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1	1	Q1 Are you personally or jointly responsible for making the decision about what television service you get in your household?	Base: All respondents	2072
2	2	Q2 Thinking about the way you receive television, does your household receive additional channels other than BBC1, BBC2, ITV1, Channel 4/ S4C and Five on any television set at home?	Base: All decision makers	1759
3	3	Q3 Which TV service do you use to access TV channels on your MAIN TV set?	Base: All multi-channel households	1512
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8	8	Q8 Are there any particular reasons why you do not have a Digital TV service at home?	Base: All terrestrial households aware of Digital TV	207
9	9	Q9 Currently you can access around 40 Digital TV channels through Freeview. Once you have purchased a Freeview box and aerial there is no charge for these channels. The current cost of this equipment is approximately £20-100. How likely or unlikely would you say you are currently to switch to Freeview in the next 6 months?		
10	10	Q10 If, on top of the existing Freeview channels, you could choose to subscribe to a package of up to 5 Sky channels do you think you would be more or less likely to switch to Freeview? You would have to sign up to a contract in order to access the channels and there would be a charge for this service.	Base: All terrestrial households aware of Digital TV	207
11	11	Q11 Sky currently provides 3 free channels via Freeview. These are Sky News, Sky Sports News and Sky Three. If Sky removed these channels do you think you would be more or less likely to switch to Freeview?	Base: All terrestrial households aware of Digital TV	207
12	12	Q12 Existing Freeview customers also have the option of subscribing to additional channels, although there is a cost for this and additional equipment may be required. This allows them to access some additional pay channels on top of the 40 free channels. This service is currently available from Top Up TV, through which you can receive channels such as Animal Planet, Cartoon Network, British Eurosport, Paramount Comedy and UKTV Food, and from Setanta Sports, who can provide	Base: All terrestrial households aware of Digital TV	207
13	13	Q13 If you did decide to subscribe to Setanta or Top Up TV, and also wanted to subscribe to the new Sky service, you would need to have 2 set top boxes - one to access the Sky service and one to access Top up TV or Setanta. Would you be prepared to have 2 set top boxes in order to access these services?	Base: All interested in subscribing to Top Up TV/ Setanta	18

	<b>Page</b>	<b>Table</b>	<b>Title</b>	<b>Base Description</b>	<b>Base</b>
	14	14	Q14 You may have heard that Sky is planning to launch a pay TV service on digital TV (including Sky Sports and Movies). To receive the service, you would have to buy a new set top box. Would you be interested in subscribing to this service?	Base: All subscribing to Top Up TV/ Setanta	29
	15	15	Q15 If you did decide to subscribe to the new Sky service, you would need to have 2 set top boxes - one to access the Sky service and one to access Top up TV or Setanta. Would you be prepared to have 2 set top boxes in order to access these services?	Base: All subscribing to Top Up TV/ Setanta	29
	16	16	Classification /Gender /Age	Base: All respondents	2072
	17	16	Classification /Social Class /Region	Base: All respondents	2072
	18	16	Classification /Working status	Base: All respondents	2072
	19	16	Classification /Tenure	Base: All respondents	2072
	20	16	Classification /Foreign Holiday in last 3 years /Number of cars	Base: All respondents	2072
	21	16	Classification /Internet Access	Base: All respondents	2072
	22	16	Classification /What is the highest educational level that you have achieved to date?	Base: All respondents	2072
	23	16	Classification /Marital Status /Children	Base: All respondents	2072

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 1  
**Q1 Are you personally or jointly responsible for making the decision about what television service you get in your household?**  
**Base: All respondents**

	Gender		Age							Social Class				Region					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	North-ern Ire-land	
Unweighted base	2072	1004	1068	180	338	406	373	317	458	647	461	343	621	524	524	500	282	181	61
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
NET: Yes	1741	858	884	134	270	375	309	272	381	460	501	357	423	434	451	408	242	157	50
	84%	86%	82%	55%	82%	91%	88%	88%	89%	85%	83%	82%	85%	82%	86%	82%	85%	89%	83%
Yes - personally responsible	811	403	408	54	128	152	122	125	230	162	237	148	264	224	201	189	98	77	22
	39%	41%	38%	22%	39%	37%	35%	41%	53%	30%	39%	34%	53%	43%	38%	38%	35%	43%	36%
Yes - jointly responsible	930	455	476	80	142	223	187	147	151	298	263	210	159	209	250	219	143	80	28
	45%	46%	44%	33%	43%	54%	54%	48%	35%	55%	44%	48%	32%	40%	47%	44%	51%	45%	46%
No - not at all responsible	331	137	194	112	58	36	40	36	49	78	100	78	74	93	76	89	42	20	10
	16%	14%	18%	45%	18%	9%	12%	12%	11%	15%	17%	18%	15%	18%	14%	18%	15%	11%	17%

Absolutes/col percents

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 2  
**Q2 Thinking about the way you receive television, does your household receive additional channels other than BBC1, BBC2, ITV1, Channel 4/ S4c and Five on any television set at home?**  
**Base: All decision makers**

	Gender		Age							Social Class			Region						
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South & West	Scot-land	North-ern Ire-land	
Unweighted base	1759	873	886	94	277	368	332	281	407	556	386	283	534	435	451	418	243	159	53
Weighted base	1741	858	884	134	270	375	309	272	381	460	501	357	423	434	451	408	242	157	50
Yes	1507	758	750	116	247	344	277	237	288	410	437	315	346	369	386	365	205	139	43
	87%	88%	85%	86%	91%	92%	90%	87%	75%	89%	87%	88%	82%	85%	86%	89%	85%	89%	86%
No	231	100	131	18	23	31	32	35	90	48	62	43	77	65	61	43	37	18	7
	13%	12%	15%	14%	9%	8%	10%	13%	24%	10%	12%	12%	18%	15%	14%	11%	15%	11%	14%
Don't know	3	-	3	-	-	-	-	-	3	2	1	-	-	-	3	-	-	-	-
	*	-	*	-	-	-	-	-	1%	*	*	-	-	-	1%	-	-	-	-

