 76%	17 7% 24%
6	33 4% 100%	15 5% 46%	7 5% 22%	22 4% 68%	11 6% 32%	- -	16 5% 49%	17 4% 51%	22 4% 66%	11 5% 34%
7	47 6% 100%	25 8% 54%	8 5% 16%	39 7% 83%	8 4% 17%	- -	26 8% 54%	20 5% 44%	39 7% 84%	7 3% 16%
8	59 8% 100%	46 15% 77%	14 10% 23%	44 8% 74%	15 8% 26%	- -	25 8% 42%	33 8% 56%	48 9% 81%	11 4% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS,
FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	34 4% 100%	18 6% 54%	14 10% 40%	17 3% 50%	17 9% 50% C	-	13 4% 38%	19 5% 57%	29 6% 86% I	5 2% 14%
10 - VERY IMPORTANT	106 14% 100%	63 20% 59%	37 27% 35%	48 9% 45%	58 31% 55% CE	-	28 9% 26%	77 18% 73% F	85 16% 80% I	21 8% 20%
DONT KNOW ENOUGH ABOUT IT	6 1% 100%	2 1% 34%	-	6 1% 88%	1 * 12%	-	2 1% 30%	4 1% 70%	3 1% 43% I	4 1% 57%
MEAN SCORE	4.53	5.75	6.26	3.91	6.37 C	-	4.15	4.80 F	5.12 I	3.29
STD. DEVIATION	3.42	3.33	3.31	3.19	3.41	-	3.24	3.52	3.40	3.10

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	306 39% 100%	87 40% 28% B	36 27% 12%	111 43% 36% B	72 44% 23% B	126 36% 41%	180 42% 59%	37 19% 12%	80 31% 26% G	62 50% 20% GH	127 61% 42% GH	18 18% 6%	190 57% 62% K
2	69 9% 100%	14 6% 20%	15 12% 22%	24 9% 35%	16 10% 23%	31 9% 45%	38 9% 55%	17 9% 24%	23 9% 34%	11 9% 16%	17 8% 25%	8 8% 12%	29 9% 41%
3	64 8% 100%	19 9% 30%	13 10% 20%	22 8% 34%	11 7% 17%	35 10% 54%	30 7% 46%	13 7% 20%	17 7% 27%	16 13% 24%	19 9% 29%	5 5% 8%	34 10% 53%
4	45 6% 100%	11 5% 23%	7 6% 16%	16 6% 35%	11 7% 25%	19 5% 42%	26 6% 58%	14 7% 31%	20 8% 44% J	5 4% 11%	6 3% 14%	13 13% 29% L	11 3% 25%
5	69 9% 100%	17 8% 25%	18 13% 25%	20 8% 29%	14 9% 21%	32 9% 47%	36 9% 53%	27 14% 40% HJ	19 7% 26%	10 8% 15%	12 6% 18%	14 14% 21%	22 7% 33%
6	23 3% 100%	4 2% 19%	6 4% 25%	9 3% 38%	4 2% 17%	11 3% 47%	12 3% 53%	9 5% 40% J	9 3% 39%	3 2% 11%	2 1% 10%	5 5% 24%	5 1% 22%
7	34 4% 100%	12 6% 37% C	12 9% 36% CD	5 2% 16%	4 2% 11%	14 4% 41%	20 5% 59%	18 9% 53% IJ	14 5% 41% IJ	.	1 4% 4%	9 9% 27% L	2 1% 5%
8	39 5% 100%	18 8% 46% D	4 3% 11%	15 6% 39% D	2 1% 5%	20 6% 52%	19 4% 48%	15 8% 38% J	15 6% 40% J	5 4% 13%	3 2% 9%	10 10% 26% L	9 3% 22%
9	17 2% 100%	3 2% 20%	2 2% 12%	5 2% 29%	7 4% 39%	4 1% 21%	14 3% 79%	1 6% 6%	7 3% 43%	6 5% 36% GJ	3 1% 16%	-	9 3% 51%

FRI NOV 18 14:35:41 GMT 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT 70 9% 100%	22 10% 31%	10 7% 14%	22 9% 32%	16 10% 23%	45 13% 63% F	26 6% 37%	31 16% 44% IJ	30 12% 42% IJ	5 4% 6%	5 3% 7%	14 14% 20% L	10 3% 14%
DONT KNOW ENOUGH ABOUT IT 8 1% 100%	5 2% 6%	- -	2 1% 23%	1 8%	4 1% 47%	4 1% 53%	4 2% 51%	1 8%	- -	3 2% 41%	3 3% 36%	3 1% 41%
MEAN SCORE	3.89	3.99	3.47	3.45	3.96 F	3.43	5.06 HI J	4.22 IJ	2.94 J	2.20	5.02 L	2.48
STD. DEVIATION	3.24	2.89	3.06	3.13	3.24	2.96	3.16	3.27	2.73	2.19	3.02	2.43

FRI NOV 18 14:35:41 GMT 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	306 39% 100%	132 36% 43%	175 43% 57%	66 41% 22%	66 43% 21%	69 39% 23%	106 45% 34% D	57 26% 19%	249 45% 81% G
2	69 9% 100%	34 9% 50%	35 8% 50%	9 6% 13%	25 12% 36% F	21 12% 30%	14 6% 20%	22 10% 32%	47 8% 68%
3	64 8% 100%	29 8% 45%	35 9% 55%	14 8% 21%	15 8% 24%	12 7% 19%	23 10% 36%	17 8% 26%	48 9% 74%
4	45 6% 100%	22 6% 48%	23 6% 52%	13 8% 29%	9 4% 19%	10 6% 22%	13 6% 30%	16 7% 35%	29 5% 65%
5	69 9% 100%	31 8% 44%	38 9% 56%	14 8% 20%	17 8% 24%	16 9% 23%	23 10% 33%	21 9% 30%	48 9% 70%
6	23 3% 100%	14 4% 61%	9 2% 39%	3 2% 14%	11 5% 48%	3 2% 12%	6 3% 27%	10 5% 44%	13 2% 56%
7	34 4% 100%	16 4% 48%	17 4% 52%	3 2% 10%	13 6% 38%	10 6% 30%	7 3% 22%	13 6% 38%	21 4% 62%
8	39 5% 100%	23 6% 60%	15 4% 40%	13 8% 34% F	10 5% 26%	8 4% 20%	8 3% 20%	16 7% 40%	23 4% 60%
9	17 2% 100%	8 2% 46%	9 2% 54%	6 4% 35% F	2 1% 11%	7 4% 43% F	2 1% 11%	5 2% 27%	13 2% 73%
10 - VERY IMPORTANT	70 9% 100%	40 11% 57%	30 7% 43%	16 10% 23%	24 12% 34%	14 8% 19%	17 7% 24%	34 15% 48% H	37 7% 52%

FRI NOV 18 14:35:41 GMT 2011

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TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 8 1%	1 17%	6 83%	-	1 17%	2 30%	4 52%	*	7 95%
MEAN SCORE 3.67	3.97 B	3.40	3.88 F	4.04 F	3.65	3.21	4.64 H	3.29
STD. DEVIATION 3.10	3.22	2.97	3.24	3.20	3.10	2.86	3.31	2.93

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	306 39% 100%	79 25% 26%	32 23% 11%	265 47% DE	42 22% 14% E	-	126 41%	177 42% 58%	166 32% 54%	140 56% 46% H
2	69 9% 100%	32 10% 47%	10 7% 14%	52 9% 76%	17 9% 24%	-	30 10% 44%	37 9% 54%	53 10% 78%	15 6% 22%
3	64 8% 100%	28 9% 44%	10 7% 15%	51 9% 79%	14 7% 21%	-	24 8% 38%	39 9% 61%	46 9% 72%	18 7% 28%
4	45 6% 100%	19 6% 42%	7 5% 15%	37 7% 82%	8 4% 18%	-	21 7% 46%	23 5% 52%	31 6% 70%	14 5% 30%
5	69 9% 100%	36 12% 53%	19 13% 27%	48 9% 69%	21 11% 31% E	-	35 11% 51%	32 8% 47%	47 9% 69%	21 9% 31%
6	23 3% 100%	13 4% 58%	6 5% 27%	15 3% 64%	8 4% 36%	-	10 3% 42%	13 3% 58%	18 3% 77%	5 2% 23%
7	34 4% 100%	19 6% 57%	8 6% 25%	21 4% 63%	13 7% 37%	-	14 4% 41%	20 5% 59%	29 6% 87% I	4 2% 13%
8	39 5% 100%	27 8% 69%	10 7% 26%	28 5% 71%	11 6% 29%	-	17 5% 44%	21 5% 54%	35 7% 90% I	4 2% 10%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY
(THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREEVIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	17 2% 100%	10 3% 57%	8 6% 48%	11 2% 64%	6 3% 36%	-	8 3% 46%	9 2% 54%	14 3% 78%	4 2% 22%
10 - VERY IMPORTANT	70 9% 100%	48 15% 69%	29 21% 41%	24 4% 34%	46 25% 66% CE	-	22 7% 31%	45 11% 65%	59 11% 84%	11 5% 16%
DONT KNOW ENOUGH ABOUT IT	8 1% 100%	3 1% 34%	-	7 1% 88%	1 - 12%	-	2 1% 25%	6 1% 75%	3 1% 41%	4 2% 59%
MEAN SCORE	3.67	4.76	5.34	3.10	5.38 C	-	3.58	3.71	4.16 I	2.64
STD. DEVIATION	3.10	3.29	3.43	2.73	3.50	-	2.96	3.18	3.21	2.56

FRI NOV 18 14:35:41 GMT 2011

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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	451 58% 100%	114 52% 25%	67 51% 15%	163 63% 36% AB	107 65% 24% AB	184 53% 41%	266 63% 59% E	74 39% 16%	136 54% 30% G	83 67% 18% GH	158 76% 35% GH	38 36% 8%	241 73% 53% K
2	81 10% 100%	21 9% 25%	19 14% 23%	22 8% 27%	20 12% 25%	38 11% 47%	43 10% 53%	22 12% 27%	26 10% 32%	18 14% 22% J	15 7% 19%	15 14% 19%	33 10% 41%
3	49 6% 100%	16 8% 34%	7 5% 14%	17 7% 35%	9 5% 18%	26 7% 53%	23 5% 47%	16 8% 32%	13 5% 27%	10 8% 21%	9 5% 19%	6 6% 12%	20 6% 41%
4	36 5% 100%	10 5% 28%	6 4% 16%	16 6% 44%	5 3% 13%	15 4% 43%	20 5% 57%	9 5% 26%	16 6% 44% J	6 5% 16%	5 2% 13%	6 5% 16%	11 3% 29%
5	34 4% 100%	9 4% 28%	2 2% 7%	13 5% 40%	9 5% 26%	19 5% 55%	15 4% 45%	16 8% 46% J	10 4% 31%	1 1% 4%	6 3% 18%	7 6% 20%	8 2% 23%
6	14 2% 100%	7 3% 49% D	5 4% 37% CD	2 1% 14%	- - -	7 2% 50%	7 2% 50%	10 5% 68% J	4 1% 25%	1 1% 7%	- - -	4 4% 29% L	1 1% 7%
7	17 2% 100%	6 3% 35%	3 2% 16%	6 2% 36%	2 1% 13%	10 3% 59%	7 2% 41%	4 2% 24%	11 4% 66% J	1 1% 6%	1 4%	3 3% 20%	2 1% 10%
8	20 3% 100%	9 4% 46% C	6 4% 28%	3 1% 15%	2 1% 11%	11 3% 56%	9 2% 44%	14 8% 71% HIJ	5 2% 22%	1 3%	1 4%	14 13% 68% L	1 1% 7%
9	9 1% 100%	2 1% 22%	4 3% 40%	1 1% 15%	2 1% 23%	7 2% 78%	2 - 22%	5 3% 56%	1 1% 15%	2 2% 23%	1 7%	1 1% 16%	3 1% 29%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT	24 3% 100%	11 5% 44% D	5 4% 21%	7 3% 29%	2 1% 7%	16 5% 67% F	8 2% 33%	12 6% 48% IJ	11 4% 47% J	1 2%	1 3%	5 5% 20% L	1 5%
DONT KNOW ENOUGH ABOUT IT	9 1% 100%	8 4% 88% BCD	- -	1 5%	1 6%	5 1% 53%	4 1% 47%	4 2% 39%	2 1% 17%	- -	4 2% 44%	3 3% 30%	4 1% 44%
MEAN SCORE	2.40	2.80 CD	2.75 D	2.19	1.93	2.76 F	2.09	3.56 HI J	2.58 IJ	1.79	1.48	3.68 L	1.60
STD. DEVIATION	2.40	2.71	2.72	2.16	1.89	2.69	2.07	2.98	2.55	1.62	1.26	3.01	1.42

FRI NOV 18 14:35:41 GMT 2011

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Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	451 58% 100%	217 59% 48%	234 57% 52%	101 63% 22%	116 56% 26%	100 57% 22%	134 7% 30%	106 48% 23%	345 62% 77% G
2	81 10% 100%	42 12% 52%	39 10% 48%	14 8% 17%	29 14% 35%	17 10% 21%	22 9% 27%	27 12% 33%	55 10% 67%
3	49 6% 100%	22 6% 44%	27 7% 56%	16 10% 33% D	6 3% 12%	11 7% 24%	16 7% 32%	15 7% 30%	34 6% 70%
4	36 5% 100%	17 5% 47%	19 5% 53%	10 6% 27%	7 3% 20%	10 6% 27%	9 4% 26%	15 7% 41%	21 4% 59%
5	34 4% 100%	10 3% 28%	24 6% 72% A	3 2% 9%	6 3% 19%	11 6% 33%	13 6% 39%	11 5% 33%	23 4% 67%
6	14 2% 100%	9 3% 67%	5 1% 33%	5 3% 38%	4 2% 29%	3 2% 20%	2 1% 14%	6 3% 40%	8 2% 60%
7	17 2% 100%	7 2% 41%	10 2% 59%	4 2% 23%	3 2% 18%	7 4% 43%	3 1% 15%	10 5% 62% H	7 1% 38%
8	20 3% 100%	10 3% 49%	10 3% 51%	3 2% 15%	7 3% 34%	3 2% 15%	7 3% 36%	12 6% 61% H	8 1% 39%
9	9 1% 100%	5 1% 59%	4 1% 41%	- - -	5 3% 59%	3 1% 28%	1 1% 14%	1 1% 13%	8 1% 87%
10 - VERY IMPORTANT	24 3% 100%	10 3% 41%	14 3% 59%	2 1% 9%	8 4% 32%	5 3% 19%	9 4% 39%	8 4% 32%	16 3% 68%

FRI NOV 18 14:35:41 GMT 2011

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Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 9 1% 100%	1 15%	8 2% 85%	- -	1 1% 15%	1 1% 11%	7 3% 74% C	- -	9 2% 100%
MEAN SCORE	2.34	2.45	2.13	2.51	2.50	2.41	2.91 H	2.19
STD. DEVIATION	2.36	2.42	1.98	2.63	2.39	2.45	2.64	2.26

FRI NOV 18 14:35:41 GMT 2011

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	451 58% 100%	157 50% 35%	73 52% 16%	348 62% 77% E	102 55% 23% E	- - -	192 52% 43%	254 60% 56%	276 52% 61%	174 70% 39% H
2	81 10% 100%	36 11% 44%	9 7% 11%	59 11% 72% E	22 12% 28% E	- - -	29 10% 36%	50 12% 61%	63 12% 77%	18 7% 23%
3	49 6% 100%	23 7% 47%	9 6% 18%	36 7% 75%	12 7% 25%	- - -	21 7% 44%	27 6% 55%	38 7% 77%	11 4% 23%
4	36 5% 100%	19 6% 54%	8 5% 23%	27 5% 75%	9 5% 25%	- - -	16 5% 46%	19 5% 54%	28 5% 80%	7 3% 20%
5	34 4% 100%	18 6% 54%	11 8% 31%	21 4% 61%	13 7% 39%	- - -	15 5% 46%	18 4% 54%	26 5% 78%	7 3% 22%
6	14 2% 100%	10 3% 74%	5 3% 33%	9 2% 63%	5 3% 37%	- - -	7 2% 48%	6 2% 46%	13 3% 94%	1 - 6%
7	17 2% 100%	8 3% 48%	6 4% 35%	12 2% 68%	5 3% 32%	- - -	8 2% 45%	9 2% 55%	15 3% 88%	2 1% 12%
8	20 3% 100%	14 4% 69%	11 8% 52%	12 2% 58%	9 5% 42%	- - -	4 1% 21%	13 3% 66%	17 3% 81%	4 2% 19%

FRI NOV 18 14:35:41 GMT 2011

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- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	9 1% 100%	7 2% 74%	1 1% 16%	6 1% 63%	3 2% 37%	-	3 1% 28%	7 2% 72%	7 1% 80%	2 1% 20%
10 - VERY IMPORTANT	24 3% 100%	19 6% 79%	7 5% 30%	19 3% 79%	5 3% 21%	-	10 3% 43%	14 3% 57%	15 3% 61%	9 4% 39%
DONT KNOW ENOUGH ABOUT IT	9 1% 100%	3 1% 37%	-	9 2% 100%	-	-	3 1% 32%	6 1% 68%	4 1% 41%	5 2% 59%
MEAN SCORE	2.40	3.05	3.17	2.30	2.70	-	2.33	2.42	2.59	1.99
STD. DEVIATION	2.40	2.85	2.88	2.34	2.53	-	2.32	2.44	2.45	2.24

FRI NOV 18 14:35:41 GMT 2011

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**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV
(THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	369 48% 100%	97 44% 26%	52 39% 14%	132 51% 36%	88 53% 24% B	147 42% 40%	222 52% 60% E	50 26% 14%	92 36% 25%	68 55% 19% GH	158 76% 43% GHI	29 8% 8%	227 68% 61% K
2	66 9% 100%	13 6% 19%	15 11% 23%	21 8% 32%	17 11% 26%	27 8% 41%	39 9% 59%	25 13% 38% HJ	15 6% 23%	12 10% 19%	13 6% 20%	16 15% 24%	26 8% 39%
3	53 7% 100%	19 9% 36%	10 8% 19%	17 6% 31%	7 4% 14%	29 54% 46%	25 6% 46%	12 22% 22%	19 8% 37%	12 10% 22%	10 5% 20%	5 5% 10%	22 7% 42%
4	40 5% 100%	11 5% 28%	8 6% 20%	15 6% 38%	6 4% 15%	17 5% 42%	23 5% 58%	9 5% 23% J	24 10% 62% J	5 4% 12% J	1 1% 4% J	4 4% 11%	6 2% 16%
5	57 7% 100%	13 6% 23%	8 6% 15%	22 8% 38%	13 8% 24%	28 8% 50%	28 7% 50%	25 13% 44% IJ	23 9% 41% IJ	3 3% 6%	5 2% 9%	15 14% 26% L	8 2% 15%
6	31 4% 100%	14 6% 43%	3 3% 11%	10 4% 32%	4 3% 14%	18 5% 59%	13 3% 41%	11 6% 35% J	11 5% 37% J	7 5% 22% J	2 1% 7%	6 5% 18%	9 3% 28%
7	32 4% 100%	10 4% 30% C	12 9% 37% C	3 1% 10%	7 4% 22%	18 5% 54%	15 4% 46%	13 7% 39% J	13 5% 39% J	5 4% 14%	2 1% 7%	7 7% 22% L	7 2% 21%
8	30 4% 100%	10 4% 32%	5 4% 17%	10 4% 35%	5 3% 16%	15 4% 50%	15 3% 50%	10 5% 33%	10 4% 35%	7 5% 22% J	3 1% 10%	3 3% 11%	10 3% 32%
9	20 3% 100%	5 2% 26%	1 1% 7%	9 4% 45%	5 3% 22%	10 3% 49%	10 2% 51%	5 3% 26%	10 4% 50% J	3 2% 15%	2 1% 9%	3 3% 16%	5 1% 24%



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FRI NOV 18 14:35:41 GMT 2011

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**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV
(THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT 39 5% 100%	16 7% 40% D	7 6% 19%	12 5% 31%	4 2% 10%	27 8% 69% F	12 3% 31%	22 12% 57% I	15 6% 39% J	2 1% 4%	- -	10 10% 27% L	2 1% 4%
DONT KNOW ENOUGH ABOUT IT 7 1% 100%	6 3% 85% C	- -	1 7%	1 8%	3 1% 48%	4 1% 52%	4 2% 51%	1 8%	- -	3 1% 41%	3 3% 39%	3 1% 41%
MEAN SCORE	3.16 D	3.40	3.03	2.74	3.60 F	2.79	4.41 I	3.74 J	2.70 J	1.60	4.15 L	2.02
STD. DEVIATION	2.85	3.04	2.87	2.81	3.06	2.61	3.16	2.96	2.53	1.56	3.10	2.06

