

## Are you a 'digital dawdler' or a 'savvy switcher'?

*Research reveals who is not ready for TV switchover*

As the digital switchover gathers pace research for Digital UK has revealed that while almost nine in ten homes are enjoying the benefits of digital TV, there are still around three million households in the UK who have yet to make the switch from analogue viewing.

With TV switchover coming to five million homes this year, Digital UK – the body leading the change – has looked at who are the savvy switchers, already enjoying the benefits of digital TV, and who are the digital dawdlers, still clinging to the analogue age. To understand more about them, Digital UK has looked into their viewing habits and the results paint a fascinating snapshot of the nation's state of readiness for the biggest change to TV for a generation.

The research, undertaken by GfK NOP Media, divides viewers into six groups:

### **The digital dawdlers:**

*"Cultured Conservatives" – nearly one in four (24 per cent) still watching analogue TV*

*"TV Traditionalists" – more than one in five (22 per cent) still watching analogue TV*

*"Rolling Stones" – nearly one in five (18 per cent) still watching analogue TV*

### **The savvy switchers:**

*"Out and About Families" – less than one in ten (8 per cent) still watching analogue TV*

*"TV Centrics" – less than one in twenty (3 per cent) still watching analogue TV*

*"High-Tech Consumers" – less than one in twenty (3 per cent) still watching analogue TV*

Beth Thoren, Director of Communications at Digital UK, comments: "Digital TV is the norm for most of us but we know there are still significant numbers of households who are still living in a world of just four or five channels. With analogue TV signals starting to be switched off, we needed to know more about why some people are reluctant to switch to digital so we can target our campaign more effectively. Whether you're a 'TV traditionalist' or a 'Rolling Stone', the good news is that digital TV offers something for everyone, from backstage at X Factor to front row at the Proms, and it's never been easier to make the switch."

Which type of viewer are you?

### **The 'digital dawdlers':**

#### **1. The "Cultured Conservatives"**

##### ■ **Who are they? Think Inspector Morse.**

Aged 55+, Cultured Conservatives are professionals e.g. teachers. They tend to be real ale drinkers, take their holidays off the beaten track and love the arts.

##### ■ **Attitude to TV:** Choosy about what they watch.

##### ■ **Most likely to watch:** News, documentaries and arts programmes.

##### ■ **What they could be watching on digital:** The Proms on BBC Four, using the red button to find out behind-the-scenes facts; the History Channel; More4 News; Sky Arts.

##### ■ **Attitude to switchover:** They know it's coming and how to switch but are not sure they would like the extra programmes.

##### ■ **Position on Switchometer:** Languishing at the bottom - *nearly one in four (24 per cent)* Cultured Conservatives are still watching analogue.

## 2. The “TV Traditionalists”

- **Who are they? Think The Royle Family’s Jim Royle.**  
Aged 55+, TV Traditionalists tend to have blue-collar jobs. They are strong supporters of the royal family, buy British and don’t like change or new technology. They also enjoy a flutter.
- **Attitude to TV:** They are big TV watchers, and spend more time in front of the box than any other group.
- **Most likely to watch:** They enjoy crime dramas, soaps, sport and Saturday night entertainment shows.
- **What they could be watching on digital:** TV Traditionalists could be enjoying vintage drama such as Touch of Frost on UKTV Gold and there’s no shortage of sport on channels such as Sky Sports. Plus, of course, the racing results are just a push of the red button away.
- **Attitude to switchover:** They know it’s coming but are worried about new technology.
- **Position on Switchometer:** Just clear of last place - *more than one in five (22 per cent)* TV Traditionalists are still watching analogue.

## 3. The “Rolling Stones”

- **Who are they? Think Carla Gordon (nee Connor) from Coronation Street.**  
Aged 30+, Rolling Stones are always on the move. They love cars and gadgets.
- **Attitude to TV:** Like it – it’s useful entertainment for the evenings when they’re not out socialising.
- **Most likely to watch:** Heroes; Gray’s Anatomy; Top Gear.
- **What they could be watching on digital:** New ‘seasons’ of their favourite shows on digital before they are aired on terrestrial channels e.g. Lipstick Jungle (Living TV) and Lost (Sky One); CSI (Five US); Simpsons (Sky One); America’s Next Top Model (Living).
- **Attitude to switchover:** Aware it’s coming but, like everything else, they’ll leave it until the last minute to make the switch.
- **Position on Switchometer:** Only fractionally better than the other digital dawdler groups, *nearly one in five (18 per cent)* are still restricted to the five analogue channels.