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 3  
**Q3 Which TV service do you use to access TV channels on your MAIN TV set?**  
**Base: All multi-channel households**

	Gender		Age										Social Class					Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	North-ern Ire-land				
Unweighted base	1512	764	748	83	254	334	294	239	308	491	336	252	433	367	385	371	204	141	44			
Weighted base	1507	758	750	116	247	344	277	237	288	410	437	315	346	369	386	365	205	139	43			
SKY (subscription satellite)	633	307	326	43	132	150	124	93	90	189	169	155	120	153	165	129	102	58	26			
	42%	40%	44%	37%	53%	44%	45%	39%	31%	46%	39%	49%	35%	42%	43%	35%	50%	42%	60%			
FREEVIEW (free-to-view digital TV through an aerial)	490	246	244	35	61	96	89	92	116	121	151	95	123	126	126	125	58	50	5			
	32%	32%	33%	30%	25%	28%	32%	39%	40%	29%	35%	30%	35%	34%	33%	34%	28%	36%	11%			
VIRGIN MEDIA, NTL, TELEWEST (cable services)	293	170	123	31	47	79	51	39	46	68	92	60	72	59	75	89	35	28	8			
	19%	22%	16%	27%	19%	23%	18%	16%	16%	17%	21%	19%	21%	16%	19%	24%	17%	20%	18%			
FREESAT (free-to-view satellite)	21	8	13	3	1	2	3	4	8	6	9	1	6	5	5	6	4	1	-			
	1%	1%	2%	2%	*	1%	1%	2%	3%	1%	2%	*	2%	1%	1%	2%	2%	1%	-			
BT VISION (Freeview and Video on Demand through BT Broadband)	8	5	3	-	1	2	3	1	1	4	2	-	1	3	3	2	-	-	-			
	1%	1%	*	-	1%	1%	1%	*	*	1%	1%	-	*	1%	1%	1%	-	-	-			
TISCALI TV (subscription TV through Broadband)	6	3	4	1	1	2	-	-	2	4	1	-	1	5	-	-	1	-	-			
	*	*	*	1%	*	1%	-	-	1%	1%	*	-	*	1%	-	-	1%	-	-			
HOMECHOICE (subscription TV through Broadband)	4	1	3	-	1	2	1	-	-	1	1	1	1	2	-	1	1	-	-			
	*	*	*	-	*	1%	*	-	-	*	*	*	*	1%	-	*	1%	-	-			
SMALLWORLD, WIGHT CABLE (cable services)	2	-	2	-	-	-	-	-	2	1	-	-	1	1	-	1	-	-	-			
	*	-	*	-	-	-	-	-	1%	*	-	-	*	*	-	*	-	-	-			
NO TV in household	3	1	2	-	-	2	-	-	1	-	3	-	1	3	-	1	-	-	-			
	*	*	*	-	-	1%	-	-	*	-	1%	-	*	1%	-	*	-	-	-			
None of these	26	14	11	2	3	6	1	4	10	9	6	1	10	5	4	9	3	1	4			
	2%	2%	2%	1%	1%	2%	1%	2%	3%	2%	1%	*	3%	1%	1%	2%	1%	1%	9%			
Don't know	21	4	18	1	1	1	3	3	13	7	3	1	11	7	8	3	1	2	-			
	1%	*	2%	1%	*	*	1%	1%	4%	2%	1%	*	3%	2%	2%	1%	*	1%	-			

Prepared on behalf of Ofcom by ICM Research

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 4  
**Q4 Does your household also subscribe to Top Up TV?**  
**Base: All Freeview/ BT Vision as main service**

	<u>Gender</u>		<u>Age</u>							<u>Social Class</u>							<u>Region</u>				
	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>South West</u>	<u>Wales &amp; Scot-land</u>	<u>North-ern Ire-land</u>			
Unweighted base	508	255	253	25	66	100	98	96	123	154	118	160	129	128	133	61	52	5			
Weighted base	498	250	248	35	62	99	93	93	117	125	154	124	129	129	127	58	50	5			
Yes	23	16	7	4	3	3	4	5	3	4	8	5	9	4	5	4	1	-			
	5%	6%	3%	12%	5%	3%	4%	6%	3%	3%	6%	4%	7%	3%	4%	8%	3%	-			
No	475	235	241	31	59	95	89	88	114	122	145	119	121	126	122	54	48	5			
	95%	94%	97%	88%	95%	97%	96%	94%	97%	97%	94%	96%	93%	97%	96%	92%	97%	100%			

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 5  
**Q5 Do you subscribe to Setanta Sports?**  
**Base: All Freeview/ BT Vision as main service**

	<u>Gender</u>		<u>Age</u>							<u>Social Class</u>						<u>Region</u>				
	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>		
Unweighted base	508	255	25	66	100	98	96	123	154	118	76	160	129	128	133	61	52	5		
Weighted base	498	250	35	62	99	93	93	117	125	154	95	124	129	129	127	58	50	5		
Yes	18	8	-	2	6	2	5	4	-	8	6	4	4	3	6	3	1	-		
	4%	3%	-	3%	6%	2%	5%	3%	-	5%	6%	3%	3%	2%	5%	6%	3%	-		
No	478	241	237	35	60	93	90	87	112	144	90	120	124	125	121	54	48	5		
	96%	96%	100%	97%	94%	97%	94%	96%	99%	94%	94%	97%	96%	97%	95%	93%	97%	100%		
Don't know	3	1	-	-	-	1	1	1	2	1	-	-	1	1	1	-	-	-		
	1%	*	1%	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	-		

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 6  
**Q6 Are you aware that Digital TV, that is, the ability to receive additional channels other than BBC1, BBC2, ITV1, Channel 4/ S4C and Five?**  
**Base: All terrestrial households**