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV
(THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	369 48% 100%	160 44% 43%	209 51% 57%	73 45% 20%	87 43% 24%	86 49% 23%	123 53% 33% D	75 34% 20%	294 53% 80% G
2	66 9% 100%	36 10% 55%	30 7% 45%	11 7% 17%	25 12% 38% F	17 10% 26%	12 5% 19%	20 9% 30%	46 8% 70%
3	53 7% 100%	25 7% 47%	28 7% 53%	10 6% 20%	15 7% 27%	12 7% 22%	16 7% 31%	17 8% 32%	36 7% 68%
4	40 5% 100%	22 6% 55%	18 4% 45%	12 8% 31%	9 5% 24%	7 4% 18%	11 5% 27%	19 8% 47% H	21 4% 53%
5	57 7% 100%	26 7% 45%	31 8% 55%	10 6% 18%	15 7% 27%	15 8% 26%	16 7% 29%	15 7% 27%	41 7% 73%
6	31 4% 100%	14 4% 45%	17 4% 55%	8 5% 26%	6 3% 18%	10 6% 33%	7 3% 22%	12 5% 37%	20 4% 63%
7	32 4% 100%	17 5% 51%	16 4% 49%	9 6% 28%	7 4% 23%	5 3% 17%	10 4% 32%	21 9% 64% H	12 2% 36%
8	30 4% 100%	16 4% 56%	13 3% 44%	7 4% 22%	10 5% 33%	8 2% 26%	6 2% 19%	9 4% 29%	21 4% 71%
9	20 3% 100%	15 4% 74% B	5 1% 26%	10 6% 51% EF	5 2% 23%	2 1% 9%	4 2% 18%	10 4% 48%	10 2% 52%
10 - VERY IMPORTANT	39 5% 100%	18 5% 47%	21 5% 53%	7 4% 17%	12 6% 30%	9 5% 22%	12 5% 32%	14 6% 36%	25 5% 64%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV
(THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 7 1%	1 19%	6 81%	-	1 19%	1 15%	5 66%	-	7 100%
MEAN SCORE 3.16	3.36	2.98	3.51	3.23	3.05	2.92	3.96 H	2.84
STD. DEVIATION 2.85	2.93	2.77	2.99	2.89	2.75	2.79	3.03	2.72

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV
(THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	369 48% 100%	100 32% 27%	39 28% 11%	299 54% 81% DE	70 37% 19% E	- -	164 53% 45%	201 48% 55%	203 39% 55%	166 64% 45% H
2	66 9% 100%	34 11% 51%	9 7% 14%	54 10% 82%	12 6% 18%	- -	27 9% 41%	38 9% 58%	49 9% 74%	17 7% 26%
3	53 7% 100%	25 8% 47%	9 7% 18%	38 7% 72%	15 8% 28%	- -	21 7% 39%	31 7% 58%	40 8% 75%	13 5% 25%
4	40 5% 100%	22 7% 57%	4 3% 10%	24 4% 61%	16 8% 39%	- -	12 4% 31%	25 6% 65%	34 6% 85%	6 2% 15%
5	57 7% 100%	31 10% 54%	16 12% 29%	36 7% 64%	20 11% 36%	- -	31 10% 55% G	24 6% 43%	45 9% 80%	12 5% 20%
6	31 4% 100%	22 7% 69%	7 5% 31%	20 4% 65%	11 6% 35%	- -	9 3% 28%	23 5% 72%	26 5% 84%	5 2% 16%
7	32 4% 100%	15 5% 47%	12 9% 36%	21 4% 64%	12 6% 36%	- -	12 4% 38%	20 5% 62%	29 6% 90%	3 1% 10%
8	30 4% 100%	19 6% 63%	10 7% 33%	19 3% 64%	11 6% 36%	- -	10 3% 33%	18 4% 62%	26 5% 87%	4 2% 13%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV
(THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREEVIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	20 3% 100%	16 5% 81%	11 8% 55%	13 2% 65%	7 4% 35%	-	5 2% 23%	16 4% 77%	17 3% 84%	3 1% 16%
10 - VERY IMPORTANT	39 5% 100%	28 9% 72%	17 13% 44%	26 5% 65%	14 7% 35%	-	17 5% 43%	22 5% 57%	31 6% 78%	9 4% 22%
DONT KNOW ENOUGH ABOUT IT	7 1% 100%	2 1% 31%	-	7 1% 100%	-	-	2 1% 27%	5 1% 73%	3 1% 39%	4 2% 61%
MEAN SCORE	3.16	4.17	4.90	2.89	3.95 C	-	2.97	3.30	3.62 I	2.19
STD. DEVIATION	2.85	3.13	3.32	2.74	3.03	-	2.76	2.93	2.95	2.35

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	387 50% 100%	102 47% 26%	55 41% 14%	145 56% 37% B	86 52% 22%	157 45% 41%	230 54% 59% E	50 26% 13%	114 45% 29% G	71 57% 18% GH	152 73% 39% GHI	28 27% 7%	223 67% 58% K
2	70 9% 100%	18 8% 25%	13 10% 18%	19 7% 27%	21 13% 29%	23 7% 33%	47 11% 67% E	25 13% 35% J	20 8% 29%	16 13% 22% J	10 5% 14%	17 16% 24% L	26 8% 37%
3	61 8% 100%	13 6% 21%	11 9% 19%	27 10% 45%	10 6% 16%	36 10% 59% F	25 6% 41%	7 4% 11%	32 13% 53% GJ	10 8% 17%	11 5% 18%	3 2% 4%	22 6% 35%
4	35 5% 100%	12 6% 35%	8 6% 23%	10 4% 29%	5 3% 13%	17 5% 49%	18 4% 51%	14 7% 39% J	13 5% 36%	4 3% 12%	5 2% 14%	6 6% 17%	9 3% 25%
5	52 7% 100%	17 8% 33%	4 3% 7%	20 8% 38%	12 7% 22%	24 7% 46%	29 7% 54%	27 14% 51% HIJ	15 6% 29% J	6 5% 12%	4 2% 8%	16 15% 30% L	11 3% 20%
6	19 2% 100%	6 3% 32%	6 4% 30%	5 2% 27%	2 1% 12%	10 3% 50%	10 2% 50%	10 5% 50% J	7 3% 35%	1 1% 6%	2 1% 9%	5 5% 26% L	3 1% 15%
7	23 3% 100%	9 4% 38%	7 5% 29%	4 2% 18%	3 2% 15%	12 3% 51%	11 3% 49%	11 6% 50% J	6 2% 25%	4 3% 18%	1 1% 6%	7 6% 29% L	6 2% 25%
8	29 4% 100%	9 4% 29%	9 6% 29%	7 3% 24%	5 3% 18%	21 6% 72% F	8 2% 28%	11 6% 38%	10 4% 35%	3 2% 9%	5 2% 18%	6 6% 22%	8 2% 27%
9	17 2% 100%	4 2% 22%	3 2% 18%	3 1% 18%	7 4% 42%	10 3% 59%	7 2% 41%	4 2% 23%	7 3% 38%	3 2% 17%	4 2% 21%	2 2% 13%	7 2% 39%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- ULTRA HIGH DEFINITION TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT	32 4% 100%	13 6% 40%	8 6% 24%	7 3% 21%	5 3% 15%	21 6% 64% F	12 3% 36%	21 7% 71% HIJ	8 3% 24% J	3 2% 9%	1 2%	9 9% 28% L	4 1% 11%
DONT KNOW ENOUGH ABOUT IT	18 2% 100%	11 5% 62% BC	1 1% 4%	4 1% 21%	2 1% 13%	9 3% 51%	9 2% 49%	6 3% 34%	4 2% 24%	2 2% 17%	6 3% 32%	3 3% 16%	8 2% 43%
MEAN SCORE	2.89	3.18 C	3.42 C	2.49	2.74	3.35 F	2.51	4.36 HIJ	2.93 J	2.44 J	1.78	4.15 L	2.03
STD. DEVIATION	2.71	2.90	2.99	2.35	2.68	2.97	2.41	3.12	2.62	2.39	1.87	3.04	2.11

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	387 50% 100%	173 47% 45%	214 52% 55%	83 52% 22%	89 43% 23%	90 51% 23%	124 53% 32%	93 42% 24%	294 53% 76% G
2	70 9% 100%	34 9% 48%	37 9% 52%	9 5% 12%	25 12% 35% C	17 10% 25%	20 8% 28%	22 10% 31%	49 9% 69%
3	61 8% 100%	32 9% 53%	29 7% 47%	21 13% 35% DF	11 5% 18%	15 9% 25%	14 6% 22%	21 9% 34%	40 7% 66%
4	35 5% 100%	15 4% 42%	20 5% 58%	10 6% 29%	5 2% 14%	9 5% 26%	11 5% 32%	12 5% 34%	23 4% 66%
5	52 7% 100%	27 7% 51%	26 6% 49%	8 5% 15%	19 9% 36%	15 9% 29%	11 5% 20%	16 7% 31%	36 6% 69%
6	19 2% 100%	11 3% 56%	8 2% 44%	4 3% 22%	7 3% 34%	3 2% 16%	5 2% 28%	6 3% 29%	14 2% 71%
7	23 3% 100%	11 3% 46%	12 3% 54%	4 3% 18%	6 3% 28%	7 4% 31%	5 2% 22%	9 4% 40%	14 2% 60%
8	29 4% 100%	17 4% 56%	13 3% 44%	5 3% 15%	12 6% 41%	3 2% 11%	10 4% 33%	12 5% 40%	18 3% 60%
9	17 2% 100%	9 2% 52%	8 2% 48%	4 2% 20%	6 3% 32%	3 1% 15%	6 2% 33%	4 2% 21%	14 2% 79%
10 - VERY IMPORTANT	32 4% 100%	18 5% 55%	14 4% 45%	7 5% 23%	11 5% 33%	5 3% 16%	9 4% 29%	14 6% 43%	19 3% 57%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- ULTRA HIGH DEFINITION TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%	
DONT KNOW ENOUGH ABOUT IT 18 2% 100%	6 2% 32%	12 3% 68%	3 2% 18%	2 1% 14%	4 2% 23%	8 3% 45%	3 1% 15%	15 3% 85%	
MEAN SCORE	2.89	3.08	2.73	2.84	3.27	2.68	2.76	3.32 H	2.72
STD. DEVIATION	2.71	2.82	2.61	2.65	2.94	2.45	2.73	2.91	2.61

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	387 50% 100%	117 37% 30%	46 33% 12%	312 56% 81% DE	75 40% 19% E	- - -	168 54% 43%	213 50% 55%	224 43% 58%	163 65% 42% H
2	70 9% 100%	33 10% 46%	11 8% 15%	52 9% 74%	18 10% 26%	- - -	28 9% 39%	41 10% 58%	55 10% 78%	15 6% 22%
3	61 8% 100%	26 8% 43%	8 6% 14%	41 7% 67%	20 11% 33%	- - -	29 9% 47%	32 8% 53%	44 8% 72%	17 7% 28%
4	35 5% 100%	19 6% 55%	7 5% 19%	26 5% 75%	9 5% 28%	- - -	14 5% 41%	21 5% 59%	25 5% 72%	10 4% 28%
5	52 7% 100%	28 9% 54%	20 14% 38%	36 7% 69%	16 9% 31%	- - -	19 6% 37%	32 8% 61%	42 8% 80%	10 4% 20%
6	19 2% 100%	10 3% 50%	7 5% 37%	11 2% 55%	9 5% 45%	- - -	9 3% 49%	10 2% 51%	18 3% 94% I	1 1% 6%
7	23 3% 100%	14 5% 64%	8 6% 36%	15 3% 66%	8 4% 34%	- - -	9 3% 39%	11 3% 50%	21 4% 91% I	2 1% 9%
8	29 4% 100%	21 7% 71%	11 8% 37%	20 4% 68%	10 5% 32%	- - -	10 3% 32%	20 5% 68%	24 5% 83%	5 2% 17%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- ULTRA HIGH DEFINITION TV

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	17 2% 100%	13 4% 78%	6 5% 37%	9 2% 50%	9 5% 50%	- - -	6 2% 36%	11 3% 64%	12 2% 72%	5 2% 28%
10 - VERY IMPORTANT	32 4% 100%	24 8% 75%	10 7% 31%	21 4% 66%	11 6% 34%	- - -	13 4% 39%	20 5% 61%	24 5% 75%	8 3% 25%
DONT KNOW ENOUGH ABOUT IT	18 2% 100%	10 3% 54%	5 3% 27%	15 3% 84%	3 2% 16%	- - -	5 2% 29%	13 3% 71%	12 2% 68%	6 2% 32%
MEAN SCORE	2.89	3.82	4.19	2.66	3.58	-	2.77	2.99	3.22	2.21
STD. DEVIATION	2.71	3.11	3.10	2.58	2.98	-	2.62	2.78	2.81	2.36

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	279 36% 100%	76 35% 27%	39 30% 14%	90 35% 32%	74 45% 27% B	102 29% 37%	177 42% 63% E	47 25% 17%	67 29% 24%	49 39% 17% GH	117 56% 42% GH	30 29% 11%	166 50% 59% K
2	65 8% 100%	18 8% 27%	6 4% 9%	24 9% 37%	18 11% 27%	27 8% 41%	38 9% 59%	17 9% 26%	24 9% 37%	8 7% 12%	16 8% 25%	9 8% 14%	24 7% 37%
3	58 7% 100%	22 10% 37%	12 9% 21%	16 6% 27%	8 5% 14%	33 9% 57%	24 6% 43%	15 8% 25%	17 7% 30%	13 11% 23%	12 6% 21%	9 9% 16%	26 8% 45%
4	53 7% 100%	16 7% 29%	12 9% 23%	19 7% 35%	7 4% 13%	22 6% 41%	32 7% 59%	14 8% 27% J	20 8% 39% J	12 10% 23% J	6 3% 11% J	11 10% 20%	18 6% 34%
5	85 11% 100%	20 9% 24%	18 14% 21%	33 13% 39%	14 8% 16%	42 12% 49%	44 10% 51%	33 17% 39% J	26 10% 31%	8 6% 9%	18 9% 21% L	18 17% 21% L	26 8% 30%
6	31 4% 100%	9 4% 28%	9 7% 26% D	12 5% 39% D	1 1% 4%	19 5% 62%	12 3% 38%	11 6% 36% J	13 5% 43%	3 2% 9%	4 2% 12% J	4 4% 13%	6 2% 21%
7	28 4% 100%	5 2% 18%	3 2% 11%	15 6% 53%	5 3% 17%	17 5% 61%	11 3% 39%	6 3% 22%	13 5% 45%	5 4% 17%	4 2% 16% J	2 2% 8%	9 3% 33%
8	59 8% 100%	15 7% 26%	10 8% 17%	22 8% 37%	12 7% 20%	36 10% 61% F	23 5% 39%	12 6% 20%	30 12% 50% J	12 10% 21% J	6 3% 10% J	6 5% 9%	18 5% 30%
9	23 3% 100%	4 2% 16%	6 4% 24%	5 2% 23%	8 5% 36%	10 3% 44%	13 3% 56%	8 4% 37%	4 2% 18%	6 5% 26%	4 2% 19%	2 2% 8%	10 3% 45%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT	56 7% 100%	24 11% 43% C	8 6% 15%	14 5% 25%	10 6% 17%	29 8% 51%	27 6% 49%	18 10% 32%	21 8% 37%	7 6% 13%	10 5% 18%	8 8% 15%	17 5% 31%
DONT KNOW ENOUGH ABOUT IT	7 1% 100%	5 2% 75%	- - -	1 17%	1 8%	3 1% 38%	4 1% 62%	4 2% 50%	1 8%	- -	3 1% 42%	3 3% 39%	3 1% 42%
MEAN SCORE	3.86	3.96	4.18	3.87	3.45	4.31 F	3.47	4.46 J	4.38 J	3.78 J	2.72	3.97 L	3.13
STD. DEVIATION	3.04	3.17	2.95	2.92	3.12	3.07	2.97	3.03	3.06	3.05	2.71	2.87	2.89

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	279 36% 100%	118 32% 42%	161 39% 58%	55 34% 20%	63 31% 23%	71 40% 25%	90 38% 32%	53 24% 19%	226 41% 81% G
2	65 8% 100%	41 11% 63% B	24 6% 37%	16 10% 25%	24 12% 37% E	9 5% 13%	16 7% 24%	26 12% 39%	39 7% 61%
3	58 7% 100%	30 8% 52%	27 7% 48%	16 10% 28%	14 7% 24%	11 6% 20%	16 7% 28%	14 6% 24%	44 8% 76%
4	53 7% 100%	18 5% 34%	35 9% 66%	7 4% 13%	11 6% 21%	16 9% 30%	19 8% 36%	17 8% 32%	36 7% 68%
5	85 11% 100%	41 11% 48%	44 11% 52%	14 9% 16%	27 13% 32%	14 8% 17%	30 13% 35%	33 15% 39% H	52 9% 61%
6	31 4% 100%	17 5% 55%	14 3% 45%	6 4% 20%	11 5% 35%	6 3% 18%	8 4% 27%	12 5% 40%	19 3% 60%
7	28 4% 100%	14 4% 50%	14 3% 50%	6 4% 22%	8 4% 29%	7 4% 24%	7 3% 26%	10 5% 37%	18 3% 63%
8	59 8% 100%	27 7% 46%	32 8% 54%	15 9% 26%	12 6% 20%	19 11% 32%	13 6% 22%	22 10% 38%	37 7% 62%
9	23 3% 100%	12 3% 50%	11 3% 50%	6 4% 25%	6 3% 26%	5 3% 21%	6 3% 28%	4 2% 20%	18 3% 80%
10 - VERY IMPORTANT	56 7% 100%	31 9% 56%	25 6% 44%	17 10% 30%	15 7% 26%	12 7% 21%	13 5% 23%	18 8% 33%	38 7% 67%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%	
DONT KNOW ENOUGH ABOUT IT 7 1% 100%	1 1% 19%	6 1% 81%	- - -	1 1% 19%	2 1% 25%	4 2% 57%	- - -	7 1% 100%	
MEAN SCORE	3.86	4.01	3.72	4.12	3.92	3.86	3.60	4.42 H	3.63
STD. DEVIATION	3.04	3.10	2.99	3.25	2.98	3.12	2.88	2.99	3.04

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	279 36% 100%	68 22% 24%	31 22% 11%	238 43% 85% DE	41 22% 15% E	- - -	129 42% 46%	146 34% 52%	145 28% 52%	134 54% 48% H
2	65 8% 100%	30 9% 45%	11 8% 16%	55 10% 85%	10 5% 15%	- - -	27 9% 42%	35 8% 55%	49 9% 75%	16 7% 25%
3	58 7% 100%	21 7% 37%	11 8% 18%	44 8% 77%	13 7% 23%	- - -	23 8% 41%	34 8% 58%	42 8% 74%	15 6% 26%
4	53 7% 100%	27 9% 52%	10 7% 20%	37 7% 70%	16 9% 30%	- - -	25 8% 47%	27 6% 52%	35 7% 66%	18 7% 34%
5	85 11% 100%	48 15% 56%	20 14% 23%	51 9% 60%	34 18% 40% CE	- - -	29 9% 34%	56 13% 66%	63 12% 74%	22 9% 26%
6	31 4% 100%	14 5% 47%	8 5% 25%	23 4% 74%	8 4% 26%	- - -	14 4% 44%	16 4% 51%	26 5% 84%	5 2% 16%
7	28 4% 100%	17 6% 62%	12 9% 43%	18 3% 62%	11 6% 38%	- - -	11 4% 39%	17 4% 61%	24 5% 86% I	4 2% 14%
8	59 8% 100%	38 12% 64%	14 10% 23%	42 8% 71%	17 9% 29%	- - -	19 6% 32%	39 9% 65%	54 10% 90% I	6 2% 10%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	23 3% 100%	14 5% 63%	6 4% 26%	14 2% 59%	9 5% 41%	-	9 3% 39%	14 3% 61%	18 3% 79%	5 2% 21%
10 - VERY IMPORTANT	56 7% 100%	35 11% 63%	18 13% 31%	29 5% 51%	27 15% 49%	-	21 7% 37%	35 8% 63%	43 8% 77%	13 5% 23%
DONT KNOW ENOUGH ABOUT IT	7 1% 100%	2 1% 31%	-	7 1% 100%	-	-	3 1% 37%	4 1% 63%	3 1% 39%	4 2% 61%
MEAN SCORE	3.86	4.89	4.97	3.44	5.09 C	-	3.57	4.08 F	4.35 I	2.82
STD. DEVIATION	3.04	3.10	3.13	2.89	3.15	-	2.97	3.09	3.08	2.69