The **savvy switchers** are way ahead of the digital dawdlers and are already enjoying digital TV. Digital UK’s research reveals three types of savvy switcher:

## 4. The “Out and About Families”

- **Who are they? Think parents Peter and Sue from sitcom ‘Outnumbered’.**  
Out and About Families are typically aged 25-44 with two or more children. They are often managers or small business owners. Constantly juggling the school run with the early morning meeting, our families try to keep up with technology, and love the internet for the time it saves them on shopping and booking holidays.
- **Attitude to TV:** Great for keeping the kids entertained and a welcome relief at the end of a long and hectic day.
- **Most likely to watch:** Spooks (BBC One); Spooks: Code 9 (BBC Three); Lost (Sky One); X Factor (ITV) and Xtra Factor (ITV2); Friends on E4; CBeebies. Digital recording could also help our frantic families take control of their viewing schedule so ferrying the kids around doesn’t get in the way of watching their favourite shows.
- **Attitude to switchover:** Most have made the switch; for those that haven’t, they just need to find the time.
- **Position on Switchometer:** On the up, *less than one in ten (8 per cent)* of Out and About Families have yet to switch.

## 5. The “TV Centrics”

- **Who are they? Think Mick and Pam Shipman from Gavin and Stacey.**

Aged 30-50, TV Centrics are often married with kids still at home. Typically in clerical or blue collar jobs, they love TV and have the latest in in-home entertainment such as Sky+. They relish their annual fortnight in the sun, but always make sure they're not too far from a remote control.

- **Attitude to TV:** Love it – watch at least three hours a day, and prefer it to going out.

- **Most likely to watch:** With digital giving them access to up to 400 channels, our TV Centrics are in telly heaven.

- **Attitude to switchover:** “What do you mean you've only got five channels?”

- **Position on Switchometer:** Vying for top spot, *less than one in twenty (3 per cent)* of TV Centrics are yet to switch.

## 6. The “High-Tech Consumers”

- **Who are they? Think Rachel Harris from Spooks Code 9.**

Aged 15-30, High-Tech Consumers are usually single and streetwise. They have done most of their growing up in the digital age and technology forms a big part of their lives; they own more gadgets than any other group.

- **Attitude to TV:** Selective TV watchers but always on the look out for more channels and the latest technology.

- **Most likely to watch:** The Wire (FX); Skins and Music Zone (E4); MTV

- **Attitude to switchover:** “What's analogue?”

- **Position on Switchometer:** They take the prize for the most savvy switchers; *less than one in twenty (3 per cent)* of High Tech Consumers have yet to switch, presumably only because they're out of the country on a gap year.

If you're in one of the digital dawdler groups, why wait to switch to digital TV? Get more out of your TV viewing now. There are three main ways to go digital – by converting your existing TV with a digital box, opting for a digital service via satellite or cable, or by buying a new TV with a built-in digital tuner. A postcode checker on the Digital UK website ([www.digitaluk.co.uk](http://www.digitaluk.co.uk)) can tell you which options are available in your area now and after switchover.

- ends; notes follow –

### Notes to editors

1. All data from Ofcom and Digital UK Switchover Tracker Survey; Switchover Tracker Report: Q3 2008. Source: GfK NOP Media.

2. Report available online at: [www.digitaluk.co.uk/press\\_office/reports](http://www.digitaluk.co.uk/press_office/reports)

**Digital Television Switchover** is the process of converting the UK's terrestrial television system to digital. Between now and 2012, analogue channels will be switched off region by region and replaced with free-to-air digital TV and radio services (Freeview). Switchover will extend Freeview coverage to the whole of the UK and free up airwaves for new services such as ultra-fast wireless broadband and mobile television.

**Digital UK** is the independent, not-for-profit organisation established in 2005 to lead the implementation of digital switchover. It is jointly owned and funded by the public-service broadcasters (BBC, ITV, Channel 4, Five, S4C and Teletext), and the digital multiplex operators.

**The Switchover Help Scheme** is run by the BBC under an agreement with the Government to help older and disabled people make the change to digital TV. Every eligible person will be offered practical help to convert one of their TV sets to digital in the run-up to switchover in each region. People are eligible if they are aged 75 years or more, have lived in a care home for six months or more, get (or could get) certain disability benefits, or are registered blind or partially sighted. Most people will be asked to contribute £40 towards the help but for those on certain income-related benefits, it's free.

**Images and video clips** are available to media free of charge from [vismedia.co.uk](http://vismedia.co.uk)

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