	<u>Gender</u>		<u>Age</u>							<u>Social Class</u>					<u>Region</u>				
	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>South &amp; West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>	
Unweighted base	244	109	135	11	23	34	38	42	96	63	49	31	101	68	63	47	39	18	9
Weighted base	231	100	131	18	23	31	32	35	90	48	62	43	77	65	61	43	37	18	7
Yes	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7
	85%	87%	84%	85%	87%	88%	94%	87%	80%	88%	90%	87%	78%	91%	79%	80%	88%	87%	100%
No	33	13	20	3	3	4	2	4	18	6	6	5	16	6	12	9	4	2	-
	15%	13%	15%	15%	13%	12%	6%	13%	19%	12%	10%	13%	21%	9%	20%	20%	12%	13%	-
Don't know	1	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-
	*	-	1%	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	-	-	-



## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 7  
**Q7 Do you know whether you can receive Digital TV in the area in which you live?**  
**This would be received by connecting the TV to a Freeview service through your aerial.**  
**Base: All terrestrial households aware of Digital TV**

	Gender		Age							Social Class					Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South & West	Scot-land	North-ern Ire-land	
Unweighted base	207	94	113	10	20	29	36	37	75	56	44	28	79	61	51	36	34	16	9
Weighted base	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7
Yes, can receive in my area	109	49	60	8	11	18	14	17	41	18	40	19	33	29	27	19	17	14	3
	55%	57%	54%	52%	54%	66%	45%	55%	57%	42%	71%	50%	54%	48%	55%	56%	53%	91%	46%
No, cannot receive in my area	47	26	22	5	3	9	12	8	11	13	7	11	17	13	12	9	-	1	1
	24%	30%	20%	34%	15%	31%	39%	25%	15%	30%	12%	29%	29%	21%	25%	35%	29%	-	20%
Don't know	40	12	28	2	6	1	5	6	20	12	10	8	10	18	10	3	6	1	2
	20%	14%	26%	14%	31%	3%	16%	20%	28%	28%	17%	22%	17%	30%	20%	10%	18%	9%	34%

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

**Table 8**  
**Q8 Are there any particular reasons why you do not have a Digital TV service at home?**  
**Base: All terrestrial households aware of Digital TV**

	Gender		Age								Social Class						Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land			
Unweighted base	207	94	113	10	20	29	36	37	75	56	44	28	79	61	51	36	34	16	9		
Weighted base	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7		
No time/ don't watch much TV	41	16	25	4	6	4	6	10	11	15	14	2	9	15	11	10	3	2	-		
Don't think I would use it	32	15	17	5	3	2	5	4	13	7	8	11	7	9	10	4	6	3	1		
Happy with existing channels	27	13	15	-	1	3	4	4	16	6	8	6	8	6	5	7	6	1	3		
No access in my area	26	13	13	5	3	3	7	3	5	8	3	6	9	11	10	9	5	1	1		
Cost - too expensive	20	9	11	1	2	6	2	3	6	1	7	5	7	9	3	3	3	2	-		
Don't want to buy new equipment	10	4	5	-	-	1	2	3	5	3	1	1	4	4	2	2	2	1	-		
Bad quality/ choice of channels	8	6	2	-	-	3	-	1	4	1	4	1	2	1	3	-	2	2	-		
Benefits unclear	2	-	2	-	-	-	1	-	1	-	1	-	1	-	1	1	-	-	-		
Don't know how to get it installed	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-		
Other	28	15	14	-	4	9	6	1	8	4	10	6	8	3	9	5	4	6	1		
Don't know	22	7	15	1	5	1	3	4	8	3	5	6	7	8	7	1	4	1	1		
	11%	8%	14%	5%	23%	4%	11%	13%	11%	7%	10%	17%	12%	13%	14%	2%	13%	7%	20%		

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 9  
**Q9 Currently you can access around 40 Digital TV channels through Freeview. Once you have purchased a Freeview box and aerial there is no charge for these channels. The current cost of this equipment is approximately £20-100. How likely or unlikely would you say you are currently to switch to Freeview in the next 6 months?**

	Gender		Age										Social Class					Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land				
Unweighted base	207	94	113	10	20	29	36	37	75	56	44	28	79	61	51	36	34	16	9			
Weighted base	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7			
Very likely (5)	23	9	13	2	1	4	6	5	4	2	6	3	12	6	5	2	5	5	-			
	12%	11%	12%	10%	7%	16%	19%	17%	6%	6%	10%	7%	19%	11%	10%	5%	14%	33%	-			
Fairly likely (4)	29	10	19	2	4	7	*	5	10	5	14	3	7	9	8	2	4	4	1			
	15%	11%	17%	13%	19%	26%	1%	17%	14%	12%	25%	9%	11%	15%	17%	6%	14%	27%	15%			
Neither/ nor (3)	10	4	6	-	1	3	2	-	4	2	-	4	4	6	1	1	1	-	-			
	5%	4%	6%	-	4%	11%	8%	-	5%	5%	-	11%	6%	10%	3%	3%	3%	-	-			
Fairly unlikely (2)	24	12	13	-	3	3	6	4	8	7	9	1	7	5	6	5	5	1	2			
	12%	13%	11%	-	17%	12%	19%	12%	11%	16%	16%	3%	12%	9%	13%	14%	15%	9%	25%			
Very unlikely (1)	107	52	56	12	10	10	15	17	44	26	27	25	29	32	28	23	16	5	4			
	55%	60%	51%	76%	48%	35%	50%	54%	61%	61%	49%	67%	47%	53%	57%	66%	51%	30%	59%			
Don't know	4	1	3	-	1	-	1	-	2	-	-	1	3	1	-	2	1	-	-			
	2%	1%	3%	-	5%	-	3%	-	2%	-	-	3%	4%	2%	-	5%	2%	-	-			
NET: Likely	51	19	32	4	5	12	6	11	14	7	20	6	19	15	13	4	9	9	1			
	26%	22%	30%	24%	26%	42%	21%	34%	20%	18%	35%	16%	31%	26%	26%	12%	28%	60%	15%			
NET: Unlikely	131	63	68	12	13	13	21	20	52	33	36	26	36	37	34	27	21	6	6			
	67%	73%	62%	76%	65%	47%	69%	66%	73%	78%	65%	70%	59%	62%	70%	80%	66%	40%	85%			
Mean	2.15	1.99	2.27	1.81	2.17	2.76	2.19	2.32	1.88	1.84	2.31	1.82	2.41	2.19	2.08	1.64	2.24	3.24	1.71			
Standard deviation	1.50	1.45	1.54	1.53	1.45	1.57	1.57	1.66	1.34	1.29	1.53	1.35	1.65	1.49	1.48	1.19	1.57	1.75	1.15			
Standard error	0.11	0.15	0.15	0.48	0.33	0.29	0.27	0.27	0.16	0.17	0.23	0.26	0.19	0.19	0.21	0.20	0.27	0.44	0.38			