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP
(E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL IMPORTANT	264 34% 100%	72 33% 27%	31 23% 12%	96 37% 36% B	66 40% 25% B	102 29% 39%	162 38% 61% E	36 19% 13%	60 24% 23%	50 40% 19% GH	118 57% 45% GHI	22 21% 8%	168 51% 64% K
2	54 7% 100%	17 8% 31%	8 6% 14%	19 7% 35%	11 6% 20%	26 7% 47%	29 7% 53%	12 6% 21%	21 8% 38%	9 7% 16%	13 6% 24%	5 4% 8%	22 7% 40%
3	48 6% 100%	19 9% 39%	8 6% 16%	14 5% 28%	8 5% 17%	24 7% 49%	25 6% 51%	13 7% 28%	9 4% 20%	10 8% 21%	15 7% 32%	7 7% 15%	26 8% 53%
4	33 4% 100%	12 6% 37%	5 4% 14%	13 5% 40%	3 2% 9%	15 4% 45%	18 4% 55%	9 5% 28%	15 8% 46% J	5 4% 16%	4 2% 11%	7 7% 21%	9 3% 26%
5	66 9% 100%	18 8% 27%	13 13% 26%	17 7% 26%	13 8% 20%	30 9% 46%	36 8% 54%	24 13% 37% IJ	22 9% 34%	6 5% 9%	14 7% 20%	12 12% 18%	20 6% 29%
6	35 4% 100%	6 3% 16%	13 10% 36% AD	15 5% 42% D	2 1% 6%	17 5% 48%	18 4% 52%	10 5% 27%	11 4% 30%	8 6% 22%	7 3% 20%	8 7% 22%	15 4% 42%
7	42 5% 100%	13 6% 30%	7 5% 17%	18 7% 42%	5 3% 12%	17 5% 40%	26 6% 60%	12 6% 28%	19 7% 45%	3 3% 7%	8 4% 20%	6 6% 14%	12 3% 27%
8	59 8% 100%	20 9% 34%	7 5% 12%	18 7% 31%	14 8% 23%	32 9% 54%	27 6% 46%	17 9% 29% J	27 10% 45% J	10 8% 17% J	6 3% 9%	12 11% 20% L	15 5% 26%
9	46 6% 100%	4 2% 8%	14 11% 31% AC	12 5% 26%	16 10% 35% A	26 7% 56%	20 5% 44%	11 6% 25%	16 8% 36% J	13 11% 29% J	5 2% 11%	4 4% 9%	18 5% 39%



FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
WEIGHTED TOTAL 776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
10 - VERY IMPORTANT 89 12% 100%	28 13% 32%	14 10% 15%	28 11% 32%	19 12% 21%	49 14% 54%	41 10% 46%	38 20% 42% I	34 13% 38% J	9 7% 10%	8 4% 9%	17 16% 19% L	17 5% 20%
DONT KNOW ENOUGH ABOUT IT 7 1% 100%	5 2% 75%	- - -	1 - 17%	1 - 8%	3 1% 38%	4 1% 62%	4 2% 50%	1 - 8%	- - -	3 1% 42%	3 3% 39%	3 1% 42%
MEAN SCORE 4.43	4.33	5.06 C	4.25	4.34	4.83 F	4.09	5.58 I	5.11 I	4.11 J	2.75	5.34 L	3.27
STD. DEVIATION 3.38	3.33	3.22	3.34	3.58	3.44	3.29	3.34	3.36	3.36	2.71	3.25	3.04

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL IMPORTANT	264 34% 100%	102 28% 39%	162 40% 61% A	45 28% 17%	57 28% 22%	65 37% 25%	97 41% 37% CD	55 25% 21%	209 38% 79% G
2	54 7% 100%	27 7% 49%	28 7% 51%	9 6% 17%	18 9% 33%	14 8% 26%	14 6% 25%	18 8% 34%	36 7% 66%
3	48 6% 100%	24 7% 50%	24 6% 50%	13 8% 26%	12 6% 24%	7 4% 14%	17 7% 35%	8 3% 16%	41 7% 84%
4	33 4% 100%	16 4% 49%	17 4% 51%	6 3% 17%	11 5% 32%	9 5% 27%	8 3% 24%	7 3% 20%	26 5% 80%
5	66 9% 100%	34 9% 51%	32 8% 49%	12 8% 19%	21 10% 32%	12 7% 17%	21 9% 32%	18 8% 28%	48 9% 72%
6	35 4% 100%	19 5% 54%	16 4% 46%	3 2% 10%	16 8% 45% C	6 3% 17%	10 4% 29%	9 4% 26%	26 5% 74%
7	42 5% 100%	22 6% 52%	20 5% 48%	14 9% 33% F	8 4% 19%	12 7% 29%	8 4% 19%	18 8% 44% H	24 4% 56%
8	59 8% 100%	30 8% 51%	29 7% 49%	20 13% 34% DF	10 5% 17%	15 9% 26%	14 6% 23%	23 10% 38%	37 7% 62%
9	46 6% 100%	26 7% 58%	19 5% 42%	15 9% 33% E	11 5% 24%	12 7% 27%	7 3% 16%	15 7% 33%	30 5% 67%
10 - VERY IMPORTANT	89 12% 100%	49 13% 55%	40 10% 45%	21 13% 24%	28 14% 31%	17 10% 19%	24 10% 26%	39 17% 43% H	51 9% 57%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP
(E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
DONT KNOW ENOUGH ABOUT IT 7 1%	1 19%	6 81%	- -	1 19%	2 25%	4 57%	- -	7 100%
MEAN SCORE 4.43	4.86 B	4.04	5.13 EF	4.64 F	4.31	3.83	5.34 H	4.07
STD. DEVIATION 3.38	3.39	3.32	3.44	3.34	3.39	3.26	3.49	3.26

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP
(E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL IMPORTANT	264 34% 100%	60 19% 23%	24 18% 9%	225 40% 85% DE	39 21% 15% E	- -	104 34% 40%	156 37% 59%	128 24% 49%	136 54% 51% H
2	54 7% 100%	25 8% 47%	7 5% 13%	42 7% 76%	13 7% 24%	- -	22 7% 40%	31 7% 57%	41 8% 76%	13 5% 24%
3	48 6% 100%	19 6% 39%	5 3% 10%	32 6% 66%	16 9% 34%	- -	20 6% 41%	28 7% 59%	30 6% 63%	18 7% 37%
4	33 4% 100%	16 5% 50%	8 6% 24%	26 5% 78%	7 4% 22%	- -	14 5% 43%	19 4% 57%	24 5% 72%	9 4% 28%
5	66 9% 100%	34 11% 51%	12 9% 19%	52 9% 78%	15 8% 22%	- -	38 12% 57% G	28 7% 43%	53 10% 81% I	13 5% 19%
6	35 4% 100%	22 7% 62%	15 11% 43%	23 4% 67%	12 6% 33%	- -	16 5% 45%	19 4% 55%	29 5% 82%	6 2% 18%
7	42 5% 100%	22 7% 52%	6 4% 13%	29 5% 69%	13 7% 31%	- -	14 5% 34%	26 6% 62%	35 7% 84% I	7 3% 16%
8	59 8% 100%	38 12% 64%	14 10% 24%	46 8% 78%	13 7% 22%	- -	26 8% 43%	33 8% 55%	48 9% 81% I	11 5% 19%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP
(E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	46 6% 100%	20 6% 44%	11 8% 24%	33 6% 72%	13 7% 28%	-	19 6% 41%	25 6% 55%	39 7% 86%	6 3% 14%
10 - VERY IMPORTANT	89 12% 100%	57 18% 63%	37 27% 42%	43 8% 48%	46 25% 52% CE	-	34 11% 38%	54 13% 60%	72 14% 80%	18 7% 20%
DONT KNOW ENOUGH ABOUT IT	7 1% 100%	2 1% 31%	-	7 1% 100%	-	-	3 1% 37%	4 1% 63%	3 1% 39%	4 2% 61%
MEAN SCORE	4.43	5.56	6.17	4.01	5.67 C	-	4.44	4.39	5.07 I	3.07
STD. DEVIATION	3.38	3.29	3.36	3.23	3.50	-	3.29	3.43	3.35	3.03

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?														
TOTAL	1 - NOT AT ALL IMPORTANT	2	3	4	5	6	7	8	9	10 - VERY IMPORTANT	DONT KNOW ENOUGH ABOUT IT	MEAN SCORE	STD. DEVIATION	
SERVICES MORE STANDARD TV CHANNELS	776 100%	283 36%	57 7%	53 7%	26 3%	82 11%	45 6%	47 6%	49 6%	20 3%	76 10%	6 1%	4.06	3.19
A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	776 100%	249 32%	65 8%	45 6%	34 4%	77 10%	41 5%	44 6%	50 7%	16 2%	112 14%	10 1%	4.44	3.36
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	776 100%	309 40%	68 9%	55 7%	42 5%	76 10%	36 5%	35 5%	35 5%	22 3%	56 7%	10 1%	3.63	3.02
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	776 100%	259 33%	53 7%	42 5%	36 5%	68 9%	33 4%	47 6%	59 8%	34 4%	106 14%	6 1%	4.53	3.42
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	776 100%	306 39%	69 9%	64 8%	45 6%	69 9%	23 3%	34 4%	39 5%	17 2%	70 9%	8 1%	3.67	3.10
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	776 100%	451 58%	81 10%	49 6%	36 5%	34 4%	14 2%	17 2%	20 3%	9 1%	24 3%	9 1%	2.40	2.40
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	776 100%	369 48%	66 9%	53 7%	40 5%	57 7%	31 4%	32 4%	30 4%	20 3%	39 5%	7 1%	3.16	2.85
ULTRA HIGH DEFINITION TV	776 100%	387 50%	70 9%	61 8%	35 5%	52 7%	19 2%	23 3%	29 4%	17 2%	32 4%	18 2%	2.89	2.71
INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES	776 100%	279 36%	65 8%	58 7%	53 7%	85 11%	31 4%	28 4%	59 8%	23 3%	56 7%	7 1%	3.86	3.04



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.11 AND HOW IMPORTANT ARE THE FOLLOWING SERVICES TO YOU, WHERE 1 MEANS NOT AT ALL IMPORTANT AND 10 MEANS VERY IMPORTANT?													
TOTAL	1 - NOT AT ALL IMPORTANT	2	3	4	5	6	7	8	9	10 - VERY IMPORTANT	DONT KNOW ENOUGH ABOUT IT	MEAN SCORE	STD. DEVIATION
776 100%	264 34%	54 7%	48 6%	33 4%	66 9%	35 4%	42 5%	59 8%	46 6%	89 12%	7 1%	4.43	3.38

CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	334 100%	98 29%	55 16%	117 35%	64 19%	125 37%	209 63%	71 21%	91 27%	51 15%	121 36%	41 12%	172 51%
WEIGHTED TOTAL	332 100%	87* 26%	57* 17%	126* 38%	62* 19%	135 41%	198 59%	84* 25%	103* 31%	51* 15%	94 28%	51* 15%	145 44%
NO NEED	111 33% 100%	27 31% 25%	13 23% 12%	52 42% 47% B	18 29% 16%	41 30% 37%	70 35% 63%	23 27% 20%	36 35% 33%	18 36% 17%	34 36% 30%	15 30% 14%	52 36% 47%
HAPPY TO USE EXISTING SERVICES	102 31% 100%	25 29% 24%	24 41% 23%	37 30% 37%	16 26% 16%	47 35% 46%	55 28% 54%	15 18% 15%	36 35% 35% G	15 30% 15%	36 38% 35% G	12 24% 12%	51 35% 50%
TOO EXPENSIVE/ CANNOT AFFORD	61 18% 100%	21 24% 34% C	12 20% 19%	12 10% 20%	17 27% 27% C	17 13% 28%	44 22% 72% E	33 40% 54% HIJ	16 16% 27%	6 11% 9%	6 7% 10%	17 34% 28% L	12 8% 19%
WOULD NOT KNOW HOW TO USE	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
WOULD NEVER USE	8 2% 100%	2 2% 25%	4 7% 51%	2 1% 24%	- - -	3 2% 36%	5 3% 64%	1 1% 13%	5 5% 59%	- - -	2 2% 28%	- - -	2 2% 28%
TO OLD/OLD-FASHIONED	4 1% 100%	3 3% 73%	- - -	1 1% 27%	- - -	3 2% 73%	1 1% 27%	* 1% 11%	1 1% 39%	- - -	2 2% 50%	* 1% 11%	2 1% 50%
OTHER - PLEASE SPECIFY	22 7% 100%	4 5% 18%	2 4% 10%	9 7% 41%	7 11% 31%	11 8% 49%	11 6% 51%	5 5% 25%	1 1% 6%	7 13% 32% H	8 9% 38% H	3 5% 13%	15 10% 69%
NO PARTICULAR REASON	25 7% 100%	6 7% 23%	3 4% 10%	12 9% 48%	5 8% 19%	13 10% 53%	12 6% 47%	6 7% 25%	8 8% 31%	5 10% 20%	6 6% 23%	3 6% 13%	11 7% 43%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
 * SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q. 12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	334 100%	143 43%	191 57%	63 19%	80 24%	67 20%	124 37%	85 25%	249 75%
WEIGHTED TOTAL	332 100%	158 47%	175 53%	65* 20%	92* 28%	75* 23%	100 30%	91* 27%	241 73%
NO NEED	111 33% 100%	53 34% 48%	58 33% 52%	26 39% 23%	27 29% 25%	28 37% 25%	30 30% 27%	29 32% 26%	82 34% 74%
HAPPY TO USE EXISTING SERVICES	102 31% 100%	49 31% 48%	53 30% 52%	22 34% 22%	27 29% 26%	21 27% 20%	33 33% 32%	23 26% 23%	79 33% 77%
TOO EXPENSIVE/ CANNOT AFFORD	61 18% 100%	20 13% 33%	41 24% 67% A	2 3% 3%	18 20% 30% C	14 18% 22% C	28 28% 45% C	31 34% 51% H	30 12% 49%
WOULD NOT KNOW HOW TO USE	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
WOULD NEVER USE	8 2% 100%	5 3% 68%	3 1% 32%	3 4% 32%	3 3% 36%	2 3% 25%	1 1% 7%	1 1% 7%	7 3% 93%
TO OLD/OLD-FASHIONED	4 1% 100%	2 1% 50%	2 1% 50%	1 2% 35%	1 1% 16%	- - -	2 2% 50%	* * 11%	3 1% 89%
OTHER - PLEASE SPECIFY	22 7% 100%	11 7% 53%	10 6% 47%	5 8% 23%	6 7% 30%	7 10% 34%	3 3% 13%	1 1% 3%	21 9% 97% G
NO PARTICULAR REASON	25 7% 100%	17 11% 68%	8 5% 32%	7 10% 27%	10 11% 41%	4 5% 15%	4 4% 17%	6 6% 24%	19 8% 76%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	334 100%	109 33%	49 15%	295 88%	39 12%	-	172 51%	159 48%	200 60%	134 40%
WEIGHTED TOTAL	332 100%	123* 37%	54* 16%	288 87%	44* 13%	**	174 52%	155 47%	220 66%	113 34%
NO NEED	111 33% 100%	32 26% 29%	10 18% 9%	94 33% 85%	16 37% 15%	-	55 32% 50%	55 36% 50%	69 31% 62%	42 37% 38%
HAPPY TO USE EXISTING SERVICES	102 31% 100%	37 30% 36%	15 29% 15%	93 32% 91%	9 21% 9%	-	56 32% 55%	45 29% 44%	68 31% 67%	34 30% 33%
TOO EXPENSIVE/ CANNOT AFFORD	61 18% 100%	26 21% 42%	22 44% 19%	55 19% 90%	6 13% 10%	-	36 21% 58%	25 16% 42%	41 19% 66%	21 18% 34%
WOULD NOT KNOW HOW TO USE	-	-	-	-	-	-	-	-	-	-
WOULD NEVER USE	8 2% 100%	2 2% 26%	3 5% 35%	8 3% 100%	-	-	6 4% 81% G	-	7 3% 92%	1 1% 8%
TO OLD/OLD-FASHIONED	4 1% 100%	-	-	4 1% 100%	-	-	3 2% 69%	1 1% 31%	-	3 3% 89% H
OTHER - PLEASE SPECIFY	22 7% 100%	9 7% 41%	6 12% 29%	16 5% 73%	6 13% 27%	-	10 6% 48%	11 7% 52%	16 7% 74%	6 5% 26%
NO PARTICULAR REASON	25 7% 100%	18 14% 70%	7 14% 30%	18 6% 72%	7 16% 28% C	-	7 4% 29%	18 11% 71% F	18 8% 73%	7 6% 27%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	414 100%	121 29%	68 16%	138 33%	87 21%	183 44%	231 56%	94 23%	128 31%	74 18%	118 29%	48 12%	192 46%
WEIGHTED TOTAL	407 100%	113 28%	70* 17%	141 35%	83* 20%	201 49%	206 51%	105* 26%	145 36%	70* 17%	87 21%	59* 15%	157 39%
NO NEED	171 42% 100%	43 38% 25%	21 30% 12%	68 48% 40% B	39 47% 23% B	83 41% 49%	88 43% 51%	43 41% 25%	63 43% 37%	32 46% 19%	33 37% 19%	28 47% 16%	65 41% 38%
HAPPY TO USE EXISTING SERVICES	127 31% 100%	35 31% 27%	23 33% 18%	45 32% 35%	24 29% 19%	68 34% 53%	59 29% 47%	20 19% 16%	46 31% 36%	27 39% 21% G	34 39% 27% G	13 21% 10%	61 39% 48% K
TOO EXPENSIVE/ CANNOT AFFORD	49 12% 100%	18 16% 38% C	12 17% 25% C	8 6% 17%	10 12% 21%	15 8% 31%	34 16% 69% E	23 22% 46% I	19 13% 38% J	4 6% 8%	4 4% 8%	10 16% 20% L	8 5% 16%
WOULD NOT KNOW HOW TO USE	2 1% 100%	1 1% 54%	1 1% 31%	* 2% 15%	- - -	- - 100%	2 1% 100%	1 1% 31%	- - -	- - -	2 2% 69%	1 1% 31%	2 1% 69%
WOULD NEVER USE	12 3% 100%	4 4% 37%	5 7% 42% D	3 2% 21%	- - -	9 4% 71%	3 2% 29%	4 3% 30%	6 4% 49%	- - -	3 3% 21%	1 2% 12%	3 2% 21%
TO OLD/OLD-FASHIONED	4 1% 100%	* 1% 11%	1 1% 16%	3 2% 59%	1 1% 13%	3 2% 77%	1 1% 23%	2 2% 49%	- - -	- - -	2 2% 51%	2 4% 49%	2 1% 51%
OTHER - PLEASE SPECIFY	11 3% 100%	2 1% 14%	3 4% 24%	2 1% 16%	5 6% 46%	6 3% 54%	5 3% 46%	5 4% 41%	1 1% 12%	- - -	5 6% 48% HI	2 4% 20%	5 3% 48%
NO PARTICULAR REASON	31 8% 100%	9 8% 29%	5 7% 16%	13 9% 43%	4 4% 12%	17 8% 56%	14 7% 44%	8 7% 25%	11 8% 36%	7 10% 22%	5 6% 17%	3 5% 10%	12 8% 39%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	414 100%	170 41%	244 59%	85 21%	85 21%	95 23%	149 36%	127 31%	287 69%
WEIGHTED TOTAL	407 100%	186 46%	221 54%	85* 21%	101* 25%	103* 26%	118 29%	133 33%	274 67%
NO NEED	171 42% 100%	84 45% 49%	87 39% 51%	35 42% 21%	49 48% 28%	40 39% 23%	47 40% 28%	58 44% 34%	113 41% 66%
HAPPY TO USE EXISTING SERVICES	127 31% 100%	52 28% 41%	75 34% 59%	32 37% 25% D	20 20% 16%	36 35% 29% D	38 33% 30%	35 26% 27%	92 34% 73%
TOO EXPENSIVE/ CANNOT AFFORD	49 12% 100%	12 6% 24%	37 17% 76% A	1 1% 2%	11 10% 22% C	17 17% 35% C	20 17% 41% C	27 21% 56% H	21 8% 44%
WOULD NOT KNOW HOW TO USE	2 1% 100%	1 1% 54%	1 46%	1 1% 54%	- -	1 1% 31%	- -	1 1% 31%	2 1% 69%
WOULD NEVER USE	12 3% 100%	7 4% 55%	5 2% 45%	3 4% 26%	7 3% 29%	3 3% 24%	3 2% 21%	2 1% 15%	10 4% 85%
TO OLD/OLD-FASHIONED	4 1% 100%	2 1% 56%	2 1% 44%	1 1% 30%	1 1% 27%	- -	2 2% 44%	1 1% 27%	3 1% 73%
OTHER - PLEASE SPECIFY	11 3% 100%	8 4% 67%	4 2% 33%	4 4% 33%	4 4% 34%	2 2% 16%	2 2% 17%	1 1% 12%	10 4% 88%
NO PARTICULAR REASON	31 8% 100%	21 11% 67% B	10 5% 33%	8 9% 25%	13 13% 43% F	5 4% 15%	5 5% 18%	7 6% 24%	23 8% 76%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	414 100%	156 38%	71 17%	323 78%	91 22%	-	159 38%	251 61%	269 65%	145 35%
WEIGHTED TOTAL	407 100%	173 42%	77* 19%	310 76%	97* 24%	**	156 38%	246 60%	288 71%	119 29%
NO NEED	171 42% 100%	67 39% 39%	27 35% 16%	127 41% 74%	44 45% 26%	-	64 41% 37%	105 43% 62%	127 44% 74%	44 37% 26%
HAPPY TO USE EXISTING SERVICES	127 31% 100%	54 32% 43%	27 35% 21%	96 31% 76%	31 32% 24%	-	47 30% 37%	78 32% 62%	90 31% 71%	37 31% 29%
TOO EXPENSIVE/ CANNOT AFFORD	49 12% 100%	20 12% 42%	7 9% 14%	42 14% 86%	7 7% 14%	-	23 15% 47%	26 10% 53%	32 11% 65%	17 14% 35%
WOULD NOT KNOW HOW TO USE	2 1% 100%	2 1% 85%	-	2 1% 100%	-	-	1 31%	2 1% 69%	-	2 2% 100% H
WOULD NEVER USE	12 3% 100%	5 3% 38%	5 6% 37%	9 3% 73%	3 3% 27%	-	7 4% 55%	5 2% 45%	8 3% 67%	4 3% 33%
TO OLD/OLD-FASHIONED	4 1% 100%	2 1% 39%	1 1% 23%	4 1% 87%	1 1% 13%	-	1 1% 34%	3 1% 66%	3 1% 63%	2 1% 37%
OTHER - PLEASE SPECIFY	11 3% 100%	8 4% 67%	4 5% 36%	6 2% 53%	5 6% 47%	-	4 2% 31%	8 3% 69%	7 3% 63%	4 4% 37%
NO PARTICULAR REASON	31 8% 100%	15 9% 49%	6 8% 20%	25 8% 81%	6 6% 19%	-	10 6% 32%	19 8% 63%	22 8% 72%	9 7% 28%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G.
ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	384 100%	118 31%	63 16%	127 33%	76 20%	153 40%	231 60%	88 23%	113 29%	66 17%	117 30%	45 12%	183 48%
WEIGHTED TOTAL	373 100%	108 29%	65* 17%	125 34%	75* 20%	166 45%	207 55%	100* 27%	125* 34%	61* 16%	87 23%	57* 15%	148 40%
NO NEED	114 31% 100%	30 28% 26%	16 24% 14%	44 35% 39%	24 33% 21%	49 30% 43%	65 31% 57%	27 28% 24%	32 25% 28%	24 39% 21%	31 36% 27%	17 29% 15%	55 37% 48%
HAPPY TO USE EXISTING SERVICES	110 29% 100%	39 36% 35%	19 29% 17%	33 26% 30%	19 25% 17%	57 34% 51%	53 26% 49%	18 18% 17%	42 33% 38% G	19 31% 17%	31 36% 28% G	13 24% 12%	50 34% 45%
TOO EXPENSIVE/ CANNOT AFFORD	82 22% 100%	25 23% 31%	19 30% 24% C	19 16% 24%	18 24% 22%	27 16% 33%	55 26% 67% E	37 38% 46% HUJ	28 22% 34% J	8 14% 10%	8 9% 10%	18 31% 22% L	16 11% 20%
WOULD NOT KNOW HOW TO USE	4 1% 100%	1 1% 19%	- -	3 3% 81%	- -	3 2% 64%	1 1% 36%	2 2% 38%	1 1% 33%	- -	1 1% 29%	2 3% 38%	1 1% 29%
WOULD NEVER USE	13 4% 100%	2 2% 18%	5 7% 35%	6 5% 42%	1 1% 4%	5 3% 34%	9 4% 66%	4 4% 29%	5 4% 35%	2 3% 14%	3 3% 21%	2 2% 13%	5 3% 36%
TO OLD/OLD-FASHIONED	4 1% 100%	2 2% 41%	1 2% 27%	- -	1 2% 31%	3 2% 82%	1 1% 18%	1 1% 27%	1 1% 23%	- -	2 2% 50%	- -	2 1% 50%
OTHER - PLEASE SPECIFY	13 4% 100%	3 3% 21%	1 1% 7%	2 2% 17%	7 10% 56% AC	6 4% 42%	8 4% 58%	2 2% 17%	5 4% 41%	- -	6 6% 42% I	1 1% 5%	6 4% 42%
NO PARTICULAR REASON	32 9% 100%	6 6% 19%	4 6% 13%	18 14% 54%	4 6% 13%	17 10% 54%	15 7% 46%	8 8% 23%	11 9% 35%	8 14% 26%	5 6% 16%	5 9% 15%	14 9% 42%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q. 12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G.
ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
UNWEIGHTED TOTAL	384 100%	149 39%	235 61%	71 18%	78 20%	81 21%	154 40%	111 29%	273 71%
WEIGHTED TOTAL	373 100%	163 44%	210 56%	70* 19%	93* 25%	92* 25%	119 32%	114* 31%	258 69%
NO NEED	114 31% 100%	53 32% 46%	61 29% 54%	26 37% 23%	27 29% 24%	29 31% 25%	33 28% 29%	28 24% 24%	86 33% 76%
HAPPY TO USE EXISTING SERVICES	110 29% 100%	43 27% 39%	67 32% 61%	20 29% 19%	23 25% 21%	29 32% 27%	37 32% 34%	31 27% 28%	79 31% 72%
TOO EXPENSIVE/ CANNOT AFFORD	82 22% 100%	30 18% 36%	52 25% 64%	9 13% 11%	21 22% 25%	19 21% 24%	33 27% 40% C	37 33% 46% H	44 17% 54%
WOULD NOT KNOW HOW TO USE	4 1% 100%	1 1% 34%	3 1% 66%	- - -	1 1% 34%	1 1% 15%	2 2% 52%	1 1% 15%	3 1% 85%
WOULD NEVER USE	13 4% 100%	7 5% 55%	6 3% 45%	2 4% 18%	5 5% 37%	3 3% 20%	3 3% 25%	4 3% 26%	10 4% 74%
TO OLD/OLD-FASHIONED	4 1% 100%	1 1% 31%	3 1% 69%	- - -	1 1% 31%	- - -	3 2% 69%	1 1% 27%	3 1% 73%
OTHER - PLEASE SPECIFY	13 4% 100%	3 2% 23%	10 5% 77%	3 4% 23%	- - -	7 8% 54% D	3 3% 23%	4 4% 33%	9 3% 67%
NO PARTICULAR REASON	32 9% 100%	24 15% 74% B	8 4% 26%	9 13% 27% F	15 16% 47% EF	4 4% 12%	4 4% 14%	9 8% 26%	24 9% 74%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G.
ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	384 100%	136 35%	52 14%	337 88%	47 12%	-	167 43%	215 56%	231 60%	153 40%
WEIGHTED TOTAL	373 100%	151 40%	59* 16%	323 87%	50* 13%	** ..	165 44%	206 55%	245 66%	127 34%
NO NEED	114 31% 100%	35 23% 31%	19 32% 17%	102 32% 90%	12 23% 10%	-	53 47%	60 53%	71 29% 62%	43 34% 38%
HAPPY TO USE EXISTING SERVICES	110 29% 100%	45 30% 41%	18 31% 17%	91 28% 82%	19 38% 18%	-	48 29% 44%	62 30% 56%	70 29% 64%	40 31% 36%
TOO EXPENSIVE/ CANNOT AFFORD	82 22% 100%	41 27% 50%	12 20% 15%	78 24% 96% D	3 6% 4%	-	36 22% 44%	45 22% 55%	54 22% 67%	27 21% 33%
WOULD NOT KNOW HOW TO USE	4 1% 100%	1 1% 25%	1 2% 25%	3 1% 65%	1 3% 35%	-	3 73%	1 27%	2 1% 52%	2 1% 48%
WOULD NEVER USE	13 4% 100%	4 3% 32%	5 8% 24%	10 3% 77%	3 6% 23%	-	6 4% 41%	8 4% 59%	10 4% 77%	3 2% 23%
TO OLD/OLD-FASHIONED	4 1% 100%	2 1% 50%	-	3 1% 69%	1 3% 31%	-	1 1% 27%	3 1% 73%	2 1% 50%	2 2% 50%
OTHER - PLEASE SPECIFY	13 4% 100%	6 4% 42%	-	9 3% 64%	5 9% 36% C	-	3 2% 21%	11 5% 79%	9 4% 67%	4 3% 33%
NO PARTICULAR REASON	32 9% 100%	17 11% 52%	6 10% 18%	27 8% 82%	6 11% 18%	-	16 10% 49%	17 8% 51%	26 11% 80%	6 5% 20%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN
EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	366 100%	117 32%	62 17%	129 35%	58 16%	162 44%	204 56%	88 24%	116 32%	61 17%	101 28%	44 12%	162 44%
WEIGHTED TOTAL	381 100%	117 31%	67 18%	136 36%	61 16%	192 50%	189 50%	99 26%	139 37%	62 16%	80 21%	51 14%	142 37%
NO NEED	131 34% 100%	37 32% 28%	16 23% 12%	53 39% 41% B	25 41% 19%	71 37% 54%	60 32% 46%	32 32% 24%	43 31% 33%	25 40% 19%	31 39% 24%	19 37% 14%	56 40% 43%
HAPPY TO USE EXISTING SERVICES	110 29% 100%	36 31% 33%	26 39% 24% D	37 27% 33%	11 18% 10%	59 31% 54%	51 27% 46%	19 20% 18%	46 33% 41%	17 28% 16%	27 34% 25% G	9 18% 8%	45 32% 41%
TOO EXPENSIVE/ CANNOT AFFORD	74 19% 100%	28 24% 38%	12 18% 16%	18 13% 24%	16 26% 21%	30 16% 40%	44 23% 60%	34 34% 46% HIJ	26 19% 35% J	8 12% 10%	7 8% 9%	17 34% 24% L	14 10% 19%
WOULD NOT KNOW HOW TO USE	1 100%	- -	* 1% 32%	1 1% 68%	- -	* 32%	1 68%	- -	1 43%	- -	1 57%	- -	1 57%
WOULD NEVER USE	21 5% 100%	2 10%	7 11% 35% A	8 6% 41%	3 5% 15%	10 5% 51%	10 5% 49%	7 7% 33%	8 6% 38%	1 3% 3%	5 7% 26%	1 3% 7% H	6 4% 29%
TO OLD/OLD-FASHIONED	3 1% 100%	- -	- -	1 1% 53%	1 2% 47%	1 47%	1 1% 53%	- -	- -	- -	3 3% 100% H	- -	3 2% 100%
OTHER - PLEASE SPECIFY	6 2% 100%	3 3% 57%	1 1% 12%	1 1% 19%	1 1% 12%	1 19%	5 3% 81%	1 12%	- -	3 5% 52% H	2 3% 37%	1 1% 12%	5 4% 88%
NO PARTICULAR REASON	36 9% 100%	10 9% 29%	5 7% 14%	16 12% 44%	4 7% 13%	19 10% 53%	17 9% 47%	7 7% 19%	17 12% 47%	9 14% 24%	4 4% 10%	4 7% 11%	12 9% 34%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN
EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	366 100%	162 44%	204 56%	87 24%	75 20%	75 20%	129 35%	111 30%	255 70%
WEIGHTED TOTAL	381 100%	186 49%	195 51%	94* 25%	92* 24%	86* 23%	109 29%	121* 32%	259 68%
NO NEED	131 34% 100%	63 34% 48%	67 35% 52%	36 38% 28%	27 29% 21%	33 38% 25%	35 32% 27%	33 27% 25%	98 38% 75%
HAPPY TO USE EXISTING SERVICES	110 29% 100%	57 31% 52%	53 27% 48%	31 33% 28%	26 28% 24%	21 25% 19%	32 29% 29%	38 32% 35%	72 28% 65%
TOO EXPENSIVE/ CANNOT AFFORD	74 19% 100%	26 14% 35%	48 25% 65% A	9 10% 13%	17 18% 22%	20 23% 27% C	28 26% 38% C	31 26% 42%	43 16% 58%
WOULD NOT KNOW HOW TO USE	1 - 100%	- - -	1 1% 100%	- - -	- - -	1 1% 43%	1 1% 57%	1 - 43%	1 - 57%
WOULD NEVER USE	21 5% 100%	9 5% 46%	11 6% 54%	6 6% 28%	4 4% 17%	3 4% 16%	8 7% 39%	5 4% 22%	16 6% 78%
TO OLD/OLD-FASHIONED	3 1% 100%	2 1% 85%	1 - 15%	1 1% 38%	1 1% 47%	- - -	1 1% 15%	- - -	3 1% 100%
OTHER - PLEASE SPECIFY	6 2% 100%	5 2% 76%	1 1% 24%	4 4% 60%	1 1% 16%	1 1% 12%	1 1% 12%	1 1% 12%	5 2% 88%
NO PARTICULAR REASON	36 9% 100%	24 13% 67% B	12 6% 33%	8 8% 21%	16 18% 46% F	8 9% 22%	4 4% 11%	13 11% 37%	22 9% 63%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN
EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	366 100%	154 42%	69 19%	288 79%	78 21%	-	147 40%	216 59%	244 67%	122 33%
WEIGHTED TOTAL	381 100%	178 47%	83* 22%	291 77%	89* 23%	**	152 40%	226 59%	275 72%	105 28%
NO NEED	131 34% 100%	58 32% 44%	26 31% 20%	96 33% 74%	34 38% 26%	-	54 36% 42%	74 33% 57%	94 34% 72%	36 35% 28%
HAPPY TO USE EXISTING SERVICES	110 29% 100%	54 30% 49%	20 25% 19%	83 28% 76%	27 30% 24%	-	39 26% 35%	71 31% 65%	78 28% 71%	32 30% 29%
TOO EXPENSIVE/ CANNOT AFFORD	74 19% 100%	35 19% 47%	20 25% 28%	64 22% 86% D	10 11% 14%	-	30 20% 41%	44 19% 59%	56 20% 75%	18 17% 25%
WOULD NOT KNOW HOW TO USE	1 - 100%	-	-	1 57%	1 43%	-	1 43%	1 57%	1 43%	1 57%
WOULD NEVER USE	21 5% 100%	11 6% 53%	9 4% 36%	17 6% 85%	3 4% 15%	-	10 6% 46%	11 5% 54%	15 5% 73%	6 5% 27%
TO OLD/OLD-FASHIONED	3 1% 100%	-	-	1 53%	1 47%	-	-	3 1% 100%	-	3 3% 100% H
OTHER - PLEASE SPECIFY	6 2% 100%	2 1% 41%	1 2% 20%	4 6% 68%	2 2% 32%	-	3 2% 45%	2 1% 39%	4 1% 63%	2 2% 37%
NO PARTICULAR REASON	36 9% 100%	19 10% 52%	8 9% 21%	24 8% 68%	11 13% 32%	-	16 10% 45%	20 9% 55%	28 10% 78%	8 7% 22%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	496 100%	149 30%	83 17%	167 34%	97 20%	228 46%	268 54%	122 25%	156 31%	86 17%	132 27%	59 12%	218 44%
WEIGHTED TOTAL	503 100%	144 29%	91* 18%	171 34%	97* 19%	261 52%	242 48%	138* 27%	180 36%	85* 17%	101 20%	73* 15%	186 37%
NO NEED	195 39% 100%	42 30% 22%	33 36% 17%	78 45% 40% A	41 42% 21%	95 37% 49%	99 41% 51%	46 34% 24%	60 34% 31%	49 58% 25% GHJ	39 39% 20%	30 41% 15%	88 47% 45%
HAPPY TO USE EXISTING SERVICES	100 20% 100%	34 24% 34%	19 21% 19%	32 19% 32%	15 16% 15%	52 20% 52%	48 20% 48%	16 12% 16%	42 24% 42% G	13 16% 13%	28 28% 28% GI	10 13% 10%	42 22% 42%
TOO EXPENSIVE/ CANNOT AFFORD	93 18% 100%	32 22% 34%	20 22% 22%	26 15% 28%	15 15% 16%	51 20% 55%	42 17% 45%	43 31% 46% HIJ	35 19% 37% J	7 9% 8% K	8 8% 9% L	20 27% 21% L	16 9% 17%
WOULD NOT KNOW HOW TO USE	3 1% 100%	1 1% 23%	- -	2 1% 77%	- -	1 23%	2 1% 77%	1 16%	1 1% 32%	- -	2 2% 51%	1 1% 16%	2 1% 51%
WOULD NEVER USE	57 11% 100%	17 12% 30%	12 13% 21%	17 10% 30%	11 12% 20%	22 9% 39%	35 14% 61%	15 11% 25%	22 12% 38%	6 7% 10%	15 15% 26%	8 10% 13%	21 11% 36%
TO OLD/OLD-FASHIONED	· · 100%	- -	- -	· · 100%	- -	- -	· · 100%	- -	- -	- -	· · 100%	- -	· · 100%
OTHER - PLEASE SPECIFY	23 5% 100%	6 4% 26%	1 1% 6%	5 3% 22%	11 11% 46% BC	15 6% 62%	9 4% 38%	9 6% 37%	6 3% 25%	3 4% 14%	6 6% 14%	2 2% 6%	9 5% 38%
NO PARTICULAR REASON	31 6% 100%	12 8% 37%	6 7% 20%	9 6% 30%	4 4% 13%	24 9% 78% F	7 3% 22%	9 6% 29%	14 8% 44%	6 7% 20%	2 2% 7%	5 6% 14%	8 5% 27%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q. 12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	496 100%	223 45%	273 55%	106 21%	117 24%	104 21%	169 34%	152 31%	344 69%
WEIGHTED TOTAL	503 100%	253 50%	250 50%	112* 22%	141* 28%	113* 22%	137 27%	160 32%	343 68%
NO NEED	195 39% 100%	107 42% 55%	88 35% 45%	51 46% 26% F	55 39% 28%	46 41% 24%	42 30% 21%	49 31% 26%	146 42% 75% G
HAPPY TO USE EXISTING SERVICES	100 20% 100%	47 18% 47%	53 21% 53%	18 16% 18%	28 20% 28%	22 20% 22%	31 23% 31%	33 21% 33%	67 20% 67%
TOO EXPENSIVE/ CANNOT AFFORD	93 18% 100%	29 11% 31%	64 26% 69% A	7 6% 8%	22 16% 24% C	19 17% 20% C	45 33% 48% CDE	45 28% 49% H	48 14% 51%
WOULD NOT KNOW HOW TO USE	3 1% 100%	1 16%	3 1% 84%	- -	1 16%	1 17%	2 2% 67%	* 9%	3 1% 91%
WOULD NEVER USE	57 11% 100%	34 14% 60%	23 9% 40%	21 18% 36% F	14 10% 24%	12 10% 20%	11 8% 20%	16 10% 28%	41 12% 72%
TO OLD/OLD-FASHIONED	* 100%	- -	* 100%	- -	- -	- -	* 100%	- -	* 100%
OTHER - PLEASE SPECIFY	23 5% 100%	15 6% 66%	8 3% 34%	9 8% 37% F	7 5% 30%	6 5% 24%	2 2% 9%	4 3% 18%	19 6% 82%
NO PARTICULAR REASON	31 6% 100%	20 8% 65%	11 4% 35%	6 5% 19%	14 10% 46% F	8 7% 26%	3 2% 9%	12 8% 40%	19 5% 60%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- 3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	496 100%	220 44%	107 22%	357 72%	139 28%	-	186 38%	304 61%	347 70%	149 30%
WEIGHTED TOTAL	503 100%	248 49%	123* 24%	352 70%	152 30%	**	188 37%	308 61%	376 75%	127 25%
NO NEED	195 39% 100%	87 35% 45%	38 31% 20%	149 42% 76%	46 30% 24%	-	78 41% 40%	115 37% 59%	148 39% 76%	46 36% 24%
HAPPY TO USE EXISTING SERVICES	100 20% 100%	46 19% 46%	21 17% 21%	68 19% 68%	32 21% 32%	-	40 21% 40%	56 18% 56%	65 17% 65%	35 27% 35% H
TOO EXPENSIVE/ CANNOT AFFORD	93 18% 100%	54 22% 58%	23 19% 25%	63 18% 67%	30 20% 33%	-	40 21% 43%	53 17% 57%	70 19% 75%	23 18% 25%
WOULD NOT KNOW HOW TO USE	3 1% 100%	-	-	3 1% 100%	-	-	1 1% 42%	2 1% 58%	1 2% 26%	2 2% 74%
WOULD NEVER USE	57 11% 100%	28 11% 49%	23 19% 40%	37 11% 65%	20 13% 35%	-	11 6% 20%	46 15% 80% F	47 12% 82%	10 8% 18%
TO OLD/OLD-FASHIONED	- 0% 100%	-	-	-	-	-	-	-	-	-
OTHER - PLEASE SPECIFY	23 5% 100%	16 7% 70%	8 6% 33%	12 3% 52%	11 7% 48%	-	7 4% 32%	16 5% 68%	18 5% 77%	5 4% 23%
NO PARTICULAR REASON	31 6% 100%	17 7% 53%	10 8% 31%	19 6% 62%	12 8% 38%	-	10 6% 33%	19 6% 62%	27 7% 86%	4 3% 14%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	354 100%	111 31%	59 17%	118 33%	66 19%	164 46%	190 54%	90 25%	113 32%	69 19%	82 23%	48 14%	151 43%
WEIGHTED TOTAL	372 100%	108* 29%	68* 18%	126* 34%	70* 19%	199 54%	173 46%	104* 28%	136* 36%	70* 19%	62* 17%	60* 16%	132 36%
NO NEED	156 42% 100%	40 37% 26%	31 46% 20%	51 41% 33%	33 47% 21%	87 44% 56%	69 40% 44%	42 41% 27%	48 36% 31%	42 59% 27% GHJ	23 38% 15%	27 45% 17%	65 49% 42%
HAPPY TO USE EXISTING SERVICES	86 23% 100%	31 28% 35%	10 15% 12%	32 26% 37%	13 19% 15%	42 21% 49%	44 26% 51%	14 14% 17%	34 25% 39%	15 22% 18%	23 37% 26% G	5 9% 6%	38 29% 44% K
TOO EXPENSIVE/ CANNOT AFFORD	43 12% 100%	20 19% 47% C	9 13% 20%	7 5% 16%	7 10% 17%	20 10% 45%	24 14% 55%	22 21% 52% I	15 11% 34% J	5 7% 11%	2 2% 3%	12 20% 28% L	6 5% 14%
WOULD NOT KNOW HOW TO USE	7 2% 100%	- -	3 4% 43%	3 3% 46%	1 1% 11%	4 2% 54%	3 2% 46%	1 1% 11%	5 4% 74%	- -	1 2% 16%	1 1% 11%	1 1% 16%
WOULD NEVER USE	37 10% 100%	7 7% 19%	7 10% 18%	16 12% 42%	8 11% 21%	19 9% 50%	19 11% 50%	15 14% 39% I	12 9% 32%	2 2% 5%	9 15% 24% I	8 14% 22%	11 8% 29%
TO OLD/OLD-FASHIONED	1 0% 100%	- -	- -	1 1% 100%	- -	- -	1 1% 100%	- -	- -	- -	1 2% 100%	- -	1 1% 100%
OTHER - PLEASE SPECIFY	10 3% 100%	1 1% 6%	2 2% 15%	5 4% 53%	3 4% 26%	4 2% 45%	5 3% 55%	2 2% 24%	5 4% 51%	3 4% 25%	- -	1 1% 7%	3 2% 25%
NO PARTICULAR REASON	31 8% 100%	9 8% 29%	6 9% 21%	10 8% 33%	5 8% 18%	24 12% 76% F	7 4% 24%	7 7% 24%	17 12% 54%	4 6% 14%	3 4% 9%	6 9% 18%	7 5% 23%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	354 100%	159 45%	195 55%	87 25%	72 20%	74 21%	121 34%	114 32%	240 68%
WEIGHTED TOTAL	372 100%	186 50%	186 50%	93* 25%	92* 25%	86* 23%	100 27%	124* 33%	247 67%
NO NEED	156 42% 100%	94 50% 60% B	62 33% 40%	49 52% 31% EF	45 49% 29%	29 34% 19%	33 33% 21%	40 32% 26%	116 47% 74% G
HAPPY TO USE EXISTING SERVICES	86 23% 100%	32 17% 37%	55 29% 63% A	18 19% 20%	14 15% 16%	25 29% 29%	30 30% 34% D	30 24% 34%	57 23% 66%
TOO EXPENSIVE/ CANNOT AFFORD	43 12% 100%	12 6% 28%	31 17% 72% A	2 3% 5%	10 10% 22%	14 16% 32% C	18 18% 41% C	19 16% 45%	24 10% 55%
WOULD NOT KNOW HOW TO USE	7 2% 100%	3 2% 45%	4 2% 55%	- - -	3 3% 45%	1 2% 20%	2 2% 55%	5 4% 74% H	2 1% 26%
WOULD NEVER USE	37 10% 100%	23 12% 62%	14 8% 38%	12 12% 31%	12 13% 31%	6 7% 17%	8 8% 21%	15 12% 41%	22 9% 59%
TO OLD/OLD-FASHIONED	1 - 100%	- - -	1 1% 100%	- - -	- - -	- - -	1 1% 100%	- - -	1 - 100%
OTHER - PLEASE SPECIFY	10 3% 100%	5 3% 50%	3 3% 50%	5 5% 50%	- - -	2 2% 19%	3 3% 30%	4 3% 37%	6 3% 63%
NO PARTICULAR REASON	31 8% 100%	17 9% 55%	14 8% 45%	8 9% 27%	9 10% 28%	9 10% 29%	5 5% 16%	11 9% 36%	20 8% 64%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	354 100%	161 45%	76 21%	257 73%	97 27%	-	136 38%	214 60%	260 73%	94 27%
WEIGHTED TOTAL	372 100%	187 50%	89* 24%	262 71%	109* 29%	**	147 40%	220 59%	295 79%	77* 21%
NO NEED	156 42% 100%	79 42% 51%	32 36% 21%	100 38% 64%	56 51% 36%	-	60 41% 38%	95 43% 61%	131 44% 84%	25 32% 16%
HAPPY TO USE EXISTING SERVICES	86 23% 100%	38 20% 44%	25 28% 28%	68 26% 78%	19 17% 22%	-	35 24% 41%	49 22% 57%	63 21% 73%	23 30% 27%
TOO EXPENSIVE/ CANNOT AFFORD	43 12% 100%	19 10% 45%	9 10% 20%	38 14% 88% D	5 5% 12%	-	20 13% 45%	24 11% 55%	33 11% 77%	10 13% 23%
WOULD NOT KNOW HOW TO USE	7 2% 100%	4 2% 65%	- - -	5 2% 67%	2 2% 33%	-	3 2% 40%	4 2% 60%	3 1% 45%	4 5% 55% H
WOULD NEVER USE	37 10% 100%	21 11% 57%	12 13% 32%	20 8% 54%	17 16% 46% C	-	16 11% 42%	22 10% 58%	29 10% 79%	8 10% 21%
TO OLD/OLD-FASHIONED	1 100%	- -	- -	1 100%	- -	-	- -	1 1% 100%	- -	1 1% 100% H
OTHER - PLEASE SPECIFY	10 3% 100%	7 4% 74%	2 2% 22%	7 3% 74%	3 2% 26%	-	4 3% 42%	4 2% 43%	8 3% 83%	2 2% 17%
NO PARTICULAR REASON	31 8% 100%	17 9% 56%	9 11% 30%	23 9% 75%	8 7% 25%	-	10 7% 32%	21 10% 68%	27 9% 86%	4 6% 14%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	263 100%	85 32%	52 20%	81 31%	45 17%	117 44%	146 56%	80 30%	71 27%	44 17%	68 26%	42 16%	112 43%
WEIGHTED TOTAL	273 100%	80* 29%	58* 21%	86* 32%	50* 18%	139* 51%	134 49%	92* 34%	86* 31%	43* 16%	53* 19%	52* 19%	96* 35%
NO NEED	97 35% 100%	26 32% 26%	16 27% 16%	31 36% 32%	25 50% 26% B	47 34% 49%	50 37% 51%	26 29% 27%	24 27% 24%	20 47% 21%	27 51% 28% GH	13 24% 13%	47 49% 49% K
HAPPY TO USE EXISTING SERVICES	74 27% 100%	25 32% 34% D	17 29% 22% D	28 32% 37% D	5 9% 6%	30 21% 40%	44 33% 60%	16 17% 21%	28 32% 37%	13 31% 18%	18 33% 24% G	13 25% 18%	31 32% 42%
TOO EXPENSIVE/ CANNOT AFFORD	57 21% 100%	19 24% 33%	13 22% 22%	14 17% 25%	11 23% 20%	31 22% 55%	26 19% 45%	34 37% 59% HIJ	16 19% 29% J	4 9% 7%	3 6% 6%	18 34% 31% L	7 8% 13%
WOULD NOT KNOW HOW TO USE	4 1% 100%	- -	1 2% 36%	* -	2 4% 55%	3 2% 91%	* -	- -	3 4% 91%	- -	* 1% 9%	- -	* -
WOULD NEVER USE	12 4% 100%	5 6% 42%	2 4% 21%	3 3% 23%	2 3% 14%	6 4% 51%	6 4% 49%	4 4% 33%	5 6% 42%	2 4% 14%	1 2% 10%	1 2% 7%	3 3% 25%
TO OLD/OLD-FASHIONED	* 1% 100%	* 1% 100%	- -	- -	- -	* 100%	- -	- -	- -	- -	* 1% 100%	- -	* 1% 100%
OTHER - PLEASE SPECIFY	6 2% 100%	- -	3 5% 52%	2 2% 27%	1 3% 21%	4 6% 100% F	- -	3 3% 52%	3 3% 48%	- -	- -	3 6% 52% L	- -
NO PARTICULAR REASON	23 8% 100%	4 5% 18%	6 11% 27%	8 10% 37%	4 8% 18%	15 11% 65%	8 6% 35%	9 10% 40%	7 8% 31%	4 9% 16%	3 5% 12%	4 9% 20%	7 7% 29%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L

* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	263 100%	119 45%	144 55%	56 21%	63 24%	46 17%	98 37%	79 30%	184 70%
WEIGHTED TOTAL	273 100%	141* 52%	132 48%	57* 21%	84* 31%	53* 19%	79* 29%	87* 32%	187 68%
NO NEED	97 35% 100%	43 30% 44%	54 41% 56%	21 37% 22%	22 26% 23%	25 47% 26% D	29 37% 30%	30 35% 31%	67 36% 69%
HAPPY TO USE EXISTING SERVICES	74 27% 100%	44 31% 59%	30 23% 41%	20 35% 27% E	24 29% 33% E	6 11% 8%	25 31% 33% E	25 29% 33%	49 26% 67%
TOO EXPENSIVE/ CANNOT AFFORD	57 21% 100%	24 17% 42%	33 25% 58%	4 7% 7%	20 24% 35% C	11 21% 19%	22 28% 39% C	22 26% 38%	35 19% 62%
WOULD NOT KNOW HOW TO USE	4 1% 100%	2 1% 55%	2 1% 45%	2 4% 55%	- -	1 3% 36%	* -	1 2% 36%	2 1% 64%
WOULD NEVER USE	12 4% 100%	9 6% 74%	3 2% 26%	5 8% 41% F	4 5% 33%	2 4% 20%	1 1% 6%	3 4% 27%	9 5% 73%
TO OLD/OLD-FASHIONED	* * 100%	- -	* * 100%	- -	- -	- -	* 1% 100%	- -	* * 100%
OTHER - PLEASE SPECIFY	6 2% 100%	3 2% 52%	2 2% 48%	- -	3 4% 52%	3 5% 48%	- -	1 1% 21%	5 3% 79%
NO PARTICULAR REASON	23 8% 100%	16 12% 72%	6 5% 28%	5 9% 22%	11 13% 49% F	5 9% 21%	2 2% 8%	4 5% 18%	19 10% 82%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- ULTRA HIGH DEFINITION TV**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	263 100%	119 45%	54 21%	204 78%	59 22%	-	104 40%	159 60%	172 65%	91 35%
WEIGHTED TOTAL	273 100%	141* 52%	62* 23%	202 74%	71* 26%	**	111* 40%	163 60%	196 72%	77* 28%
NO NEED	97 35% 100%	47 34% 49%	15 25% 16%	74 37% 76%	23 32% 24%	-	31 28% 32%	66 40% 68%	65 33% 67%	32 42% 33%
HAPPY TO USE EXISTING SERVICES	74 27% 100%	33 23% 44%	9 14% 12%	58 29% 79%	16 22% 21%	-	35 31% 47%	40 24% 53%	50 25% 67%	24 32% 33%
TOO EXPENSIVE/ CANNOT AFFORD	57 21% 100%	30 21% 53%	19 30% 32%	46 23% 80%	11 16% 20%	-	23 21% 41%	34 21% 59%	46 23% 80%	12 15% 20%
WOULD NOT KNOW HOW TO USE	4 1% 100%	3 2% 91%	2 3% 55%	2 1% 45%	2 3% 55%	-	1 1% 36%	2 1% 64%	2 1% 55%	2 2% 45%
WOULD NEVER USE	12 4% 100%	6 4% 49%	3 5% 28%	6 3% 52%	6 8% 48%	-	3 3% 23%	9 6% 77%	9 4% 74%	3 4% 26%
TO OLD/OLD-FASHIONED	- 0% 100%	- 0% 100%	- 0% 100%	- 0% 100%	- 0% 100%	-	- 0% 100%	- 0% 100%	- 0% 100%	- 0% 100%
OTHER - PLEASE SPECIFY	6 2% 100%	6 4% 100%	5 8% 79%	- 0% 100%	6 8% 100%	-	5 4% 79%	1 1% 21%	6 3% 100%	- 0% 100%
NO PARTICULAR REASON	23 8% 100%	16 11% 69%	9 15% 42%	16 8% 69%	7 10% 31%	-	12 11% 52%	11 7% 48%	19 10% 84%	4 5% 16%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE						
		METRO POLI TAN (A)	OTHER URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)	
UNWEIGHTED TOTAL	316 100%	97 31%	52 16%	105 33%	62 20%	129 41%	187 59%	72 23%	99 31%	54 17%	91 29%	40 13%	145 46%	
WEIGHTED TOTAL	315 100%	89* 28%	55* 17%	108* 34%	64* 20%	142 45%	173 55%	80* 25%	116* 37%	51* 16%	69* 22%	47* 15%	120 38%	
NO NEED	101 32% 100%	28 31% 27%	12 21% 12%	40 37% 40%	22 34% 21%	42 30% 42%	58 34% 58%	20 26% 20%	35 30% 34%	20 39% 20%	26 38% 26%	10 22% 10%	46 38% 45%	
HAPPY TO USE EXISTING SERVICES	86 27% 100%	26 29% 30%	19 34% 22%	30 28% 35%	12 19% 14%	41 29% 48%	45 26% 52%	14 18% 16%	33 29% 38%	13 26% 15%	26 38% 30% G	10 22% 12%	39 33% 45%	
TOO EXPENSIVE/ CANNOT AFFORD	39 12% 100%	20 23% 52% C	7 13% 18%	5 5% 13%	7 10% 17%	18 12% 46%	21 12% 54%	19 24% 48% I	15 13% 39% J	3 5% 7%	2 3% 5%	11 24% 28% L	5 4% 13%	
WOULD NOT KNOW HOW TO USE	8 3% 100%	2 2% 27%	3 5% 31%	1 1% 8%	3 4% 34%	4 3% 44%	4 3% 56%	2 2% 22%	4 3% 49%	- - -	2 3% 29%	- - -	2 2% 29%	
WOULD NEVER USE	34 11% 100%	7 8% 21%	8 15% 24%	6 6% 19%	13 20% 37% AC	11 8% 33%	23 13% 67%	14 17% 40% J	11 9% 32%	6 12% 18%	3 5% 10%	10 21% 28% L	10 8% 28%	
TO OLD/OLD-FASHIONED	1 - 100%	- - -	- - -	1 1% 100%	- - -	- - 100%	1 - 100%	- - -	- - -	- - -	- - -	1 1% 100%	- - 100%	1 1% 100%
OTHER - PLEASE SPECIFY	15 5% 100%	2 2% 11%	4 7% 15%	11 10% 74% AD	- - -	9 6% 40%	6 3% 40%	2 2% 9%	8 7% 53%	1 1% 5%	5 7% 33%	1 2% 6%	6 5% 38%	
NO PARTICULAR REASON	32 10% 100%	5 5% 15%	4 8% 14%	14 13% 45%	8 13% 26%	17 12% 55%	14 8% 45%	10 12% 30%	10 9% 32%	8 16% 26% J	4 5% 11%	4 10% 14%	12 10% 37%	

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q. 12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	316 100%	133 42%	183 58%	63 20%	70 22%	64 20%	119 38%	85 27%	231 73%
WEIGHTED TOTAL	315 100%	147 47%	168 53%	64* 20%	83* 26%	71* 22%	97 31%	92* 29%	223 71%
NO NEED	101 32% 100%	51 35% 51%	50 30% 49%	25 39% 25%	26 31% 26%	21 30% 21%	29 30% 29%	27 29% 26%	74 33% 74%
HAPPY TO USE EXISTING SERVICES	86 27% 100%	39 26% 45%	48 28% 55%	14 23% 17%	24 29% 28%	14 21% 17%	33 34% 38%	24 26% 28%	62 28% 72%
TOO EXPENSIVE/ CANNOT AFFORD	39 12% 100%	11 8% 29%	27 16% 71% A	2 3% 5%	9 11% 24%	13 19% 34% C	14 15% 37% C	16 17% 41%	23 10% 59%
WOULD NOT KNOW HOW TO USE	8 3% 100%	2 1% 24%	6 4% 76%	- - -	2 2% 24%	2 3% 29%	4 4% 46%	4 5% 52%	4 2% 48%
WOULD NEVER USE	34 11% 100%	17 11% 50%	17 10% 50%	6 9% 17%	11 13% 32%	9 13% 27%	8 8% 23%	8 8% 23%	26 12% 77%
TO OLD/OLD-FASHIONED	1 - 100%	1 100%	- -	1 100%	- -	- -	- -	- -	1 100%
OTHER - PLEASE SPECIFY	15 5% 100%	7 5% 50%	7 4% 50%	3 5% 23%	4 5% 27%	4 6% 31%	3 3% 19%	5 5% 32%	10 4% 68%
NO PARTICULAR REASON	32 10% 100%	19 13% 61%	13 7% 39%	13 20% 40% F	7 8% 21%	6 8% 18%	7 7% 21%	9 10% 28%	23 10% 72%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	316 100%	116 37%	52 16%	267 84%	49 16%	-	128 41%	186 59%	195 62%	121 38%
WEIGHTED TOTAL	315 100%	134* 42%	58* 18%	262 83%	53* 17%	**	133 42%	180 57%	214 68%	101 32%
NO NEED	101 32% 100%	35 26% 34%	13 23% 13%	88 33% 87%	13 26% 13%	-	49 37% 48%	52 29% 52%	63 29% 62%	38 38% 38%
HAPPY TO USE EXISTING SERVICES	86 27% 100%	32 24% 37%	14 24% 16%	68 26% 79%	19 35% 21%	-	35 27% 41%	50 28% 58%	53 25% 61%	34 33% 39%
TOO EXPENSIVE/ CANNOT AFFORD	39 12% 100%	14 10% 36%	9 15% 22%	38 14% 97% D	1 2% 3%	-	16 12% 41%	23 13% 59%	28 13% 73%	10 10% 27%
WOULD NOT KNOW HOW TO USE	8 3% 100%	3 3% 43%	- - -	7 3% 88%	1 2% 12%	-	4 3% 44%	5 3% 56%	5 2% 58%	3 3% 42%
WOULD NEVER USE	34 11% 100%	18 14% 54%	10 17% 29%	25 10% 75%	9 16% 25%	-	12 9% 34%	23 13% 66%	26 12% 77%	8 8% 23%
TO OLD/OLD-FASHIONED	1 - 100%	- - -	- - -	1 - 100%	- - -	-	- - -	1 - 100%	- - -	1 1% 100%
OTHER - PLEASE SPECIFY	15 5% 100%	8 6% 58%	2 4% 17%	12 5% 85%	2 4% 15%	-	9 7% 64%	5 3% 36%	13 6% 90%	1 1% 10%
NO PARTICULAR REASON	32 10% 100%	23 17% 71%	10 17% 31%	24 9% 75%	8 15% 25%	-	9 7% 28%	21 12% 67%	26 12% 83%	5 5% 17%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK
OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	341 100%	112 33%	59 17%	102 30%	68 20%	143 42%	198 58%	81 24%	85 25%	65 19%	110 32%	41 12%	175 51%
WEIGHTED TOTAL	333 100%	106* 32%	60* 18%	99* 30%	68* 20%	153 46%	180 54%	89* 27%	98* 29%	60* 18%	86* 26%	47* 14%	146 44%
NO NEED	118 35% 100%	39 37% 33%	16 26% 13%	40 41% 34%	23 33% 19%	58 38% 49%	59 33% 51%	28 32% 24%	32 32% 27%	25 41% 21%	33 38% 28%	15 31% 12%	58 39% 49%
HAPPY TO USE EXISTING SERVICES	102 31% 100%	32 30% 31%	23 38% 23%	25 25% 25%	22 32% 22%	43 28% 42%	60 33% 58%	21 24% 21%	35 36% 34%	14 23% 14%	33 38% 32%	13 28% 13%	46 32% 45%
TOO EXPENSIVE/ CANNOT AFFORD	45 13% 100%	19 18% 42% C	10 17% 23%	7 7% 16%	9 13% 20%	16 11% 36%	28 16% 64%	19 22% 43% J	14 14% 31% J	8 13% 17% J	3 4% 8% J	12 26% 27% L	11 8% 25%
WOULD NOT KNOW HOW TO USE	3 1% 100%	2 2% 51%	2 2% 38%	* 10%	- -	- -	3 2% 100%	- -	1 1% 38%	- -	2 2% 62%	- -	2 1% 62%
WOULD NEVER USE	18 5% 100%	4 4% 24%	4 6% 21%	9 9% 49%	1 2% 6%	8 5% 45%	10 5% 55%	2 3% 13%	6 6% 34%	2 3% 10%	8 9% 43%	- -	9 6% 53%
TO OLD/OLD-FASHIONED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER - PLEASE SPECIFY	18 5% 100%	3 3% 15%	1 2% 6%	5 5% 28%	9 13% 50% AB	12 8% 33%	6 3% 33%	5 6% 28%	4 4% 25%	3 5% 17%	5 6% 30%	2 4% 10%	8 6% 47%
NO PARTICULAR REASON	30 9% 100%	8 7% 26%	5 9% 18%	12 12% 41%	4 7% 15%	17 11% 56%	13 7% 44%	13 14% 43% J	6 6% 19%	9 15% 30% J	2 3% 8%	6 12% 19%	11 8% 38%



