

Chapter 10: Broadcasting

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10.1 Introduction

This chapter examines ownership of/subscription to digital television and ownership of digital radios.

Chapter structure

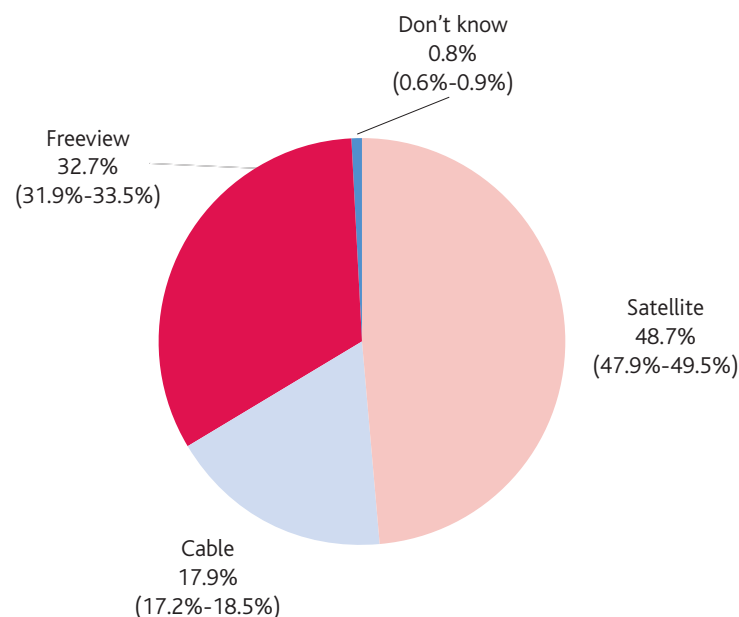
- Digital Television (section 10.2) examines the prevalence and mode of connection, and reports on variations within population sub-groups. This section also looks at intentions to switch within the next twelve months.
- Digital Radio (section 10.3) explores the prevalence of ownership and reports on variations within population sub-groups. This section also covers intentions to purchase within the next twelve months.

10.2 Digital Television

The data show that 75 per cent of all adults live in a household where the main television is connected to a system that allows them to watch additional channels to those provided by terrestrial television.²⁴

The highest proportion of ownership/subscription was via satellite (49%) (Figure 10.2.1).

Figure 10.2.1: Type of digital system



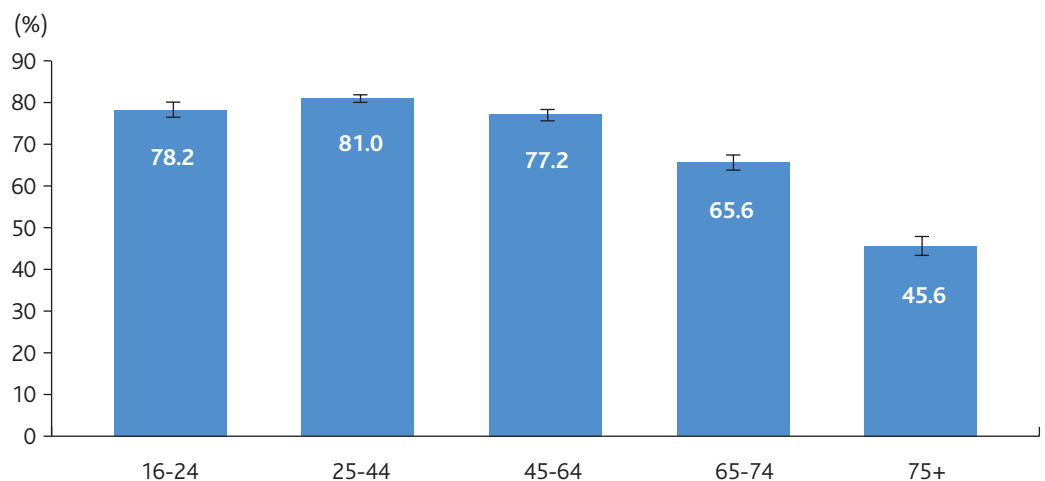
²⁴ Terrestrial channels include BBC1, BBC2, ITV/channel 3, channel 4 and channel 5.