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Absolutes/col percents

Table 10  
**Q10 If, on top of the existing Freeview channels, you could choose to subscribe to a package of up to 5 Sky channels do you think you would be more or less likely to switch to Freeview?**  
**You would have to sign up to a contract in order to access the channels and there would be a charge for this service.**  
**Base: All terrestrial households aware of Digital TV**

	Gender		Age										Social Class					Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Wales & Scot-land	North-ern Ire-land				
Unweighted base	207	94	113	10	20	29	36	37	75	56	44	28	79	61	51	36	34	16	9			
Weighted base	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7			
More likely	22	9	13	4	2	7	2	3	3	2	5	9	5	9	4	3	2	3	-			
	11%	10%	12%	28%	10%	24%	7%	9%	5%	5%	9%	24%	9%	16%	8%	9%	5%	22%	-			
Neither more nor less likely	26	12	14	3	3	3	7	5	6	8	5	4	8	12	1	5	4	2	2			
	13%	13%	13%	19%	13%	10%	22%	17%	8%	19%	9%	12%	13%	21%	3%	13%	11%	13%	29%			
Less likely	143	66	77	8	13	18	21	21	61	31	45	23	44	36	43	26	26	9	5			
	73%	77%	70%	53%	66%	66%	71%	69%	85%	74%	80%	62%	73%	60%	89%	74%	80%	55%	71%			
Don't know	6	-	6	-	2	-	-	2	2	1	1	1	3	2	-	1	1	2	-			
	3%	-	5%	-	10%	-	-	5%	3%	2%	2%	3%	4%	3%	-	3%	3%	10%	-			

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

**Table 11**  
**Q11 Sky currently provides 3 free channels via Freeview. These are Sky News, Sky Sports News and Sky Three.**  
**If Sky removed these channels do you think you would be more or less likely to switch to Freeview?**  
**Base: All terrestrial households aware of Digital TV**

	Gender		Age							Social Class			Region						
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	North-ern Ire-land	
Unweighted base	207	94	113	10	20	29	36	37	75	56	44	28	79	61	51	36	34	16	9
Weighted base	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7
More likely	22	7	15	2	5	4	2	2	7	3	8	3	8	5	6	5	4	1	1
	11%	8%	14%	12%	25%	14%	5%	8%	10%	8%	15%	8%	13%	9%	12%	15%	13%	9%	8%
Neither more nor less likely	57	28	29	7	6	10	11	10	13	15	13	12	17	23	10	8	3	3	3
	29%	32%	26%	48%	29%	35%	35%	34%	18%	35%	23%	33%	28%	38%	20%	24%	20%	46%	46%
Less likely	99	43	56	6	8	12	17	15	42	21	27	22	28	25	31	14	9	2	2
	50%	50%	51%	40%	38%	42%	57%	48%	58%	50%	49%	60%	47%	43%	64%	44%	60%	34%	34%
Don't know	19	8	10	-	2	3	1	3	10	3	8	-	8	6	2	6	2	1	1
	9%	9%	9%	-	8%	10%	3%	10%	14%	8%	14%	-	13%	10%	3%	19%	10%	13%	13%

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Absolutes/col percents

Table 12  
**Q12 Existing Freeview customers also have the option of subscribing to additional channels, although there is a cost for this and additional equipment may be required. This allows them to access some additional pay channels on top of the 40 free channels.  
 This service is currently available from Top Up TV, through which you can receive channels such as Animal Planet, Cartoon Network, British Eurosport, Paramount Comedy and UKTV Food, and from Setanta Sports, who can provide  
 Base: All terrestrial households aware of Digital TV**

	Gender		Age							Social Class					Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-Ire-land	
Unweighted base	207	94	113	10	20	29	36	37	75	56	44	28	79	61	51	36	34	16	9
Weighted base	196	87	110	16	20	27	30	31	72	42	56	37	61	59	48	34	32	16	7
NET: Any Mention	19	7	12	3	3	5	4	4	1	4	3	7	4	7	2	5	2	3	-
	10%	8%	11%	21%	13%	17%	13%	12%	1%	10%	5%	19%	7%	13%	4%	14%	5%	18%	-
Top Up TV	12	4	9	3	1	3	3	2	-	3	-	7	2	7	1	4	1	1	-
	6%	4%	8%	21%	7%	9%	10%	6%	-	6%	-	19%	4%	11%	1%	10%	2%	5%	-
Setanta Sports	3	1	1	-	1	-	-	1	1	1	1	-	1	1	1	-	1	-	-
	1%	1%	1%	-	4%	-	-	3%	1%	2%	2%	-	1%	1%	2%	-	3%	-	-
Setanta Sports and Top Up TV	4	2	1	-	1	2	1	1	-	1	2	-	1	-	1	3	-	2	-
	2%	3%	1%	-	3%	7%	3%	2%	-	2%	4%	-	2%	-	2%	3%	-	13%	-
No	166	75	92	12	17	21	24	27	65	37	51	29	50	47	45	27	29	13	6
	85%	87%	83%	79%	82%	77%	81%	88%	90%	86%	91%	78%	83%	79%	93%	80%	90%	82%	91%
Don't know	11	5	7	-	1	2	2	-	7	2	2	1	6	5	1	2	2	-	1
	6%	5%	6%	-	5%	6%	6%	-	9%	4%	4%	3%	11%	9%	3%	7%	5%	-	9%