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q. 12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK
OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME		
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)	
UNWEIGHTED TOTAL	341 100%	133 39% 208 61%	64 19%	69 20%	70 21%	138 40%	87 26%	254 74%	
WEIGHTED TOTAL	333 100%	141 42% 192 58%	62* 19%	79* 24%	79* 24%	113 34%	93* 28%	240 72%	
NO NEED	118 35% 100%	50 36% 43%	67 35% 57%	25 40% 21%	26 32% 22%	28 35% 24%	39 33% 33%	31 34% 27%	86 36% 73%
HAPPY TO USE EXISTING SERVICES	102 31% 100%	41 29% 40%	62 32% 60%	18 29% 18%	23 29% 22%	23 29% 23%	39 34% 38%	32 34% 31%	71 30% 69%
TOO EXPENSIVE/ CANNOT AFFORD	45 13% 100%	12 9% 28%	32 17% 72% A	5 8% 11%	7 9% 16%	12 15% 28%	20 18% 45%	18 19% 40%	27 11% 60%
WOULD NOT KNOW HOW TO USE	3 1% 100%	2 2% 67%	1 1% 33%	- -	2 3% 67%	- -	1 1% 33%	- -	3 1% 100%
WOULD NEVER USE	18 5% 100%	12 9% 70% B	5 3% 30%	7 11% 38% F	6 7% 32%	2 2% 11%	3 3% 20%	6 6% 33%	12 5% 67%
TO OLD/OLD-FASHIONED	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER - PLEASE SPECIFY	18 5% 100%	8 6% 46%	9 5% 54%	4 6% 21%	5 6% 26%	6 8% 35%	3 3% 19%	2 3% 13%	15 6% 87%
NO PARTICULAR REASON	30 9% 100%	15 11% 51%	15 8% 49%	4 6% 12%	11 14% 39%	8 10% 27%	7 6% 23%	4 4% 13%	26 11% 87%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q. 12 WHAT IS THE MAIN REASON YOU DON'T HAVE/NOT USING?
- CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK
OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL) AND AWARE OF SERVICES BUT NOT USING THEM

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	341 100%	113 33%	39 11%	285 84%	56 16%	-	134 39%	205 60%	200 59%	141 41%
WEIGHTED TOTAL	333 100%	123* 37%	44* 13%	271 82%	61* 18%	** ..	137 41%	194 58%	211 63%	122 37%
NO NEED	118 35% 100%	37 30% 31%	11 25% 9%	97 36% 83%	20 33% 17%	-	42 31% 36%	74 38% 63%	74 35% 63%	44 36% 37%
HAPPY TO USE EXISTING SERVICES	102 31% 100%	38 31% 37%	10 24% 10%	83 31% 81%	19 31% 19%	-	46 34% 45%	55 29% 54%	63 30% 61%	40 32% 39%
TOO EXPENSIVE/ CANNOT AFFORD	45 13% 100%	17 14% 38%	9 20% 20%	40 15% 90%	4 7% 10%	-	22 16% 50%	22 12% 50%	28 13% 62%	17 14% 38%
WOULD NOT KNOW HOW TO USE	3 1% 100%	-	-	3 1% 100%	-	-	-	3 2% 100%	2 1% 67%	1 33%
WOULD NEVER USE	18 5% 100%	7 5% 37%	1 1% 3%	14 5% 76%	4 7% 24%	-	5 4% 30%	12 6% 70%	13 6% 71%	5 4% 29%
TO OLD/OLD-FASHIONED	-	-	-	-	-	-	-	-	-	-
OTHER - PLEASE SPECIFY	18 5% 100%	9 8% 53%	5 11% 29%	11 4% 63%	6 10% 37%	-	8 6% 47%	9 5% 53%	11 5% 63%	6 5% 37%
NO PARTICULAR REASON	30 9% 100%	15 12% 50%	8 18% 27%	22 8% 76%	7 12% 24%	-	12 9% 42%	17 9% 58%	20 10% 69%	9 8% 31%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



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NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

TOTAL	Q.12 WHAT IS THE MAIN REASON YOU DON'T HAVE NOT USING?								
	NO NEED	HAPPY TO USE EXISTING SERVICES	TOO EXPENSIVE/CANNOT AFFORD	WOULD NOT KNOW HOW TO USE	WOULD NEVER USE	TO OLD/OLD-FASHIONED	OTHER - PLEASE SPECIFY	NO PARTICULAR REASON	
SERVICES/FUNCTIONS A HIGH DEFINITION READY TELEVISION (WHICH COMES WITH A HD READY STICKER ON IT)	222 100%	56 25%	55 25%	33 15%	-	5 2%	3 1%	9 4%	10 4%
A SET TOP BOX ENABLING YOU TO VIEW HD CHANNELS	222 100%	56 25%	46 21%	19 9%	1 1%	5 2%	1 1%	4 2%	12 5%
A DIGITAL VIDEO RECORDER SUCH AS SKY PLUS, V PLUS, FREEVIEW PLUS WITH E.G. ABILITY TO RECORD PROGRAMMES AND PAUSE AND REWIND LIVE TV	222 100%	55 25%	45 20%	32 14%	2 1%	3 1%	2 1%	4 2%	13 6%
VIDEO ON DEMAND THROUGH THE TV WHERE YOU CAN SELECT PROGRAMMES THAT ARE FROM AN EXTENSIVE LIBRARY (THESE INCLUDE VIRGIN ON DEMAND, SKY ANYTIME, 4OD ETC)	222 100%	36 16%	28 12%	24 11%	-	8 4%	1 1%	-	9 4%
3D TV (WHERE YOU NEED TO USE SPECIAL GLASSES TO WATCH 3D PROGRAMMES)	222 100%	61 28%	28 12%	21 10%	2 1%	10 4%	-	3 1%	10 4%
INTERNET SERVICES AND APPS ACCESSED THROUGH THE TV (THIS REQUIRES A BROADBAND CONNECTION TO YOUR SET TOP BOX)	222 100%	32 14%	24 11%	17 8%	1 1%	8 3%	-	-	9 4%
ULTRA HIGH DEFINITION TV	222 100%	30 14%	17 8%	20 9%	-	3 1%	*	-	8 4%
INTERACTIVE AND RED BUTTON SERVICES, THAT CAN BE USED TO ACCESS OTHER SERVICES OR PROGRAMMES	222 100%	49 22%	39 18%	19 9%	5 2%	15 7%	-	7 3%	12 5%
CATCH-UP TV WHERE YOU CAN WATCH PROGRAMMES THAT WERE BROADCAST IN THE PREVIOUS WEEK OR SO ON YOUR PC OR LAPTOP (E.G. VIA BBC IPLAYER, ITVPLAYER, SKY PLAYER ETC.)	222 100%	53 24%	50 23%	20 9%	1	5 2%	-	8 4%	13 6%



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.13 THINKING SPECIFICALLY NOW ABOUT FREEVIEW SERVICES, WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU
THINK ABOUT THE CURRENT RANGE OF CHANNELS ON FREEVIEW?**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
ABOUT RIGHT	360 46% 100%	105 48% 29%	64 48% 18%	120 46% 33%	72 43% 20%	155 44% 43%	206 48% 57%	77 41% 21%	116 45% 32%	51 41% 14%	116 56% 32% GHI	43 41% 12%	168 50% 46%
I WOULD LIKE TO HAVE ACCESS TO MORE CHANNELS	250 32% 100%	78 36% 31%	38 28% 15%	80 31% 32%	55 34% 22%	120 34% 48%	131 31% 52%	95 50% 38% HIJ	71 28% 28% J	44 35% 17% J	41 20% 16%	52 50% 21% L	85 26% 34%
I WOULD NOT MIND IF THERE WERE FEWER CHANNELS	133 17% 100%	30 14% 22%	22 17% 16%	51 20% 38%	31 19% 23%	65 18% 49%	69 16% 51%	13 7% 9%	49 19% 37% G	28 23% 21% G	43 21% 32% G	6 5%	71 22% 54% K

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.13 THINKING SPECIFICALLY NOW ABOUT FREEVIEW SERVICES, WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU THINK ABOUT THE CURRENT RANGE OF CHANNELS ON FREEVIEW?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL 802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
ABOUT RIGHT 360 46% 100%	171 47% 47%	189 46% 53%	82 51% 23%	89 43% 25%	85 49% 24%	104 44% 29%	94 42% 26%	267 48% 74%
I WOULD LIKE TO HAVE ACCESS TO MORE CHANNELS 250 32% 100%	105 29% 42%	145 36% 58%	39 24% 15%	67 32% 27%	58 33% 23%	88 38% 35% C	83 38% 33%	167 30% 67%
I WOULD NOT MIND IF THERE WERE FEWER CHANNELS 133 17% 100%	74 20% 56%	59 15% 44%	37 23% 28% F	37 18% 27%	28 16% 21%	31 13% 23%	33 15% 26%	101 18% 76%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.13 THINKING SPECIFICALLY NOW ABOUT FREEVIEW SERVICES, WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU THINK ABOUT THE CURRENT RANGE OF CHANNELS ON FREEVIEW?

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL 802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL 776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
ABOUT RIGHT 360 46% 100%	137 43% 38%	55 40% 15%	278 50% 77% E	82 44% 23% E	- - -	151 49% 42%	205 48% 57%	237 45% 66%	123 49% 34%
I WOULD LIKE TO HAVE ACCESS TO MORE CHANNELS 250 32% 100%	130 41% 52%	64 46% 25%	167 30% 67% E	84 45% 33% CE	- - -	89 29% 36%	156 37% 62% F	173 33% 69%	78 31% 31%
I WOULD NOT MIND IF THERE WERE FEWER CHANNELS 133 17% 100%	48 15% 36%	20 15% 15%	112 20% 84% DE	21 11% 16% E	- - -	69 22% 52% G	63 15% 47%	92 17% 69%	41 17% 31%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.14 IN FUTURE, IT COULD BE THAT CHANGES TO HOW FREEVIEW IS BROADCAST WILL BECOME NECESSARY. THIS COULD CAUSE THE LOSS OF RECEPTION FOR SOME OR ALL FREEVIEW CHANNELS IN YOUR HOME. TO AVOID THIS PROBLEM, YOU WOULD NEED A NEW TYPE OF TV AERIAL ON YOUR ROOF. THIS NORMALLY INVOLVES THE VISIT OF AN ENGINEER WHICH WOULD COST ABOUT 100.

IF YOU LIVE IN A BLOCK OF FLATS, YOU MAY ALSO NEED AGREEMENT WITH YOUR NEIGHBOURS TO INSTALL THE NEW AERIAL.

IF YOU WERE GOING TO LOSE RECEPTION OF MOST FREEVIEW CHANNELS UNLESS YOU ARRANGE AND PAY FOR CHANGING YOUR ROOFTOP TV AERIAL, HOW LIKELY OR UNLIKELY WOULD YOU BE TO CONSIDER CHANGING TO A DIFFERENT TYPE OF TELEVISION (SUCH AS SATELLITE TV THROUGH SKY OR FREESAT, OR CABLE TV THROUGH VIRGIN MEDIA)?

BASE : ALL ADULTS AGED 16+ WHO HAVE FREEVIEW ON THEIR MAIN SET

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	592 100%	186 31%	88 15%	198 33%	120 20%	233 39%	359 61%	128 22%	134 23%	103 17%	227 38%	70 12%	330 56%
WEIGHTED TOTAL	558 100%	161 29%	87* 16%	195 35%	114* 20%	242 43%	315 57%	142 26%	149 27%	95* 17%	171 31%	85* 15%	266 48%
VERY LIKELY	64 11% 100%	19 12% 31%	12 14% 19%	15 8% 23%	17 15% 27%	27 11% 42%	37 12% 58%	21 15% 34% J	20 13% 31%	11 12% 18%	11 7% 18%	9 10% 14%	23 9% 36%
FAIRLY LIKELY	125 22% 100%	31 20% 28%	17 19% 14%	52 27% 42%	25 22% 20%	55 23% 44%	70 22% 56%	44 31% 35% J	39 26% 31% J	19 20% 16%	22 13% 18%	30 35% 24% L	42 16% 34%
NEITHER LIKELY OR UNLIKELY	129 23% 100%	49 30% 38% CD	23 26% 18%	37 19% 29%	20 18% 16%	57 23% 44%	72 23% 56%	32 22% 25%	29 19% 22%	30 31% 23%	39 23% 30%	21 24% 16%	68 26% 53%
FAIRLY UNLIKELY	81 15% 100%	24 15% 30%	9 10% 11%	33 17% 40%	15 14% 19%	33 14% 41%	48 15% 59%	23 16% 28%	19 13% 24%	11 12% 14%	28 16% 34%	12 14% 14%	39 15% 48%
VERY UNLIKELY	159 29% 100%	37 23% 23%	27 31% 17%	59 30% 37%	37 32% 23%	71 29% 44%	89 28% 56%	22 16% 14%	43 29% 27% G	23 25% 15%	71 41% 44% GHI	14 17% 9%	94 35% 59% K

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.14 IN FUTURE, IT COULD BE THAT CHANGES TO HOW FREEVIEW IS BROADCAST WILL BECOME NECESSARY. THIS COULD CAUSE THE LOSS OF RECEPTION FOR SOME OR ALL FREEVIEW CHANNELS IN YOUR HOME. TO AVOID THIS PROBLEM, YOU WOULD NEED A NEW TYPE OF TV AERIAL ON YOUR ROOF. THIS NORMALLY INVOLVES THE VISIT OF AN ENGINEER WHICH WOULD COST ABOUT 100.

IF YOU LIVE IN A BLOCK OF FLATS, YOU MAY ALSO NEED AGREEMENT WITH YOUR NEIGHBOURS TO INSTALL THE NEW AERIAL. IF YOU WERE GOING TO LOSE RECEPTION OF MOST FREEVIEW CHANNELS UNLESS YOU ARRANGE AND PAY FOR CHANGING YOUR ROOFTOP TV AERIAL, HOW LIKELY OR UNLIKELY WOULD YOU BE TO CONSIDER CHANGING TO A DIFFERENT TYPE OF TELEVISION (SUCH AS SATELLITE TV THROUGH SKY OR FREESAT, OR CABLE TV THROUGH VIRGIN MEDIA)?

BASE : ALL ADULTS AGED 16+ WHO HAVE FREEVIEW ON THEIR MAIN SET

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	592 100%	235 40%	357 60%	112 19%	123 21%	117 20%	240 41%	135 23%	457 77%
WEIGHTED TOTAL	558 100%	255 46%	302 54%	114* 20%	141 25%	122* 22%	181 32%	137 26%	420 75%
VERY LIKELY	64 11% 100%	27 10% 42%	37 12% 58%	17 15% 26%	10 7% 16%	8 7% 13%	29 16% 46% DE	22 16% 34%	42 10% 66%
FAIRLY LIKELY	125 22% 100%	73 29% 59% B	51 17% 41%	28 24% 22%	45 32% 36% EF	24 20% 19%	28 15% 22%	33 24% 27%	91 22% 73%
NEITHER LIKELY OR UNLIKELY	129 23% 100%	50 20% 39%	79 26% 61%	20 17% 15%	30 22% 24%	30 25% 23%	49 27% 38%	30 22% 23%	99 24% 77%
FAIRLY UNLIKELY	81 15% 100%	41 16% 50%	40 13% 50%	27 24% 34% DF	14 10% 17%	16 13% 20%	24 13% 30%	16 12% 20%	65 15% 80%
VERY UNLIKELY	159 29% 100%	64 25% 40%	95 31% 60%	23 20% 14%	42 30% 26%	44 36% 27% C	51 28% 32%	36 26% 23%	123 29% 77%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

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BASE : ALL ADULTS AGED 16+ WHO HAVE FREEVIEW ON THEIR MAIN SET

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	592 100%	185 31% 79 13%	592 100%	- -	- -	261 44%	322 54%	328 55%	264 45%
WEIGHTED TOTAL	558 100%	206 37% 87* 16%	558 100%	** **	** **	253 45%	297 53%	349 63%	209 37%
VERY LIKELY	64 11% 100%	29 14% 45%	64 11% 100%	- -	- -	27 11% 43%	36 12% 56%	44 13% 69%	19 9% 31%
FAIRLY LIKELY	125 22% 100%	60 29% 48%	125 22% 100%	- -	- -	61 24% 49%	60 20% 48%	94 27% 75%	31 15% 25%
NEITHER LIKELY OR UNLIKELY	129 23% 100%	38 18% 29%	129 23% 100%	- -	- -	54 22% 42%	72 24% 56%	74 21% 58%	55 26% 42%
FAIRLY UNLIKELY	81 15% 100%	36 18% 44%	81 15% 100%	- -	- -	41 16% 50%	39 13% 48%	52 15% 64%	29 14% 36%
VERY UNLIKELY	159 29% 100%	43 21% 27%	159 29% 100%	- -	- -	69 27% 43%	89 30% 56%	84 24% 53%	75 36% 47% H

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	232 30% 100%	82 38% 36% BD	30 23% 13%	77 29% 33%	42 26% 18%	112 32% 48%	120 28% 52%	80 42% 35% HJ	52 20% 22%	39 31% 17% H	61 29% 26% H	50 47% 21% L	100 30% 43%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	62 8% 100%	22 10% 34%	7 5% 11%	21 8% 33%	13 8% 21%	34 10% 54%	29 7% 46%	16 8% 25%	29 11% 46% I	5 4% 9%	13 6% 20%	8 7% 12%	18 5% 29%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	16 2% 100%	6 3% 36%	- -	4 1% 22%	7 4% 43% B	10 3% 61%	6 1% 39%	2 1% 11%	9 4% 57% J	4 3% 24%	1 1% 8%	2 2% 11%	5 2% 32%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	110 14% 100%	25 12% 23%	20 15% 18%	43 17% 39%	22 13% 20%	45 13% 41%	65 15% 59%	20 10% 18%	45 18% 41%	21 17% 19%	24 12% 22%	7 7% 7%	45 14% 41%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	50 6% 100%	7 3% 14%	13 10% 26% A	20 8% 41% A	10 6% 20%	15 4% 29%	35 8% 71% E	18 10% 37%	14 6% 28%	8 6% 16%	9 5% 19%	11 10% 22%	17 5% 35%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	124 16% 100%	27 12% 22%	30 23% 24% A	36 14% 29%	31 18% 25%	63 18% 51%	61 14% 49%	33 18% 27% J	52 21% 42% J	20 16% 16% J	18 9% 15%	18 17% 15%	38 12% 31%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

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- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
20 3% 100%	9 4% 43%	2 1% 9%	4 2% 20%	6 3% 28%	7 2% 36%	13 3% 64%	1 1% 5%	6 2% 31%	6 5% 29% G	7 3% 35%	- - -	13 4% 63%
25 3% 100%	3 2% 14%	7 5% 28%	9 3% 35%	6 3% 23%	19 5% 74% F	6 2% 26%	9 5% 35%	9 4% 37%	4 3% 15%	3 1% 12%	5 5% 20%	7 2% 27%
105 14% 100%	31 14% 30%	15 11% 14%	38 14% 36%	21 13% 20%	36 10% 34%	69 16% 66% E	6 3% 6%	18 7% 17%	17 14% 16% G	64 31% 61% GHI	1 1% 1%	81 24% 77% K

HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT

BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC

DON'T KNOW

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
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- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL								
802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL								
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE								
232 30% 100%	89 24% 38%	143 35% 62% A	35 22% 15%	54 26% 23%	56 32% 24%	87 37% 36% CD	61 28% 26%	170 31% 74%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS								
62 8% 100%	23 6% 37%	39 10% 63%	12 7% 19%	11 6% 18%	14 8% 22%	25 11% 41%	18 8% 29%	44 8% 71%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS								
16 2% 100%	10 3% 63%	6 1% 37%	6 4% 40%	4 2% 23%	4 2% 21%	3 1% 16%	4 2% 24%	12 2% 76%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV								
110 14% 100%	56 15% 51%	53 13% 49%	23 14% 21%	34 16% 31%	26 15% 23%	28 12% 25%	38 17% 35%	71 13% 65%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN								
50 6% 100%	33 9% 67% B	16 4% 33%	16 10% 32% F	17 8% 35% F	10 6% 20%	6 3% 13%	24 11% 48% H	26 5% 52%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY								
124 16% 100%	83 23% 67% B	41 10% 33%	41 25% 33% EF	42 21% 34% F	24 14% 20% F	17 7% 13%	40 18% 32%	84 15% 68%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