Demographic variations

AGE (Figure 10.2.2):

- Adults in the oldest age group had significantly lower rates of connection than all other age groups.
- Adults aged 65-74 had significantly lower rates of connection than all other age groups, except for those in the oldest age group.
- Adults aged 25-44 had significantly higher rates of connection than those aged 16-24 and 45-64.

Figure 10.2.2: Connection by age group



GENDER (Table 10.2.3):

- Males had significantly higher rates of connection than females.

Table 10.2.3: Connection by gender

	Percentage	Range (%)
Male	76.5	75.6-77.4
Female	72.9	72.1-73.8

DISABILITY/ILLNESS (Table 10.2.4):

- Adults with a limiting disability/illness had significantly lower rates of connection than both those with a non-limiting and no disability/illness.

Table 10.2.4: Connection by disability/illness

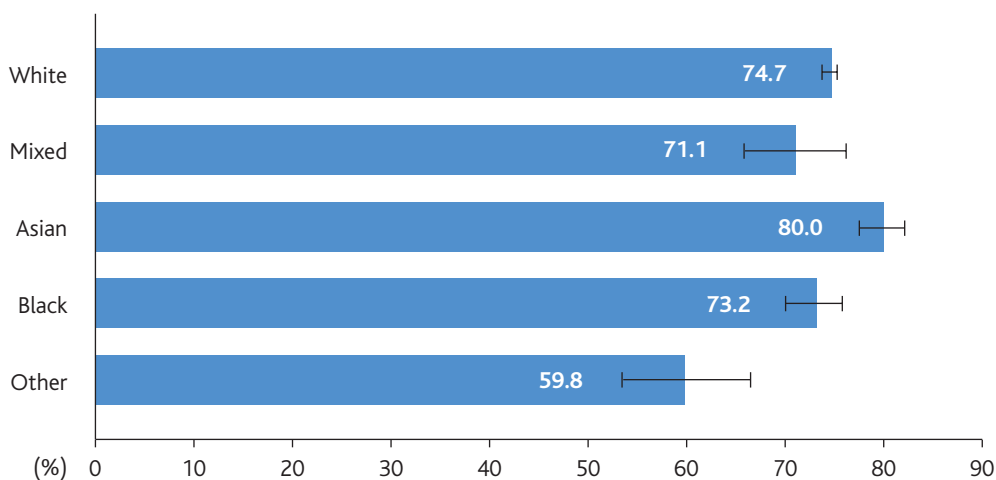
	Percentage	Range (%)
Limiting disability/illness	68.4	67.0-69.7
Non-limiting disability/illness	76.6	74.3-78.8
No disability/illness	76.4	75.7-77.1

ETHNICITY (Figure 10.2.5):

- Adults from Other ethnic backgrounds had significantly lower rates of connection than all of the remaining ethnic groups.

- Adults from Asian ethnic backgrounds had significantly higher rates of connection than all of the remaining ethnic groups.

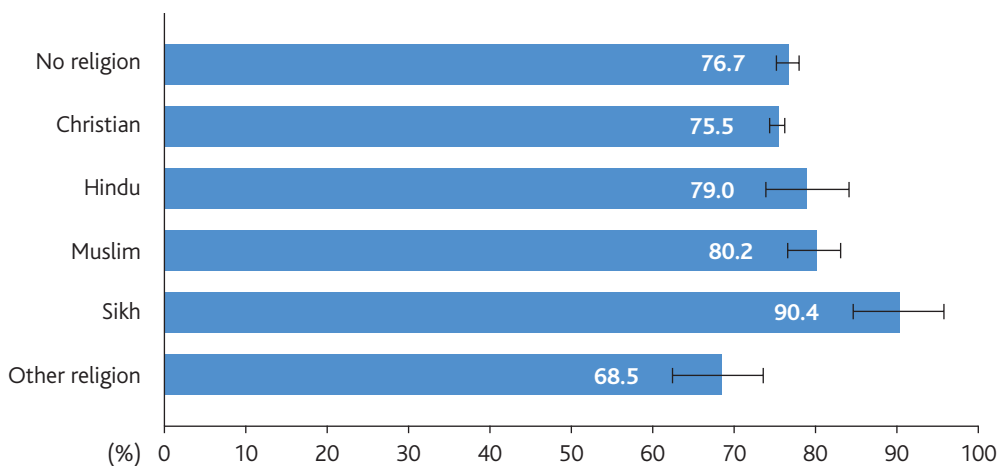
Figure 10.2.5: Connection by ethnicity



RELIGION (Figure 10.2.6):

- Adults who reported their religion as Sikh had significantly higher rates of connection than all of the remaining groups.
- Adults who reported their religion as Other had significantly lower rates of connection than all of the remaining groups.
- Adults who reported their religion as Christian had significantly lower rates of connection than those who reported their religion as Muslim.