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Absolutes/col percents

Table 13  
**Q13 If you did decide to subscribe to Setanta or Top Up TV, and also wanted to subscribe to the new Sky service, you would need to have 2 set top boxes - one to access the Sky service and one to access Top up TV or Setanta. Would you be prepared to have 2 set top boxes in order to access these services?**

**Base: All interested in subscribing to Top Up TV/ Setanta**

	Gender		Age							Social Class				Region			
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	18	9	9	1	3	4	4	4	5	1	1	5	3	3	5	2	3
Weighted base	19	7	12	3	3	5	4	4	4	1	1	4	3	7	4	7	2
NET: Yes	8	4	5	-	5	5	-	3	3	1	1	1	3	1	4	1	3
	45%	52%	41%	-	100%	100%	-	85%	100%	100%	100%	20%	82%	21%	87%	15%	36%
Yes - makes no difference	4	1	2	-	3	3	-	1	1	1	1	-	-	1	2	1	-
	21%	21%	21%	-	56%	56%	-	17%	100%	100%	100%	-	-	21%	60%	15%	36%
Yes - but I would prefer only one box	4	2	2	-	2	2	-	2	2	-	-	1	3	-	1	1	2
	24%	31%	20%	-	44%	44%	-	68%	68%	-	-	20%	82%	-	27%	-	24%
NET: No	10	3	7	3	3	-	4	1	1	-	-	3	1	6	1	2	1
	55%	48%	59%	100%	100%	-	100%	15%	100%	-	-	80%	18%	79%	13%	85%	64%
No - would not be prepared to pay for 2 boxes	3	2	1	-	1	-	2	-	-	-	-	2	-	1	-	2	-
	15%	21%	12%	-	52%	-	39%	-	-	-	-	45%	-	13%	-	32%	26%
No - too inconvenient to have 2 boxes	7	2	5	3	1	-	2	1	-	-	-	2	1	5	1	4	2
	40%	27%	47%	100%	48%	-	61%	15%	-	-	-	36%	18%	66%	13%	54%	38%

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 14  
**Q14 You may have heard that Sky is planning to launch a pay TV service on digital TV (including Sky Sports and Movies). To receive the service, you would have to buy a new set top box. Would you be interested in subscribing to this service?**  
**Base: All subscribing to Top Up TV/ Setanta**

	Gender		Age										Social Class			Region			
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		
Unweighted base	29	15	14	3	3	6	6	6	5	4	4	9	5	11	9	6	10	3	1
Weighted base	31	17	14	4	3	6	6	7	4	4	12	6	6	8	10	6	9	4	1
Very interested (5)	2 7%	2 13%	-	1 34%	1 21%	-	-	-	-	2 55%	-	-	-	-	1 7%	1 26%	-	-	-
Quite interested (4)	6 18%	6 32%	-	2 51%	-	-	-	3 48%	-	-	4 32%	2 25%	-	-	2 22%	-	2 17%	2 40%	-
Neither/nor (3)	1 5%	1 8%	-	-	-	1 23%	-	-	-	-	-	1 23%	-	-	-	-	-	-	1 100%
Not very interested (2)	6 20%	-	6 44%	1 15%	2 48%	1 21%	1 16%	2 22%	-	-	5 36%	-	-	2 19%	3 30%	-	1 14%	2 37%	-
Not at all interested (1)	16 51%	8 47%	8 56%	-	1 31%	3 56%	5 84%	2 30%	4 100%	2 45%	4 32%	3 53%	6 81%	4 41%	4 74%	4 68%	6 83%	1 23%	-
NET: Interested	8 25%	8 45%	-	4 85%	1 21%	-	-	3 48%	-	2 55%	4 32%	2 25%	-	3 29%	1 26%	2 17%	2 40%	-	-
NET: Not Interested	22 70%	8 47%	14 100%	1 15%	3 79%	5 77%	6 100%	4 52%	4 100%	2 45%	8 68%	3 53%	8 100%	7 71%	4 74%	8 83%	3 60%	-	-
Mean	2.11	2.64	1.44	4.03	2.32	1.67	1.16	2.65	1.00	3.19	2.32	2.19	1.19	2.23	2.05	1.66	2.57	3.00	-
Standard deviation	1.40	1.65	0.52	1.11	1.73	0.90	0.40	1.44	0.00	2.31	1.27	1.42	0.42	1.43	1.94	1.19	1.40	-	-
Standard error	0.26	0.43	0.14	0.64	1.00	0.37	0.16	0.59	0.00	1.15	0.42	0.64	0.13	0.48	0.79	0.38	0.81	-	-



## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Absolutes/col percents

**Table 15**  
**Q15 If you did decide to subscribe to the new Sky service, you would need to have 2 set top boxes - one to access the Sky service and one to access Top up TV or Setanta. Would you be prepared to have 2 set top boxes in order to access these services?**  
**Base: All subscribing to Top Up TV/ Setanta**

	<u>Gender</u>		<u>Age</u>							<u>Social Class</u>				<u>Region</u>			
	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	29	15	14	3	6	6	6	5	4	9	5	11	9	6	10	3	1
Weighted base	31	17	14	4	6	6	7	4	4	12	6	8	10	6	9	4	1
NET: Yes	8	6	2	-	1	1	5	1	-	4	3	1	2	-	3	2	1
	26%	38%	12%	-	23%	18%	70%	17%	-	35%	47%	9%	15%	-	36%	40%	100%
Yes - makes no difference	2	2	-	-	-	1	-	1	-	1	-	1	-	-	2	-	-
	6%	10%	-	-	-	18%	-	17%	-	8%	-	9%	-	-	18%	-	-
Yes - but I would prefer only one box	6	5	2	-	1	-	5	-	-	3	3	-	2	-	2	2	1
	21%	28%	12%	-	23%	-	70%	-	-	27%	47%	-	15%	-	17%	40%	100%
NET: No	23	11	12	4	5	5	2	3	4	8	3	7	9	6	6	3	-
	74%	62%	88%	100%	77%	82%	30%	83%	100%	65%	53%	91%	85%	100%	64%	60%	-
No - would not be prepared to pay for 2 boxes	9	5	4	1	1	2	1	2	2	4	-	3	2	3	2	3	-
	30%	32%	28%	34%	11%	31%	10%	48%	59%	28%	-	43%	17%	55%	20%	60%	-
No - too inconvenient to have 2 boxes	13	5	8	3	4	3	1	1	2	5	3	4	7	3	4	-	-
	44%	30%	60%	66%	66%	51%	20%	35%	41%	37%	53%	48%	67%	45%	44%	-	-