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- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
20 100%	11 3%	9 2%	2 12%	8 42%	3 16%	6 30%	2 12%	18 88%
25 100%	14 4%	11 3%	10 6%	4 2%	5 3%	6 25%	11 5%	14 3%
105 100%	30 8%	75 18%	12 8%	18 9%	30 17%	45 29%	11 5%	94 89%

WEIGHTED TOTAL

HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT

BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC

DON'T KNOW

FRI NOV 18 14:35:41 GMT 2011

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FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

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- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	232 30% 100%	94 30% 41%	39 28% 17%	200 36% 86% DE	32 17% 14% E	- -	94 30% 40%	136 32% 59%	152 29% 65%	80 32% 35%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	62 8% 100%	40 13% 65%	19 14% 31%	40 7% 64%	23 12% 36% E	- -	22 7% 36%	38 9% 60%	44 8% 70%	19 8% 30%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	16 2% 100%	4 1% 23%	- -	10 2% 61%	6 3% 39%	- -	12 4% 76% G	3 1% 18%	12 2% 74%	4 2% 26%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	110 14% 100%	47 15% 43%	18 13% 17%	56 10% 51%	54 29% 49% CE	- -	40 13% 37%	65 15% 59%	82 16% 75%	28 11% 25%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	50 6% 100%	23 7% 46%	13 9% 26%	38 7% 77%	12 6% 23%	- -	24 8% 48%	26 6% 52%	43 8% 87% I	6 3% 13%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	124 16% 100%	61 20% 50%	29 21% 23%	88 16% 71% E	36 19% 29% E	- -	48 16% 39%	75 18% 61%	104 20% 84% I	20 8% 16%
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	20 3% 100%	10 3% 49%	4 3% 19%	15 3% 76%	5 3% 24%	- -	11 4% 54%	9 2% 46%	12 2% 58%	8 3% 42%
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	25 3% 100%	18 6% 72%	10 7% 39%	16 3% 65%	9 5% 35%	- -	10 3% 41%	15 3% 59%	20 4% 79%	5 2% 21%
DON'T KNOW	105 14% 100%	17 5% 16%	7 5% 6%	95 17% 90% DE	10 6% 10%	- -	47 15% 45%	57 14% 55%	34 7% 33%	70 28% 67% H

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

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- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	232 30% 100%	189 30% 82%	155 30% 67%	177 31% 77%	139 30% 60%	158 31% 68%	127 30% 55%	98 33% 42%	168 30% 72%	173 30% 74%	16 3% 7%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	62 8% 100%	54 9% 86%	47 9% 75%	51 9% 82%	44 10% 71%	47 9% 75%	43 10% 69%	27 9% 43%	47 8% 76%	53 9% 84%	3 7% 5%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	16 2% 100%	14 2% 84%	11 2% 69%	15 3% 94%	10 2% 60%	12 2% 72%	12 3% 70%	8 3% 47%	12 2% 74%	15 3% 89%	1 2% 6%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	110 14% 100%	97 16% 88%	87 17% 79%	92 16% 84%	75 16% 68%	91 18% 83%	68 16% 62%	42 14% 39%	90 16% 82%	96 17% 88%	3 8% 3%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	50 6% 100%	47 8% 95%	38 7% 77%	44 8% 88%	37 8% 74%	41 8% 83%	36 8% 72%	24 8% 48%	44 8% 89%	47 9% 94%	- - -

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

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- FIRST

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

		Q8									
TOTAL		A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	124 16% 100%	114 18% 92% J	100 19% 81% J	102 18% 83% J	87 19% 70% J	94 18% 75% J	76 18% 61% J	53 18% 43% J	106 19% 86% J	107 18% 86% J	- - -
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	20 3% 100%	16 3% 80%	11 2% 54%	16 3% 79%	11 2% 57%	9 2% 45%	8 2% 38%	4 1% 22%	12 2% 59%	11 2% 54%	- - -
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	25 3% 100%	23 4% 90%	18 3% 73%	21 4% 84%	18 4% 73%	18 4% 72%	15 4% 61%	9 3% 37%	21 4% 84%	23 4% 92%	- - -
DON'T KNOW	105 14% 100%	71 11% 67%	55 10% 52%	61 11% 58%	40 9% 38%	42 8% 40%	35 8% 33%	32 11% 31%	63 11% 60%	56 10% 53%	19 45% 18%

ABCDEFGHIJ



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

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- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	46 6% 100%	15 7% 31%	7 5% 15%	13 5% 27%	12 8% 27%	20 6% 43%	26 6% 57%	12 6% 25%	16 6% 34%	5 4% 10%	14 7% 30%	8 8% 18%	19 6% 41%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	57 7% 100%	19 9% 33%	15 11% 26%	15 6% 27%	8 5% 14%	38 11% 67% F	19 4% 33%	19 10% 34%	20 8% 35%	4 4% 8%	13 6% 24%	14 13% 26% L	18 5% 32%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	39 5% 100%	15 7% 38% B	2 2% 5%	13 5% 34%	9 6% 24%	18 5% 45%	22 5% 55%	11 6% 27%	11 4% 28%	11 9% 29% J	6 3% 16%	6 6% 16%	18 5% 45%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	134 17% 100%	31 14% 23%	24 18% 18%	47 18% 35%	32 19% 24%	57 16% 42%	78 18% 58%	54 29% 41% HIJ	42 16% 31% J	20 16% 15% J	18 9% 13%	32 30% 24% L	38 11% 28%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	83 11% 100%	23 11% 28%	12 9% 14%	30 11% 36%	19 11% 23%	53 15% 64% F	30 7% 36%	15 8% 17%	34 13% 41% J	20 16% 23% GJ	15 7% 18%	7 6% 8%	35 10% 41%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	103 13% 100%	27 12% 26%	14 11% 14%	39 15% 38%	23 14% 22%	33 10% 32%	70 16% 68% E	28 15% 27%	31 12% 30%	22 17% 21%	23 11% 22%	14 14% 14%	44 13% 43%



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
*** SMALL BASE**

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

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- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105 14%	332 43%
37 5% 100%	10 5% 27%	9 7% 24%	14 5% 38%	4 2% 11%	20 6% 53%	17 4% 47%	10 5% 27%	13 5% 35%	6 5% 15%	8 4% 22%	5 5% 14%	14 4% 38%
47 6% 100%	10 5% 21%	10 7% 21%	21 8% 45%	6 3% 12%	26 7% 56%	21 5% 44%	18 9% 38% IJ	24 9% 51% IJ	3 3% 7%	2 1% 4%	7 7% 16% L	5 2% 11%
197 25% 100%	63 29% 32%	31 24% 16%	58 22% 29%	45 27% 23%	74 21% 38%	123 29% 62% E	19 10% 10%	45 18% 23%	33 26% 17% G	101 48% 51% GHI	7 7% 4%	133 40% 68% K

HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT

BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC

DON'T KNOW

FRI NOV 18 14:35:41 GMT 2011

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- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL								
802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL								
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE								
46 6% 100%	18 5% 40%	28 7% 60%	7 4% 15%	12 6% 25%	10 6% 22%	18 8% 38%	11 5% 24%	35 6% 76%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS								
57 7% 100%	32 9% 57%	24 6% 43%	13 8% 24%	19 9% 34%	10 6% 18%	14 6% 25%	14 6% 24%	43 8% 76%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS								
39 5% 100%	17 5% 43%	22 5% 57%	12 7% 31% D	5 2% 13%	9 5% 22%	13 6% 34%	10 4% 24%	30 5% 76%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV								
134 17% 100%	73 20% 55%	61 15% 45%	32 20% 24%	42 20% 31% F	32 18% 24%	29 12% 21%	44 20% 33%	90 16% 67%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN								
83 11% 100%	43 12% 51%	41 10% 49%	19 11% 22%	24 12% 29%	21 12% 25%	20 9% 24%	30 14% 36%	53 10% 64%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY								
103 13% 100%	51 14% 50%	52 13% 50%	22 13% 21%	30 14% 29%	24 14% 24%	27 12% 26%	35 16% 34%	68 12% 66%

FRI NOV 18 14:35:41 GMT 2011

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GfK NOP

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- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
37 5%	21 6%	16 4%	11 3%	11 3%	6 2%	9 2%	12 3%	26 3%
47 6%	29 8%	18 4%	14 4%	15 4%	7 2%	11 3%	21 5%	25 3%
197 25%	65 18%	132 32%	28 7%	36 9%	51 13%	82 21%	33 8%	164 41%

WEIGHTED TOTAL

HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT

BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC

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BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	46 6% 100%	15 5% 32%	5 4% 11%	33 6% 70%	14 7% 30%	-	24 8% 52%	21 5% 44%	27 5% 59%	19 8% 41%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	57 7% 100%	35 11% 61%	20 14% 35%	35 6% 62%	22 12% 38% CE	-	24 8% 43%	30 7% 53%	41 8% 73%	15 6% 27%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	39 5% 100%	15 5% 38%	6 4% 15%	31 6% 80%	8 4% 20%	-	15 5% 39%	24 6% 61%	31 6% 78%	9 3% 22%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	134 17% 100%	78 25% 58%	29 21% 22%	99 18% 74% E	35 19% 26% E	-	50 16% 37%	84 20% 63%	107 20% 80% I	27 11% 20%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	83 11% 100%	41 13% 49%	16 12% 19%	58 10% 69%	26 14% 31% E	-	35 11% 42%	47 11% 56%	65 12% 78%	19 8% 22%

FRI NOV 18 14:35:41 GMT 2011

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GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	103 13% 100%	44 14% 43%	23 16% 22%	74 13% 72%	29 16% 28%	- - -	42 14% 41%	60 14% 58%	79 15% 76%	24 10% 24%
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	37 5% 100%	18 6% 48%	6 5% 17%	27 5% 73%	10 5% 27%	- - -	12 4% 32%	25 6% 68%	27 5% 72%	10 4% 28%
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	47 6% 100%	29 9% 61%	19 14% 41%	32 6% 69%	14 8% 31%	- - -	22 7% 47%	25 6% 53%	42 8% 91%	4 2% 9%
DON'T KNOW	197 25% 100%	41 13% 21%	14 10% 7%	168 30% 85% DE	29 15% 15% E	- - -	85 27% 43%	108 26% 55%	83 16% 42%	114 46% 58% H

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



GfK NOP

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- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	46 6% 100%	35 6% 76%	35 7% 76%	37 6% 80%	31 7% 67%	32 6% 68%	30 7% 65%	22 7% 48%	34 6% 73%	38 6% 81%	1 2% 2%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	57 7% 100%	47 8% 84%	40 8% 71%	43 7% 76%	38 8% 66%	42 8% 73%	37 9% 66%	27 9% 47%	42 7% 74%	41 7% 73%	4 10% 7%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	39 5% 100%	31 5% 78%	25 5% 64%	29 5% 75%	23 5% 59%	25 5% 64%	24 6% 61%	16 5% 41%	28 5% 72%	30 5% 76%	3 7% 8%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	134 17% 100%	124 20% 93% J	108 21% 81% J	119 20% 89% J	97 21% 72% J	114 22% 85% J	94 22% 70% J	62 21% 47% J	116 21% 87% J	119 21% 89% J	* 1%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	83 11% 100%	77 12% 92% J	61 12% 73% J	66 11% 79% J	55 12% 66% J	64 13% 77% J	52 12% 62% J	27 9% 32% J	69 12% 82% J	72 12% 87% J	1 2% 1%

FRI NOV 18 14:35:41 GMT 2011

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NOP/421836 : DIGITAL TERRESTRIAL TV
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- SECOND

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

		Q8									
TOTAL		A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	103 13% 100%	90 14% 87%	71 13% 68%	87 15% 85%	65 14% 63%	71 14% 69%	57 14% 55%	39 13% 38%	73 13% 71%	93 16% 90% J	2 5% 2%
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	37 5% 100%	36 6% 95%	32 6% 85%	30 5% 81%	22 5% 59%	26 5% 71%	18 4% 49%	12 4% 32%	34 6% 91%	29 5% 78%	1 1% 2%
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	47 6% 100%	46 7% 99%	41 8% 88% J	45 8% 97% J	41 9% 88% J	39 8% 83%	29 7% 62%	29 10% 62% J	44 8% 94%	42 7% 89%	- - -
DON'T KNOW	197 25% 100%	138 22% 70%	109 21% 55%	124 21% 63%	89 19% 45%	99 19% 50%	78 19% 39%	63 21% 32%	125 22% 63%	115 20% 58%	31 72% 15%

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FRI NOV 18 14:35:41 GMT 2011

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- THIRD

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	35 4% 100%	5 3% 16%	9 6% 24%	14 5% 41%	7 4% 19%	17 5% 48%	18 4% 52%	9 5% 26%	13 5% 39%	5 4% 15%	7 3% 20%	6 4% 17%	12 4% 35%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	33 4% 100%	12 5% 35%	7 6% 23%	8 3% 25%	6 3% 17%	19 6% 59%	13 3% 41%	16 8% 48%	11 4% 33%	2 2% 7%	4 2% 11%	9 9% 28%	6 2% 18%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	36 5% 100%	8 4% 23%	4 3% 12%	11 4% 32%	12 7% 33%	22 6% 62%	13 3% 38%	10 5% 28%	10 4% 28%	8 6% 23%	8 4% 21%	4 4% 12%	16 5% 44%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	101 13% 100%	42 19% 42% BC	14 10% 13%	26 10% 25%	20 12% 19%	48 14% 47%	53 12% 53%	38 20% 38% HIJ	29 11% 29%	13 10% 13%	20 10% 20%	23 22% 23% L	33 10% 33%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	65 8% 100%	25 11% 38%	10 8% 15%	19 7% 28%	12 7% 18%	30 9% 46%	35 8% 54%	13 7% 20%	28 11% 43% J	13 11% 20%	11 5% 16%	7 7% 11%	24 7% 36%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	94 12% 100%	19 8% 20%	11 8% 12%	45 17% 48% AB	20 12% 21%	44 12% 46%	50 12% 54%	24 13% 26%	39 15% 41% J	14 11% 15%	17 8% 18%	15 14% 16%	31 9% 33%

FRI NOV 18 14:35:41 GMT 2011

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TOTAL	URBANITY				SEX		AGE					
	METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105 14%	332 43%
36 5% 100%	15 7% 41%	5 4% 14%	11 4% 30%	5 3% 15%	19 5% 53%	17 4% 47%	8 4% 21%	10 4% 29%	12 10% 34% HJ	6 3% 16%	4 4% 11%	18 5% 50%
49 6% 100%	14 7% 29%	10 7% 20%	16 6% 32%	9 6% 19%	21 6% 42%	28 7% 58%	17 9% 34% J	20 8% 40% J	10 8% 20% J	3 1% 6%	5 5% 11%	13 4% 26%
296 38% 100%	73 33% 25%	54 40% 18%	102 39% 34%	68 41% 23%	119 34% 40%	176 41% 60%	50 26% 17%	75 29% 25%	46 37% 16%	125 60% 42% GHI	27 26% 9%	171 52% 58% K

HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT

BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC

DON'T KNOW

FRI NOV 18 14:35:41 GMT 2011

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- THIRD

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL 802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL 776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE 35 4% 100%	19 5% 55%	16 4% 45%	10 6% 28%	9 5% 27%	8 5% 23%	8 3% 22%	11 5% 32%	24 4% 68%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS 33 4% 100%	16 4% 49%	17 4% 51%	4 3% 13%	12 6% 36%	11 6% 34%	6 2% 18%	9 4% 27%	24 4% 73%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS 36 5% 100%	10 3% 29%	25 6% 71%	3 2% 9%	7 3% 20%	11 6% 31%	14 6% 40%	10 4% 27%	26 5% 73%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV 101 13% 100%	56 15% 56%	45 11% 44%	24 15% 24%	32 16% 32%	18 10% 18%	27 11% 26%	32 14% 32%	69 12% 68%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN 65 8% 100%	45 12% 69%	20 5% 31%	21 13% 33%	24 12% 36%	11 6% 17%	9 4% 14%	16 7% 25%	49 9% 75%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY 94 12% 100%	50 14% 53%	44 11% 47%	16 10% 17%	34 17% 36%	24 14% 26%	20 8% 21%	35 16% 38%	58 11% 62%

FRI NOV 18 14:35:41 GMT 2011

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*** SMALL BASE**



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TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
	ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
36 5% 100%	18 5% 50%	18 4% 50%	8 5% 22%	10 5% 27%	6 3% 16%	12 5% 34%	7 3% 21%	29 5% 79%
49 6% 100%	23 6% 47%	26 6% 53%	16 10% 33% D	7 3% 14%	13 8% 27%	13 6% 27%	21 9% 42% H	29 5% 58%
296 38% 100%	113 31% 38%	182 45% 62% A	55 34% 19%	58 28% 20%	68 39% 23%	114 49% 39% CD	68 31% 23%	227 41% 77% G

WEIGHTED TOTAL

HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT

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	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	35 4% 100%	20 6% 57%	12 9% 35%	25 4% 71%	10 5% 29%	-	14 5% 41%	18 4% 52%	27 5% 79%	7 3% 21%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	33 4% 100%	19 6% 56%	9 6% 27%	22 4% 67%	11 6% 33%	-	12 4% 36%	21 5% 64%	26 5% 80%	7 3% 20%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	36 5% 100%	16 5% 45%	12 9% 34%	27 5% 75%	9 5% 25%	-	16 5% 46%	19 5% 54%	23 4% 63%	13 5% 37%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	101 13% 100%	49 16% 49%	26 19% 26%	75 13% 74% E	26 14% 26% E	-	39 13% 39%	60 14% 60%	78 15% 77% I	23 9% 23%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	65 8% 100%	37 12% 57%	16 11% 24%	40 7% 60%	26 14% 40% CE	-	22 7% 34%	43 10% 65%	54 10% 83% I	11 4% 17%

FRI NOV 18 14:35:41 GMT 2011

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	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREEVIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32 4%	310 40%	424 55%	527 68%	249 32%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	94 12% 100%	53 17% 56%	15 11% 16%	62 11% 66%	32 17% 34%	- - -	44 14% 47%	47 11% 50%	71 13% 75%	23 9% 25%
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	36 5% 100%	15 5% 43%	6 4% 16%	29 5% 82%	7 3% 18%	- - -	19 6% 52%	17 4% 48%	28 5% 78%	8 3% 22%
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	49 6% 100%	27 9% 54%	14 10% 29%	35 6% 72%	14 8% 28%	- - -	14 5% 28%	35 8% 72%	41 8% 84%	8 3% 16%
DON'T KNOW	296 38% 100%	79 25% 27%	29 21% 10%	244 44% 82%	52 28% 18%	- - -	129 42% 44%	163 38% 55%	154 29% 52%	142 57% 48%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
*** SMALL BASE**



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

- THIRD

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	Q8										
	TOTAL	A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
UNWEIGHTED TOTAL	802 100%	620 77%	521 65%	573 71%	440 55%	504 63%	398 50%	286 36%	547 68%	560 70%	55 7%
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	35 4% 100%	31 5% 88%	30 6% 85%	33 6% 94%	24 5% 68%	29 6% 84%	26 6% 74%	20 7% 58%	31 6% 90%	33 6% 94%	- - -
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	33 4% 100%	30 5% 91%	29 6% 87%	29 5% 87%	27 6% 81%	28 5% 85%	20 5% 60%	15 5% 46%	28 5% 84%	28 5% 86%	1 4% 5%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	36 5% 100%	28 4% 78%	24 5% 67%	27 5% 76%	21 4% 58%	21 4% 60%	18 4% 52%	14 5% 39%	23 4% 65%	24 4% 68%	2 6% 7%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	101 13% 100%	88 14% 87%	65 12% 64%	75 13% 74%	58 13% 58%	65 13% 64%	56 13% 55%	33 11% 33%	68 12% 67%	78 13% 78%	3 7% 3%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	65 8% 100%	62 10% 95%	56 11% 85%	62 11% 94%	52 11% 80%	50 10% 76%	48 12% 74%	33 11% 51%	57 10% 88%	61 11% 93%	1 2% 1%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**



GfK NOP

NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

- THIRD

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

		Q8									
TOTAL		A HIGH DEFINITION READY TELEVISION (A)	A SET TOP BOX ENABLING TO VIEW HD CHANNELS (B)	A DIGITAL VIDEO RECORDER SKY PLUS V PLUS FREEVIEW PLUS (C)	VIDEO ON DEMAND THROUGH TV (D)	3D TV (E)	INTERNET SERVICES AND APPS ACCESSED THROUGH TV (F)	ULTRA HIGH DEFINITION TV (G)	INTERACTIVE AND RED BUTTON SERVICES (H)	CATCH-UP TV (I)	NONE OF THESE (J)
WEIGHTED TOTAL	776 100%	624 80%	522 67%	581 75%	461 59%	512 66%	419 54%	298 38%	564 73%	579 75%	42* 5%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	94 12% 100%	86 14% 92% J	75 14% 80% J	88 15% 93% J	71 15% 75% J	81 16% 86% J	68 16% 72% J	41 14% 44% J	84 15% 89% J	85 15% 91% J	1 3% 1%
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	36 5% 100%	31 5% 85%	25 5% 71%	24 4% 66%	19 4% 53%	23 4% 63%	18 4% 51%	15 5% 41%	29 5% 81%	29 5% 81%	1 3% 4%
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	49 6% 100%	44 7% 90%	37 7% 76%	43 7% 87%	38 8% 77%	44 9% 89%	37 9% 75%	22 7% 45%	39 7% 79%	46 8% 94%	1 1% 1%
DON'T KNOW	296 38% 100%	224 36% 76%	182 35% 62%	201 35% 68%	152 33% 51%	171 33% 58%	128 31% 43%	104 35% 35%	205 36% 69%	194 34% 66%	31 74% 11%

ABCDEFGHIJ



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J
*** SMALL BASE**

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	FIRST/SECOND/THIRD		
	FIRST	SECOND	THIRD
UNWEIGHTED TOTAL	802	802	802
WEIGHTED TOTAL	776	776	776
HAVING LOTS OF STANDARD TV CHANNELS AVAILABLE	232 30%	46 6%	35 4%
HAVING LOTS OF HIGH DEFINITION (HD) CHANNELS	62 8%	57 7%	33 4%
HAVING PAY SERVICES AVAILABLE IF YOU WANT THEM E.G. THE ABILITY TO WATCH PREMIUM CONTENT SUCH AS MOVIES, CONCERTS OR SPORTS	16 2%	39 5%	36 5%
BEING ABLE TO RECORD PROGRAMMES AND PAUSE OR REWIND LIVE TV	110 14%	134 17%	101 13%
HAVING A SEARCH FACILITY IN THE ON-SCREEN PROGRAMME GUIDE E.G. YOU CAN TYPE IN THE NAME OF THE PROGRAMME YOU'D LIKE TO SEE AND IT WILL TELL YOU WHEN IT IS BEING SHOWN	50 6%	83 11%	65 8%
BEING ABLE TO WATCH PROGRAMMES THAT WERE SHOWN IN THE PAST FEW DAYS AND OTHER PROGRAMMES FROM AN EXTENSIVE LIBRARY	124 16%	103 13%	94 12%
HAVING A RANGE OF INTERACTIVE SERVICES AVAILABLE E.G. BEING ABLE TO 'PRESS THE RED' BUTTON TO VOTE OR VIEW ADDITIONAL CONTENT	20 3%	37 5%	36 5%



**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

Q.15 THINK ABOUT THE PAST 10 YEARS AND THE WAY IN WHICH YOUR USE OF, OR INTEREST IN, THE TV FUNCTIONS WE ARE TALKING ABOUT HAS CHANGED OVER THIS PERIOD. MANY OF THE FUNCTIONS AND SERVICES WE ARE DISCUSSING IN THIS QUESTIONNAIRE DIDN'T EVEN EXIST.