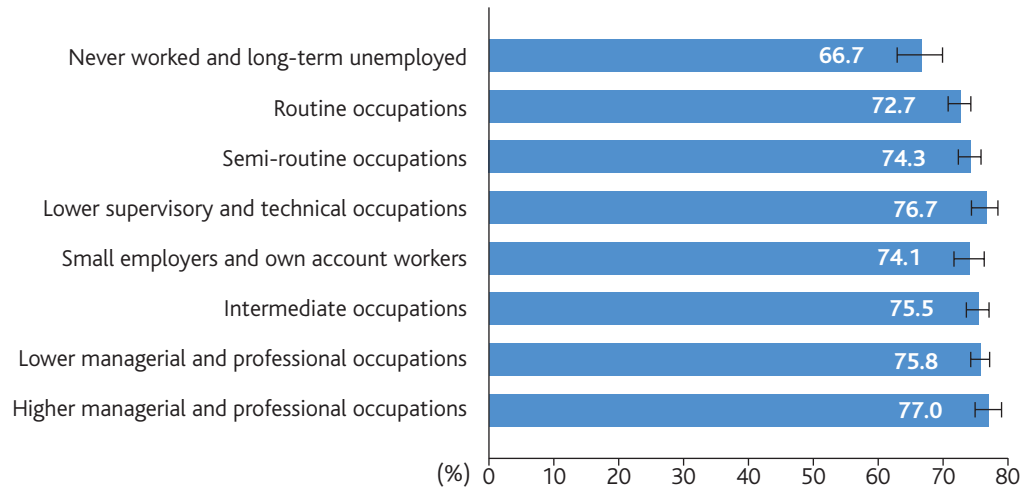
Figure 10.2.6: Connection by religion



SOCIO-ECONOMIC GROUP (Figure 10.2.7):

- Adults who have never worked or are long-term unemployed had significantly lower rates of connection than all other groups.
- Adults from routine occupations had significantly lower rates of connection than those from lower supervisory and technical, intermediate, and higher and lower managerial and professional occupations.
- Adults from higher managerial and professional occupations had significantly higher rates of connection than those from semi-routine occupations.

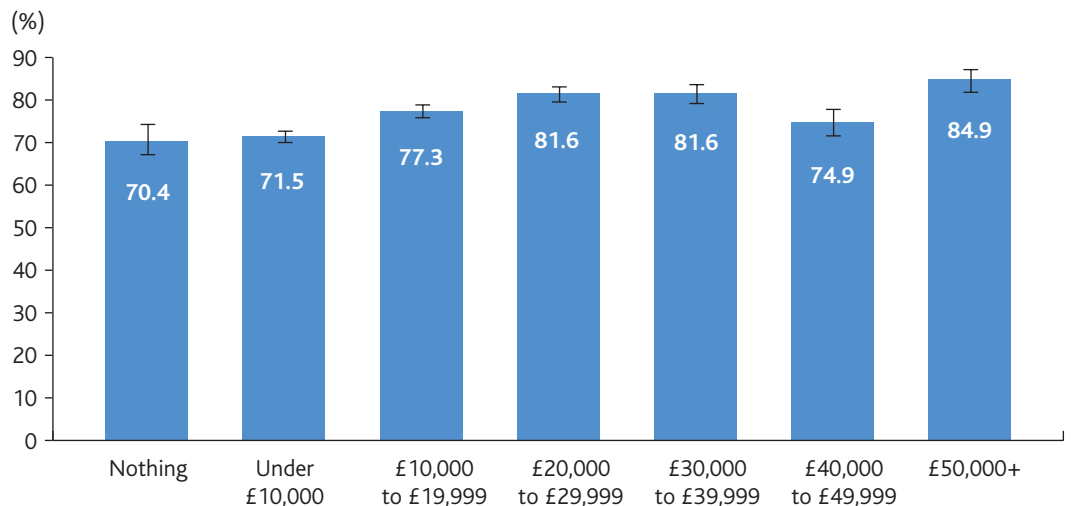
Figure 10.2.7: Connection by socio-economic group