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 16  
Classification  
Base: All respondents

	Gender		Age							Social Class					Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	North-ern Ire-land	
Unweighted base	2072	1004	1068	180	338	406	373	317	458	647	461	343	621	524	524	500	282	181	61	
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60	
<b>Gender</b>																				
Male	995	995	-	103	115	205	188	164	220	288	275	220	212	233	260	246	152	84	20	
	48%	100%	-	42%	35%	50%	54%	53%	51%	53%	46%	51%	43%	44%	49%	49%	54%	48%	33%	
Female	1077	-	1077	144	213	205	161	144	211	251	326	215	285	294	268	251	132	93	40	
	52%	-	100%	58%	65%	50%	46%	47%	49%	47%	54%	49%	57%	56%	51%	51%	46%	52%	67%	
<b>Age</b>																				
18-24	(21)	103	144	246	-	-	-	-	-	51	93	63	40	69	54	66	34	18	6	
		10%	13%	100%	-	-	-	-	-	9%	15%	14%	8%	13%	10%	13%	12%	10%	10%	
25-34	(29.5)	115	213	-	328	-	-	-	-	92	112	76	49	102	73	66	43	36	8	
		12%	20%	-	100%	-	-	-	-	17%	19%	17%	10%	19%	14%	13%	15%	20%	13%	
35-44	(39.5)	205	205	-	-	410	-	-	-	126	129	86	69	106	113	99	49	37	7	
		20%	21%	-	-	100%	-	-	-	23%	21%	20%	14%	20%	21%	20%	17%	21%	11%	
45-54	(49.5)	188	161	-	-	-	349	-	-	114	93	84	57	96	85	84	45	26	12	
		17%	19%	-	-	-	100%	-	-	21%	16%	19%	12%	18%	16%	17%	16%	15%	20%	
55-64	(59.5)	164	144	-	-	-	-	308	-	79	74	70	85	61	76	76	50	31	14	
		15%	16%	-	-	-	-	100%	-	15%	12%	16%	17%	12%	14%	15%	18%	18%	23%	
65+	(70)	220	211	-	-	-	-	-	430	77	99	57	198	94	125	105	63	29	14	
		22%	20%	-	-	-	-	-	100%	14%	17%	13%	40%	18%	24%	21%	22%	16%	24%	
Average age	46.71	48.36	45.18	21.00	29.50	39.50	49.50	59.50	70.00	45.43	43.86	44.20	53.73	44.69	47.96	46.92	47.70	45.59	50.18	

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Table 16  
**Classification**  
**Base: All respondents**

	Gender		Age										Social Class					Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land				
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60			
<b>Social Class</b>																						
AB	539	288	251	51	92	126	114	79	77	539	-	-	-	162	140	110	67	44	16			
	26%	29%	23%	21%	28%	31%	33%	26%	18%	100%	-	-	-	31%	27%	22%	23%	25%	27%			
C1	601	275	326	93	112	129	93	74	99	-	601	-	-	151	150	147	81	58	14			
	29%	28%	30%	38%	34%	31%	27%	24%	23%	-	100%	-	-	29%	29%	30%	29%	33%	24%			
C2	435	220	215	63	76	86	84	70	57	-	-	435	-	106	111	108	64	33	13			
	21%	22%	20%	25%	23%	21%	24%	23%	13%	-	-	100%	-	20%	21%	22%	23%	19%	22%			
DE	497	212	285	40	49	69	57	85	198	-	-	-	497	108	126	133	72	42	17			
	24%	21%	26%	16%	15%	17%	16%	28%	46%	-	-	-	100%	20%	24%	27%	25%	24%	28%			
<b>Region</b>																						
North	674	330	344	84	103	136	110	108	134	154	204	140	175	-	-	497	-	177	-			
	33%	33%	32%	34%	31%	33%	32%	35%	31%	29%	34%	32%	35%	-	-	100%	-	100%	-			
Midlands	632	313	318	68	89	131	102	92	149	160	179	134	158	-	527	-	105	-	-			
	30%	31%	30%	28%	27%	32%	29%	30%	35%	30%	30%	31%	32%	-	100%	-	37%	-	-			
South	706	331	375	89	129	137	124	94	133	208	203	148	147	527	-	-	179	-	-			
	34%	33%	35%	36%	39%	33%	36%	31%	31%	39%	34%	34%	30%	100%	-	-	63%	-	-			
Northern Ireland	60	20	40	6	8	7	12	14	14	16	14	13	17	-	-	-	-	-	60			
	3%	2%	4%	2%	2%	2%	3%	4%	3%	3%	2%	3%	3%	-	-	-	-	-	100%			