NOW THINK ABOUT THE NEXT 10 YEARS AND HOW YOUR PREFERENCES FOR THESE TV SERVICES AND FUNCTIONS MAY CHANGE IN FUTURE. PLEASE HIGHLIGHT THE TOP THREE FEATURES (RANKING THEM FIRST, SECOND AND THIRD) THAT YOU THINK WILL BE THE MOST IMPORTANT FOR YOU OVER THE NEXT 10 YEARS:

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	FIRST/SECOND/THIRD		
	FIRST	SECOND	THIRD
WEIGHTED TOTAL	776	776	776
BEING ABLE TO ACCESS INTERNET CONTENT THROUGH APPS ON YOUR TV AS YOU WOULD ON YOUR SMARTPHONE OR SURF THE NET LIKE YOU WOULD ON A NORMAL PC	25 3%	47 6%	49 6%
DON'T KNOW	105 14%	197 25%	296 38%



**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- I TRY TO KEEP UP WITH TECHNOLOGY**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL	124 16% 100%	42 19% 34%	15 11% 12%	38 14% 30%	30 18% 24%	47 13% 38%	77 18% 62%	10 5% 8%	24 9% 19%	21 17% G	70 34% 56% GHI	4 4% 3%	90 27% 73% K
2	31 4% 100%	7 3% 23%	2 2% 8%	11 4% 35%	11 7% 35%	13 4% 42%	18 4% 58%	4 2% 14%	4 1% 12%	4 3% 13%	19 9% 62% GHI	4 4% 12%	23 7% 74%
3	70 9% 100%	25 12% 36%	11 8% 15%	23 9% 33%	11 6% 15%	20 6% 29%	49 12% 71% E	15 8% 21%	21 8% 31%	13 10% 18%	21 10% 30%	9 8% 12%	33 10% 48%
4	34 4% 100%	9 4% 25%	8 6% 22%	9 4% 28%	9 5% 25%	17 5% 49%	17 4% 51%	3 2% 9%	11 4% 32%	11 9% 33% G	9 4% 26%	- - -	20 6% 59% K
5	110 14% 100%	35 16% 31%	17 13% 15%	37 14% 34%	22 13% 20%	44 13% 40%	66 16% 60%	19 10% 17%	36 14% 33%	23 19% 21%	32 16% 29%	6 6% 6%	55 17% 50% K
6	60 8% 100%	16 7% 27%	10 8% 17%	16 6% 26%	18 11% 30%	26 7% 44%	34 8% 56%	19 10% 31% J	22 9% 37% J	10 8% 17%	8 4% 14%	13 12% 22% L	19 6% 31%
7	89 12% 100%	18 8% 20%	23 17% 26% AD	36 14% 40%	13 8% 15%	39 11% 43%	51 12% 57%	24 13% 27% J	36 14% 40% J	17 14% 19% J	12 6% 14%	15 15% 17%	29 9% 33%
8	99 13% 100%	23 11% 24%	18 13% 18%	33 13% 33%	24 15% 26%	50 14% 51%	48 11% 49%	30 16% 30% J	42 17% 43% J	12 9% 12%	15 7% 15%	18 17% 18% L	26 8% 27%
9	33 4% 100%	9 4% 27%	3 2% 9%	14 5% 44%	7 4% 21%	15 4% 46%	18 4% 54%	14 7% 43% J	9 4% 29%	2 2% 7%	7 3% 21%	7 7% 23%	9 3% 28%
10 - GREAT DEAL	94 12% 100%	29 13% 30%	18 13% 19%	34 13% 36%	14 8% 15%	67 19% F	27 6% 28%	46 24% 49% HIJ	30 12% 32% J	11 9% 11% J	7 3% 8%	25 23% 26% L	18 5% 19%



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- I TRY TO KEEP UP WITH TECHNOLOGY**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL	124 16% 100%	31 8% 25%	93 23% 75% A	12 8% 10%	18 9% 15%	29 17% 23% CD	64 28% 52% CDE	23 10% 18%	101 18% 82% G
2	31 4% 100%	11 3% 34%	21 5% 66%	6 4% 19%	4 2% 14%	10 6% 32%	11 5% 35%	6 3% 18%	26 5% 82%
3	70 9% 100%	22 6% 32%	48 12% 68% A	9 5% 12%	13 7% 19%	24 14% 35% CD	23 10% 34%	17 8% 24%	53 10% 76%
4	34 4% 100%	14 4% 42%	20 5% 58%	7 5% 22%	3 2% 20%	8 4% 23%	12 5% 35%	7 3% 19%	28 5% 81%
5	110 14% 100%	49 13% 45%	61 15% 55%	19 12% 17%	31 15% 28%	31 18% 28%	30 13% 27%	26 12% 24%	84 15% 76%
6	60 8% 100%	32 9% 54%	27 7% 46%	14 9% 23%	18 9% 31%	13 8% 22%	14 6% 23%	23 10% 39%	37 7% 61%
7	89 12% 100%	47 13% 53%	42 10% 47%	20 12% 22%	27 13% 30%	18 10% 20%	25 11% 28%	35 16% 39% H	55 10% 61%
8	99 13% 100%	66 18% 67% B	33 8% 33%	32 20% 33% EF	34 16% 34% F	15 9% 15%	17 7% 18%	33 15% 34%	65 12% 66%
9	33 4% 100%	18 5% 54%	15 4% 46%	10 6% 31%	8 4% 23%	7 4% 22%	8 3% 24%	13 6% 38%	20 4% 62%
10 - GREAT DEAL	94 12% 100%	60 16% 64% B	34 8% 36%	28 18% 30% EF	32 16% 34% F	15 9% 16%	18 8% 20%	28 13% 30%	66 12% 70%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- I TRY TO KEEP UP WITH TECHNOLOGY**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL	124 16% 100%	- - -	- - -	113 20% 91% DE	12 6% 9%	- - -	55 18% 44%	67 16% 54%	30 6% 24%	94 38% 76% H
2	31 4% 100%	- -	1 3%	27 5% 87%	4 2% 13%	- -	11 4% 36%	20 5% 63%	13 2% 40%	19 8% 60% H
3	70 9% 100%	- -	1 2%	52 9% 75%	17 9% 25%	- -	38 12% 55% G	32 7% 45%	43 8% 62%	27 11% 38%
4	34 4% 100%	- -	1 3%	30 5% 89%	4 2% 11%	- -	11 3% 31%	23 6% 69%	22 4% 64%	12 5% 36%
5	110 14% 100%	- -	7 5% 6% A	83 15% 75% E	27 15% 25% E	- -	47 15% 43%	59 14% 54%	76 14% 69%	35 14% 31%
6	60 8% 100%	- -	6 4% 10% A	46 8% 77%	14 7% 23%	- -	28 9% 47%	31 7% 52%	47 9% 79%	13 5% 21%
7	89 12% 100%	89 28% 100% B	11 8% 13%	60 11% 67% E	30 16% 33% E	- -	42 14% 47%	47 11% 53%	76 14% 85% I	13 5% 15%
8	99 13% 100%	99 31% 100%	31 22% 31%	66 12% 67% E	32 17% 33% E	- -	35 11% 35%	62 15% 63%	83 16% 84% I	16 6% 16%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- I TRY TO KEEP UP WITH TECHNOLOGY**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	33 4% 100%	33 10% 100%	22 16% 67%	21 4% 65%	12 6% 35%	- - -	13 4% 41%	19 5% 59%	29 6% 89% 	4 1% 11%
10 - GREAT DEAL	94 12% 100%	94 30% 100%	60 43% 63% A	59 11% 63% E	35 19% 37% CE	- - -	30 10% 32%	62 15% 67%	84 16% 90% 	10 4% 10%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



GfK NOP

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- MY FRIENDS TEND TO COME TO ME IF THEY HAVE QUESTIONS ABOUT THE INTERNET**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	URBANITY				SEX		AGE					
		METRO POLI TAN (A)	OTHER 100% URBAN (B)	MIXED URBAN/ RURAL (C)	RURAL (D)	MALE (E)	FEMALE (F)	16-34 (G)	35-54 (H)	55-64 (I)	65+ (J)	16-24 (K)	55+ (L)
UNWEIGHTED TOTAL	802 100%	240 30%	129 16%	263 33%	170 21%	327 41%	475 59%	168 21%	232 29%	130 16%	272 34%	85 11%	402 50%
WEIGHTED TOTAL	776 100%	218 28%	133 17%	260 34%	165 21%	351 45%	425 55%	190 24%	255 33%	124 16%	208 27%	105* 14%	332 43%
1 - NOT AT ALL	382 49% 100%	119 55% 31% C	61 46% 16%	112 43% 29%	90 55% 24% C	151 43% 39%	232 55% 61% E	61 32% 16%	99 39% 26%	68 55% 18% GH	155 74% 40% GHI	27 25% 7%	223 67% 58% K
2	71 9% 100%	19 9% 27%	8 6% 11%	25 10% 35%	19 11% 27%	34 10% 47%	37 9% 53%	16 9% 23%	27 10% 38%	12 10% 22%	16 7% 22%	10 10% 14%	28 8% 39%
3	41 5% 100%	10 5% 25%	7 5% 16%	18 7% 44%	6 4% 15%	11 3% 27%	30 7% 73% E	8 4% 19%	22 8% 53% J	6 5% 14%	6 3% 14%	5 4% 11%	12 4% 28%
4	24 3% 100%	6 3% 25%	8 6% 34% D	7 3% 31%	2 1% 9%	13 4% 53%	11 3% 47%	10 5% 40% J	9 3% 36%	3 3% 13%	3 1% 11%	4 4% 17%	6 2% 24%
5	55 7% 100%	13 6% 24%	14 10% 25%	19 7% 35%	9 5% 16%	31 9% 56%	24 6% 44%	21 11% 39% J	22 9% 40% J	9 7% 17% J	3 1% 5%	13 12% 23% L	12 4% 21%
6	32 4% 100%	10 5% 33%	4 3% 12%	13 5% 40%	5 3% 16%	19 5% 60%	13 3% 40%	6 3% 19%	15 6% 46% J	8 6% 24% J	3 2% 10%	4 4% 14%	11 3% 34%
7	33 4% 100%	7 3% 22%	3 3% 10%	15 6% 44%	8 5% 24%	14 4% 42%	19 5% 58%	10 5% 29%	12 5% 36%	5 4% 16%	6 3% 19%	5 4% 14%	11 3% 34%
8	41 5% 100%	9 4% 23%	7 5% 17%	14 5% 34%	10 6% 26%	23 7% 58%	17 4% 42%	18 9% 43% J	13 5% 33%	5 4% 11%	5 2% 12%	11 11% 29% L	10 3% 24%
9	12 2% 100%	3 1% 26%	- -	4 2% 38%	4 3% 37%	5 1% 44%	7 2% 56%	6 3% 50%	4 2% 36%	- -	2 1% 14%	2 1% 13%	2 1% 14%
10 - GREAT DEAL	53 7% 100%	15 7% 28% D	11 8% 21% D	24 9% 45% D	3 2% 6%	38 11% 72% F	15 3% 28%	30 16% 56% HIJ	14 5% 24% J	7 6% 13% J	3 1% 5% J	21 20% 39% L	10 3% 18%



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FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D - E/F - G/H/I/J - K/L
* SMALL BASE

**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- MY FRIENDS TEND TO COME TO ME IF THEY HAVE QUESTIONS ABOUT THE INTERNET**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	SOCIAL GRADE		SOCIAL GRADE				CHILDREN IN HOME	
		ABC1 (A)	C2DE (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	YES (G)	NO (H)
UNWEIGHTED TOTAL	802 100%	330 41%	472 59%	154 19%	176 22%	170 21%	302 38%	215 27%	587 73%
WEIGHTED TOTAL	776 100%	367 47%	409 53%	161 21%	206 27%	176 23%	233 30%	222 29%	554 71%
1 - NOT AT ALL	382 49% 100%	147 40% 38%	236 58% 62% A	63 39% 17%	83 41% 22%	96 55% 25% CD	140 60% 37% CD	78 35% 20%	304 55% 80% G
2	71 9% 100%	36 10% 51%	35 9% 49%	15 9% 21%	21 10% 29%	20 12% 28%	15 6% 21%	22 10% 31%	49 9% 69%
3	41 5% 100%	19 5% 47%	22 5% 53%	7 4% 16%	13 6% 31%	8 5% 20%	14 6% 33%	12 6% 30%	28 5% 70%
4	24 3% 100%	12 3% 51%	12 3% 49%	8 5% 33%	4 2% 18%	8 5% 33%	4 2% 16%	11 5% 45%	13 2% 55%
5	55 7% 100%	33 9% 59%	22 5% 41%	15 9% 27% E	18 9% 32% E	5 3% 9%	17 7% 31%	24 11% 44% H	31 6% 56%
6	32 4% 100%	18 5% 56%	14 3% 44%	9 6% 28%	9 4% 28%	5 3% 16%	9 4% 28%	16 7% 50% H	16 3% 50%
7	33 4% 100%	23 6% 68% B	11 3% 32%	14 9% 42% E	9 4% 26%	2 1% 5%	9 4% 27%	10 4% 29%	24 4% 71%
8	41 5% 100%	25 7% 62%	15 4% 38%	11 7% 27% F	14 7% 35% F	11 6% 27% F	5 2% 11%	15 7% 36%	26 5% 64%
9	12 2% 100%	6 2% 49%	6 1% 51%	4 3% 36%	2 1% 13%	5 3% 42%	1 - 9%	4 2% 30%	8 2% 70%
10 - GREAT DEAL	53 7% 100%	32 9% 60%	21 5% 40%	12 7% 23%	20 10% 37% F	12 7% 22%	10 4% 18%	18 8% 34%	35 6% 66%

FRI NOV 18 14:35:41 GMT 2011

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F - G/H
* SMALL BASE**



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- MY FRIENDS TEND TO COME TO ME IF THEY HAVE QUESTIONS ABOUT THE INTERNET**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	TOTAL	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME	
		TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLAN NING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)
UNWEIGHTED TOTAL	802 100%	281 35%	125 16%	592 74%	172 21%	38 5%	315 39%	438 55%	492 61%	310 39%
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
1 - NOT AT ALL	382 49% 100%	80 26% 21% B	- -	307 55% 80% DE	75 40% 20% E	- -	151 49% 40%	227 54% 59%	187 35% 49%	196 79% 51% H
2	71 9% 100%	31 10% 44% B	- -	52 9% 73%	19 10% 27%	- -	35 11% 49%	35 8% 49%	55 10% 77%	16 7% 23%
3	41 5% 100%	12 4% 31% B	- -	31 6% 77%	9 5% 23%	- -	25 8% 61% G	15 4% 37%	33 6% 81%	8 3% 19%
4	24 3% 100%	14 4% 56% B	- -	16 3% 68%	8 4% 32%	- -	14 4% 56%	11 2% 44%	23 4% 97% I	1 - 3%
5	55 7% 100%	34 11% 62% B	- -	42 8% 76%	13 7% 24%	- -	27 9% 49%	26 6% 48%	48 9% 87% I	7 3% 13%
6	32 4% 100%	19 6% 61% B	- -	22 4% 70%	10 5% 30%	- -	8 3% 26%	22 5% 70%	29 5% 90% I	3 1% 10%
7	33 4% 100%	30 9% 89%	33 24% 100% A	23 4% 68%	11 6% 32%	- -	9 3% 27%	23 5% 68%	30 6% 89% I	4 1% 11%
8	41 5% 100%	30 10% 74%	41 29% 100% A	26 5% 64%	15 8% 36%	- -	18 6% 43%	23 5% 57%	38 7% 93% I	3 1% 7%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
* SMALL BASE



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**NOP/421836 : DIGITAL TERRESTRIAL TV
FIELDWORK DATES : 27TH OCTOBER - 1ST NOVEMBER 2011**

**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS, WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.
- MY FRIENDS TEND TO COME TO ME IF THEY HAVE QUESTIONS ABOUT THE INTERNET**

BASE : ALL ADULTS AGED 16+ WITH FREEVIEW (MAIN SET) OR PAY TV MAIN SET (FREEVIEW AS WELL)

	ATTITUDE TO TECHNOLOGY (Q16)		FREEVIEW TAKE-UP			FREEVIEW RECEIVER (Q3)		INTERNET ACCESS AT HOME		
	TRY TO KEEP UP TOP 4 BOX (A)	FRIENDS ASK ADVICE ABOUT INTERNET TOP 4 BOX (B)	ON MAIN SET (C)	ON SECONDARY SET (D)	DON'T HAVE FREE VIEW PLANNING TO GET IT (E)	SET-TOP BOX (F)	INTEGRATED TV SET (G)	YES (H)	NO (I)	
TOTAL										
WEIGHTED TOTAL	776 100%	315 41%	139 18%	558 72%	187 24%	32* 4%	310 40%	424 55%	527 68%	249 32%
9	12 2% 100%	12 4% 100%	12 9% 100%	7 1% 59%	5 3% 41%	- - -	5 2% 44%	7 2% 56%	11 2% 95% 1	1 - 5%
10 - GREAT DEAL	53 7% 100%	52 17% 98%	53 38% 100% A	31 6% 59%	22 12% 41% CE	- - -	18 6% 34%	35 8% 66%	49 9% 93% 1	4 2% 7%

FRI NOV 18 14:35:41 GMT 2011

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E - F/G - H/I
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NOP/421836 : DIGITAL TERRESTRIAL TV
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**Q.16 ON A SCALE OF 1-10, HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS,
 WHERE 1 IS NOT AT ALL AND 10 IS A GREAT DEAL.**

TOTAL	1 - NOT AT ALL	2	3	4	5	6	7	8	9	10 - GREAT DEAL
776 100%	124 16%	31 4%	70 9%	34 4%	110 14%	60 8%	89 12%	99 13%	33 4%	94 12%
776 100%	382 49%	71 9%	41 5%	24 3%	55 7%	32 4%	33 4%	41 5%	12 2%	53 7%

STATEMENTS

I TRY TO KEEP UP WITH TECHNOLOGY
 MY FRIENDS TEND TO COME TO ME IF THEY HAVE QUESTIONS ABOUT THE INTERNET



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