PERSONAL INCOME (Figure 10.2.8):

- Adults who earn nothing had significantly lower rates of connection than all other groups, except for those earning under £10,000.
- Adults earning £50,000 or more had significantly higher rates of connection than all other groups, except for those who earn between £20,000 and £29,999 and between £30,000 and £39,999.
- Adults earning under £10,000 had significantly lower rates of connection than all other groups, except for those who earn between £40,000 and £49,999 and those who earn nothing.
- Adults who earn between £20,000 and £29,999 and between £30,000 and £39,999 had significantly higher rates of connection than both those who earn between £10,000 and £19,999 and between £40,000 and £49,999.

Figure 10.2.8: Connection by personal income



TENURE (Table 10.2.9):

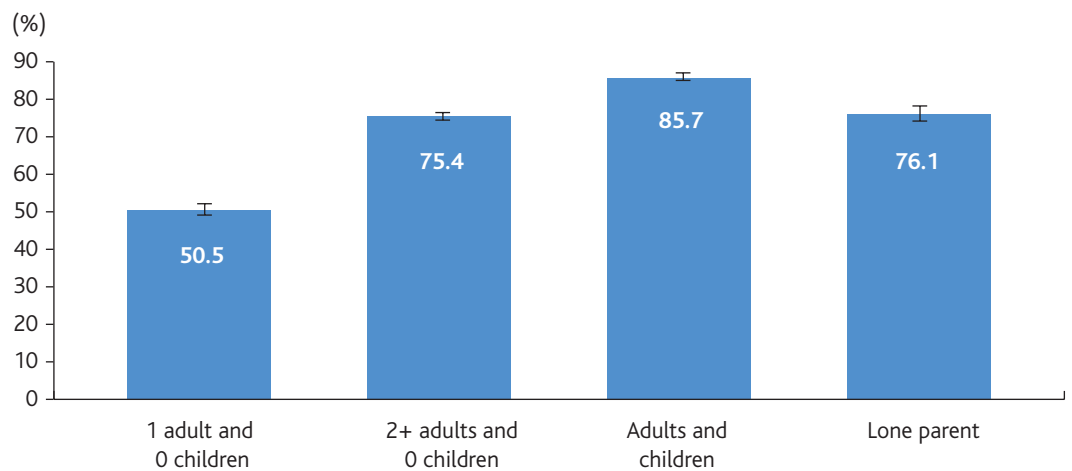
- Adults who rent from the private sector had significantly lower rates of connection than both those who rent from the social sector and owner occupiers.
- Adults who rent from the social sector had significantly lower rates of connection than owner occupiers.

Table 10.2.9: Connection by tenure

	Percentage	Range (%)
Owners	77.6	76.9-78.3
Social rented sector	68.5	66.9-70.0
Private rented sector	65.9	63.9-67.9

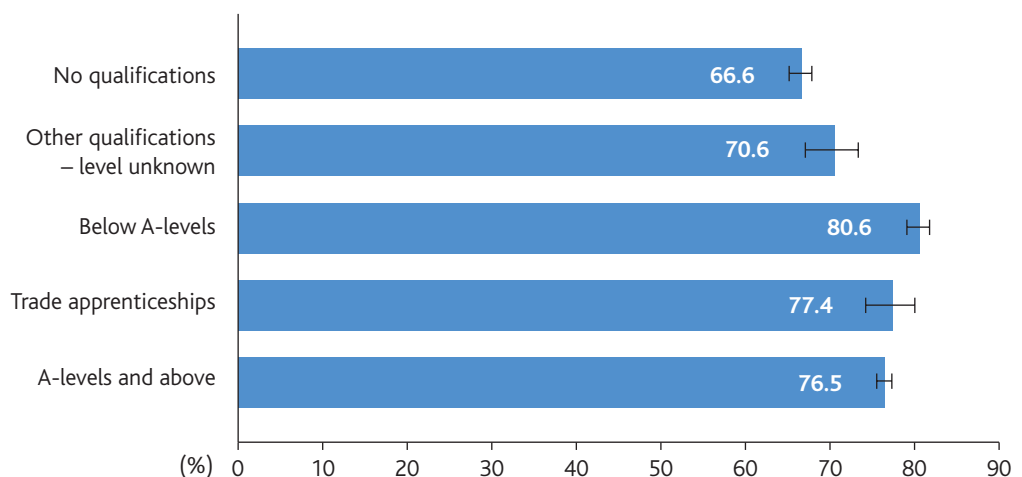
HOUSEHOLD STRUCTURE (Figure 10.2.10):

- Adults living in single adult households (1 adult and 0 children) had significantly lower rates of connection than all other groups.
- Adults living in households with adults and children had significantly higher rates of connection than all other groups.