## Proposed Sky DTT Services Survey

### CATI Fieldwork : November 23rd-28th 2007

Absolutes/col percents

Table 16  
**Classification**  
**Base: All respondents**

	Gender		Age								Social Class							Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	North-ern Ire-land				
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60			
<b>Working status</b>																						
Full-time	933 45%	559 56%	373 35%	97 39%	194 59%	274 67%	228 65%	130 42%	9 2%	321 60%	297 49%	224 51%	91 18%	250 47%	238 45%	217 44%	122 43%	87 49%	19 32%			
Part-time	249 12%	59 6%	190 18%	35 14%	53 16%	57 14%	50 14%	39 13%	15 3%	58 11%	86 14%	65 15%	41 8%	61 12%	58 11%	55 11%	41 14%	22 13%	11 18%			
Not working but seeking work or temporarily unemployed/sick	94 5%	41 4%	53 5%	24 10%	25 8%	23 6%	14 4%	8 3%	-	18 3%	15 2%	22 5%	40 8%	27 5%	27 5%	19 4%	12 4%	9 5%	1 1%			
Not working/not seeking work	163 8%	35 4%	128 12%	13 5%	42 13%	47 11%	39 11%	20 7%	1 *	28 5%	40 7%	30 7%	65 13%	46 9%	37 7%	44 9%	18 6%	12 7%	6 10%			
Retired	536 26%	255 26%	280 26%	-	-	6 1%	17 5%	108 35%	405 94%	97 18%	113 19%	81 19%	245 49%	110 21%	149 28%	137 28%	80 28%	38 21%	22 36%			
Student	95 5%	44 4%	51 5%	76 31%	12 4%	3 1%	1 *	2 1%	-	16 3%	51 9%	13 3%	14 3%	31 6%	17 3%	25 5%	10 4%	9 5%	2 3%			
Refused	3 *	1 *	2 *	1 *	2 1%	-	-	-	-	1 *	-	1 *	1 *	2 *	-	-	1 *	-	-			

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 16  
Classification  
Base: All respondents

	Gender		Age							Social Class							Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land		
<b>Tenure</b>																					
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60		
Own outright	677	355	322	38	29	55	95	148	313	191	172	123	192	143	173	184	104	51	22		
	33%	36%	30%	15%	9%	13%	27%	48%	73%	35%	29%	28%	39%	27%	33%	37%	37%	29%	37%		
Own with a mortgage	801	368	432	84	173	233	180	102	29	278	256	176	90	197	212	182	108	72	31		
	39%	37%	40%	34%	53%	57%	52%	33%	7%	52%	43%	41%	18%	37%	40%	37%	38%	41%	51%		
Council	266	124	143	43	49	56	30	38	51	15	54	65	132	85	78	47	24	31	1		
	13%	12%	13%	17%	15%	14%	9%	12%	12%	3%	9%	15%	27%	16%	15%	9%	9%	18%	2%		
Housing Assoc.	89	39	49	14	15	19	18	8	16	8	19	24	37	32	18	22	11	5	1		
	4%	4%	5%	6%	4%	5%	5%	2%	4%	2%	3%	6%	7%	6%	3%	4%	4%	3%	2%		
Rented from someone else	194	85	109	55	55	44	20	9	12	35	89	36	33	62	35	51	32	10	4		
	9%	9%	10%	22%	17%	11%	6%	3%	3%	7%	15%	8%	7%	12%	7%	10%	11%	6%	6%		
Rent free	20	13	7	6	4	*	3	3	4	6	6	3	6	3	6	*	*	2	1		
	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%		
Refused	26	12	14	8	4	3	3	1	6	6	5	8	7	4	4	7	5	6	-		
	1%	1%	1%	3%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	2%	3%	-	-		

Absolutes/col percents

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 16  
Classification  
Base: All respondents

	Gender		Age							Social Class							Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land		
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60		
<b>Foreign Holiday in last 3 Years</b>																					
Yes	1243	606	637	168	203	249	224	205	193	402	400	239	202	333	301	314	161	101	34		
	60%	61%	59%	68%	62%	61%	64%	67%	45%	75%	67%	55%	41%	63%	57%	63%	57%	57%	57%		
No	829	389	440	78	125	161	124	103	238	137	201	196	295	194	226	183	123	76	26		
	40%	39%	41%	32%	38%	39%	36%	33%	55%	25%	33%	45%	59%	37%	43%	37%	43%	43%	43%		
<b>Number of cars</b>																					
None	431	177	254	66	58	69	44	60	134	48	129	71	183	134	89	109	46	42	10		
	21%	18%	24%	27%	18%	17%	13%	19%	31%	9%	22%	16%	37%	25%	17%	22%	16%	24%	17%		
1	862	418	444	93	132	164	122	125	226	177	269	191	224	211	212	221	121	70	27		
	42%	42%	41%	38%	40%	40%	35%	41%	52%	33%	45%	44%	45%	40%	40%	44%	43%	40%	45%		
2	595	297	298	44	118	141	141	91	61	236	162	130	67	132	171	134	86	52	20		
	29%	30%	28%	18%	36%	34%	40%	30%	14%	44%	27%	30%	14%	25%	33%	27%	30%	29%	33%		
3+	185	103	82	43	20	36	42	32	11	77	41	44	23	50	54	34	31	12	3		
	9%	10%	8%	17%	6%	9%	12%	11%	2%	14%	7%	10%	5%	9%	10%	7%	11%	7%	6%		

Absolutes/col percents

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 16  
Classification  
Base: All respondents