Figure 10.2.10: Connection by household structure

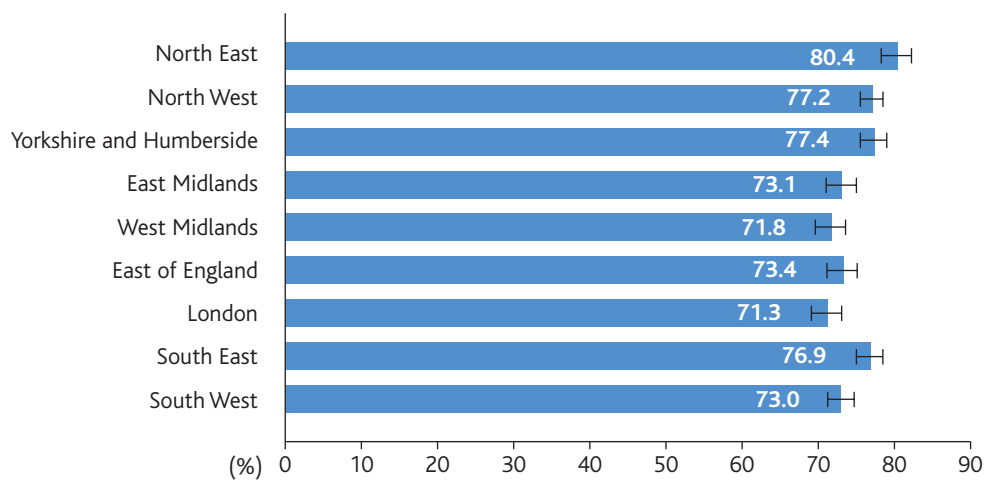
QUALIFICATIONS (Figure 10.2.11):

- Adults with no formal qualifications had significantly lower rates of connection than those with some form of qualification.
- Adults with below A-level qualifications had significantly higher rates of connection than all other groups.
- Adults with some form of other qualification (the level of which is unknown) had significantly lower rates of connection than both those with trade apprenticeships and A-levels or above.

Figure 10.2.11: Connection by qualifications

GOVERNMENT OFFICE REGION (Figure 10.2.12):

- Adults living in the North East had significantly higher rates of connection than those living in all other English regions.
- Adults living in Yorkshire and Humberside had significantly higher rates of connection than those living in all other English regions, except the North East and the North West.
- Adults living in the North West had significantly higher rates of connection than those living in all other English regions, except for Yorkshire and Humberside and the North East.
- Adults living in the South East had significantly higher rates of connection than those living in all other English regions, except for the North East, the North West and Yorkshire and Humberside.

Figure 10.2.12: Connection by Government Office region

AREA TYPE (Table 10.2.13):

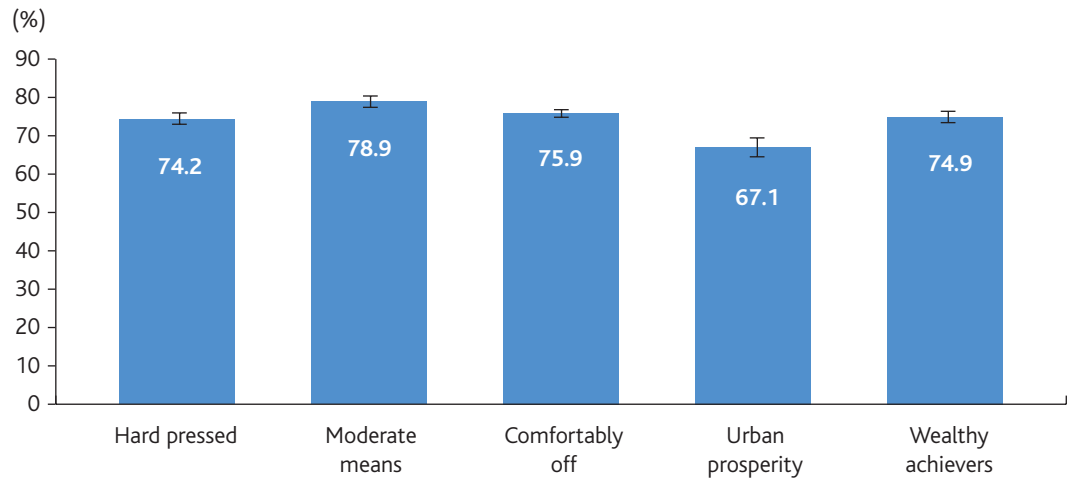
- Adults living in urban areas had significantly higher rates of connection than those living in rural areas.

Table 10.2.13: Connection by area type

	Percentage	Range (%)
Urban	75.8	75.2-76.5
Rural	69.9	68.5-71.4

ACORN CATEGORY (Figure 10.2.14):

- Adults living in 'urban prosperity' neighbourhoods had significantly lower rates of connection than those living in all other neighbourhood types.
- Adults living in 'moderate means' neighbourhoods had significantly higher rates of connection than those living in all other neighbourhood types.

Figure 10.2.14: Connection by ACORN category

Intention to switch

A quarter (25%) of all adults live in a household where the main television is not connected to a digital system. Of which, just under one-fifth (19%) plan to be connected during the next twelve months.

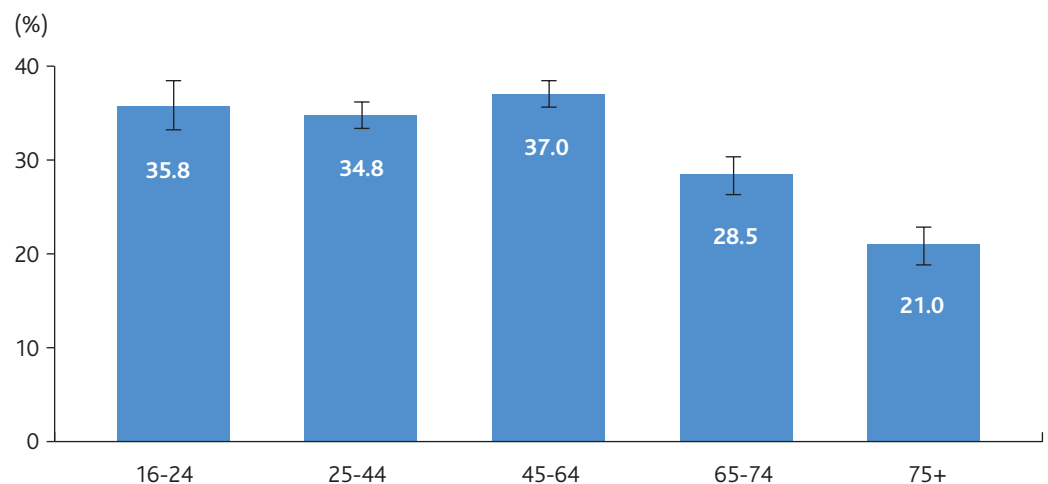
10.3 Digital Radio

The data show that 34 per cent of all adults live in a household where there is at least one digital radio.

Demographic variations

AGE (Figure 10.3.1):

- Adults in the oldest age group had significantly lower rates of ownership than all other age groups.
- Adults aged 65-74 had significantly lower rates of ownership than all other age groups, except for those in the oldest age group.
- Adults aged 25-44 had significantly lower rates of ownership than those aged 45-64.

Figure 10.3.1: Ownership by age group

GENDER (Table 10.3.2):

- Males had significantly higher rates of ownership than females.