	Gender		Age										Social Class						Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	North-ern Ire-land					
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60				
<b>Internet Access</b>																							
At all	1577	775	802	218	298	373	307	218	163	486	495	345	251	421	393	374	210	139	40				
	76%	78%	74%	89%	91%	91%	88%	71%	38%	90%	82%	79%	50%	80%	75%	75%	74%	79%	66%				
At home (net)	1449	727	722	203	272	350	289	196	140	458	445	320	227	380	374	333	199	125	38				
	70%	73%	67%	83%	83%	85%	83%	64%	32%	85%	74%	73%	46%	72%	71%	67%	70%	71%	64%				
At work (net)	673	331	342	97	144	184	151	83	13	297	240	95	41	204	155	150	90	62	13				
	32%	33%	32%	39%	44%	45%	43%	27%	3%	55%	40%	22%	8%	39%	29%	30%	32%	35%	22%				
At home	844	419	425	113	141	185	148	126	132	177	237	235	195	204	229	201	113	71	26				
	41%	42%	39%	46%	43%	45%	42%	41%	31%	33%	39%	54%	39%	39%	43%	40%	40%	40%	43%				
At work	68	23	45	6	14	19	10	13	6	17	32	10	9	28	10	18	4	8	1				
	3%	2%	4%	3%	4%	5%	3%	4%	1%	3%	5%	2%	2%	5%	2%	4%	2%	4%	1%				
Both at home and at work	605	308	297	91	130	165	141	70	7	280	208	85	31	175	145	132	85	54	12				
	29%	31%	28%	37%	40%	40%	41%	23%	2%	52%	35%	19%	6%	33%	28%	27%	30%	31%	20%				
Somewhere else	60	25	35	8	12	4	8	9	18	12	18	15	15	13	9	23	6	6	1				
	3%	2%	3%	3%	4%	1%	2%	3%	4%	2%	3%	3%	3%	2%	2%	5%	2%	4%	2%				
Not at all	493	219	274	28	29	37	42	90	266	53	105	90	245	106	133	122	74	38	20				
	24%	22%	25%	11%	9%	9%	12%	29%	62%	10%	17%	21%	49%	20%	25%	24%	26%	21%	34%				
Refused	2	1	1	-	1	-	-	-	1	-	1	-	1	-	1	-	-	-	-				

## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 16  
**Classification**  
**Base: All respondents**

	Gender		Age										Social Class							Region				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land						
Weighted base	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60						
<b>What is the highest educational level that you have achieved to date?</b>																								
Secondary/ high school/ NVQ 1-3	513 54%	613 57%	152 62%	152 46%	207 50%	186 53%	187 61%	241 56%	196 36%	299 50%	310 71%	321 65%	266 51%	267 51%	297 60%	146 52%	102 58%	47 77%						
University degree or equivalent professional qualification/ NVQ4	289 29%	289 27%	57 23%	121 37%	124 30%	110 32%	75 24%	90 21%	240 45%	202 34%	66 15%	70 14%	152 29%	164 31%	126 25%	82 29%	46 26%	9 15%						
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	79 8%	60 6%	16 7%	33 10%	40 10%	24 7%	14 5%	13 3%	69 13%	41 7%	15 3%	15 3%	48 9%	25 5%	29 6%	21 8%	14 8%	3 5%						
None of these	81 8%	72 7%	10 4%	10 3%	25 6%	20 6%	24 8%	64 15%	20 4%	42 7%	27 6%	64 13%	35 7%	51 10%	35 7%	22 8%	9 5%	1 2%						
Refused	32 3%	43 4%	11 4%	12 4%	14 4%	9 3%	7 2%	22 5%	14 3%	18 3%	17 4%	26 5%	26 5%	19 4%	10 2%	13 4%	7 4%	1 2%						



## Proposed Sky DTT Services Survey CATI Fieldwork : November 23rd-28th 2007

Table 16  
Classification  
Base: All respondents

	Gender		Age							Social Class							Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	North-ern Ire-land		
<b>Marital Status</b>																					
Weighted base	2072	995	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60		
Single	457	222	236	180	109	63	40	29	36	96	164	89	109	139	95	122	49	43	10		
	22%	22%	22%	73%	33%	15%	11%	10%	8%	18%	27%	20%	22%	26%	18%	25%	17%	24%	17%		
Married/ co-habiting	1196	606	591	50	196	284	253	199	214	371	322	291	213	274	325	273	181	106	37		
	58%	61%	55%	20%	60%	69%	73%	65%	50%	69%	54%	67%	43%	52%	62%	55%	64%	60%	61%		
Widowed/ separated/ divorced	352	134	218	3	14	51	48	71	166	57	93	44	158	90	96	87	44	22	12		
	17%	13%	20%	1%	4%	12%	14%	23%	39%	11%	15%	10%	32%	17%	18%	18%	16%	12%	20%		
Refused	66	34	33	13	9	13	9	9	14	15	22	12	18	24	11	15	9	6	1		
	3%	3%	3%	5%	3%	3%	2%	3%	3%	3%	4%	3%	4%	5%	2%	3%	3%	3%	2%		
<b>Children</b>																					
None aged 18 or under	1338	688	650	168	163	115	189	286	417	323	378	266	371	325	331	331	190	123	39		
	65%	69%	60%	68%	50%	28%	54%	93%	97%	60%	63%	61%	75%	62%	63%	67%	67%	70%	64%		
NET: Yes	685	283	401	72	158	283	150	14	7	202	207	159	117	193	181	154	84	51	22		
	33%	28%	37%	29%	48%	69%	43%	5%	2%	38%	34%	37%	24%	37%	34%	31%	30%	29%	36%		
NET: Yes any aged 15 or under	573	230	342	51	153	255	101	9	4	173	175	127	97	164	145	122	76	48	18		
	28%	23%	32%	21%	46%	62%	29%	3%	1%	32%	29%	29%	20%	31%	27%	25%	27%	27%	29%		
- Aged under 5	154	57	98	24	76	48	5	1	1	51	40	35	28	49	33	34	22	15	3		
	7%	6%	9%	10%	23%	12%	1%	*	*	10%	7%	8%	6%	9%	6%	7%	8%	8%	4%		
- Aged 5-10	201	76	125	8	67	99	24	1	-	57	63	45	35	56	61	37	28	16	3		
	10%	8%	12%	3%	20%	24%	7%	*	-	11%	11%	10%	7%	11%	12%	7%	10%	9%	5%		
- Aged 11-15	320	137	183	20	48	156	86	7	4	96	95	76	53	97	83	68	34	26	12		
	15%	14%	17%	8%	15%	38%	25%	2%	1%	18%	16%	17%	11%	18%	16%	14%	12%	15%	20%		
- Aged 16-18	156	70	85	21	11	55	60	6	3	37	50	43	26	40	48	45	12	7	4		
	8%	7%	8%	8%	3%	14%	17%	2%	1%	7%	8%	10%	5%	8%	9%	9%	4%	4%	7%		
Refused	49	24	25	6	7	12	10	7	7	14	16	10	10	9	15	12	10	3	-		
	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	-		