Table 10.3.2: Ownership by gender

	Percentage	Range (%)
Male	34.6	33.4-35.7
Female	32.9	31.8-33.9

DISABILITY/ILLNESS (Table 10.3.3):

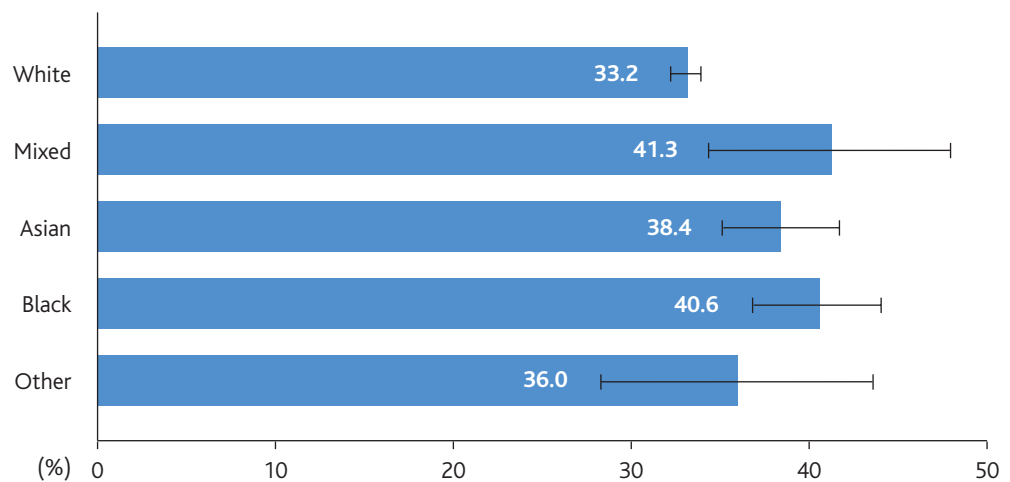
- Adults with a limiting disability/illness had significantly lower rates of ownership than both those with a non-limiting and no disability/illness.

Table 10.3.3: Ownership by disability/illness

	Percentage	Range (%)
Limiting disability/illness	30.4	28.8-31.9
Non-limiting disability/illness	34.2	31.4-37.1
No disability/illness	34.7	33.7-35.6

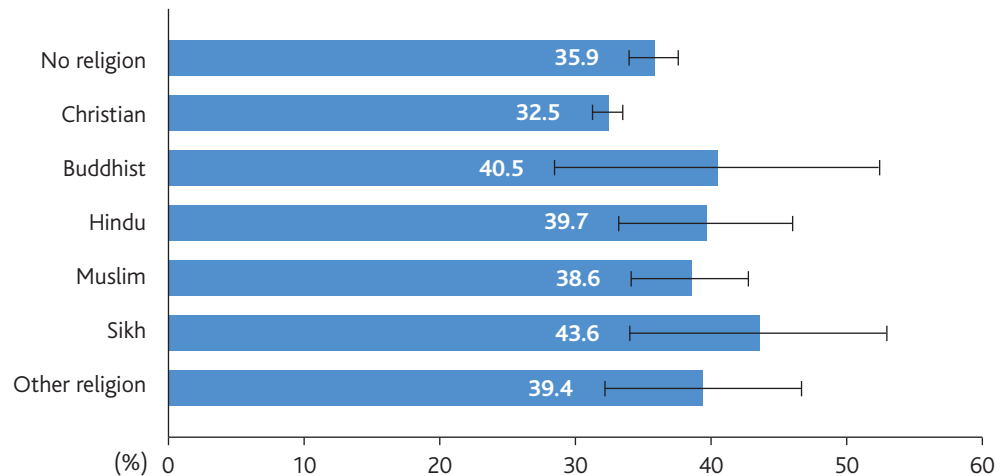
ETHNICITY (Figure 10.3.4):

- Adults from White ethnic backgrounds had significantly lower rates of ownership than all of the remaining ethnic groups, except for those from Other ethnic backgrounds.

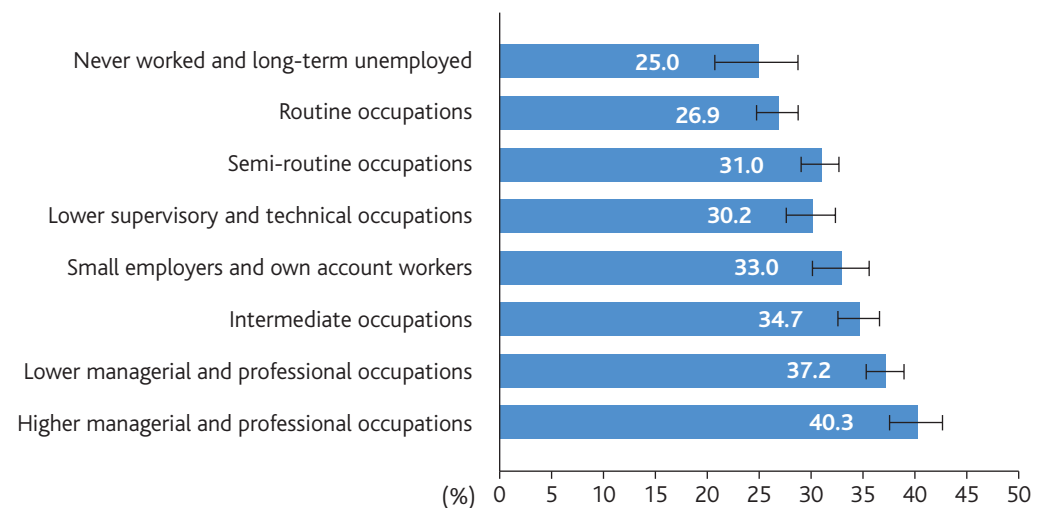
Figure 10.3.4: Ownership by ethnicity

RELIGION (Figure 10.3.5):

- Adults who reported their religion as Christian had significantly lower rates of ownership than all of the remaining groups, except for those who reported their religion as Buddhist or Other.

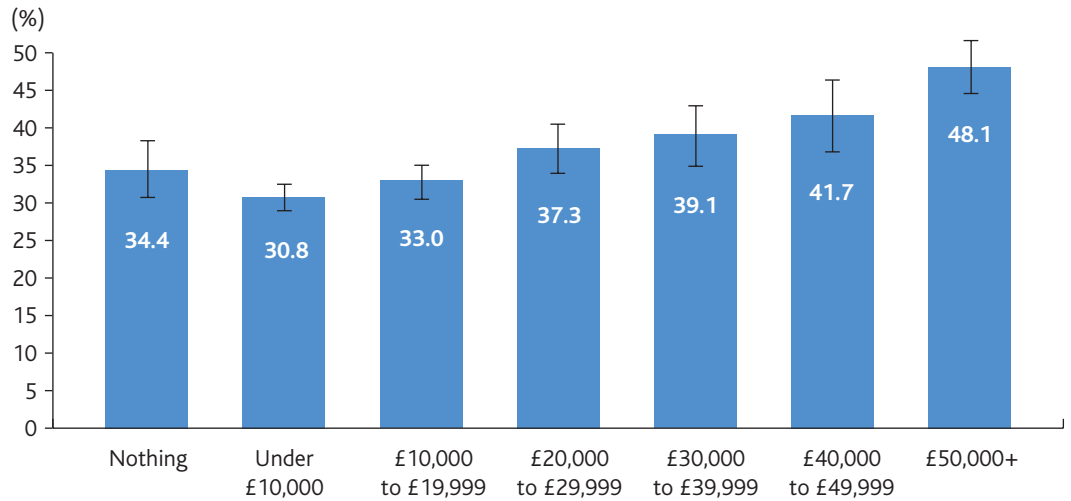
Figure 10.3.5: Ownership by religion**SOCIO-ECONOMIC GROUP (Figure 10.3.6):**

- Adults from higher and lower managerial and professional occupations had significantly higher rates of ownership than all other groups, except for those from lower managerial and professional occupations.
- Adults from routine occupations and those who have never worked or are long-term unemployed had significantly lower rates of ownership than all other groups.
- Adults from intermediate occupations had significantly higher rates of ownership than those from both lower supervisory and technical, and semi-routine occupations.

Figure 10.3.6: Ownership by socio-economic group**PERSONAL INCOME (Figure 10.3.7):**

- Adults earning under £10,000 had significantly lower rates of ownership than those in all higher income groups.
- Adults earning £50,000 or more had significantly higher rates of ownership than all other groups, except those earning between £40,000 and £49,999.
- Adults earning between £10,000 and £19,999 had significantly lower rates of ownership than those in all higher income groups.
- Adults who earn between £40,000 and £49,999 had significantly higher rates of ownership than those who earn nothing.

Figure 10.3.7: Ownership by personal income



TENURE (Table 10.3.8):

- Adults who rent from the social sector had significantly lower rates of ownership than both those who rent from the private sector and owner occupiers.

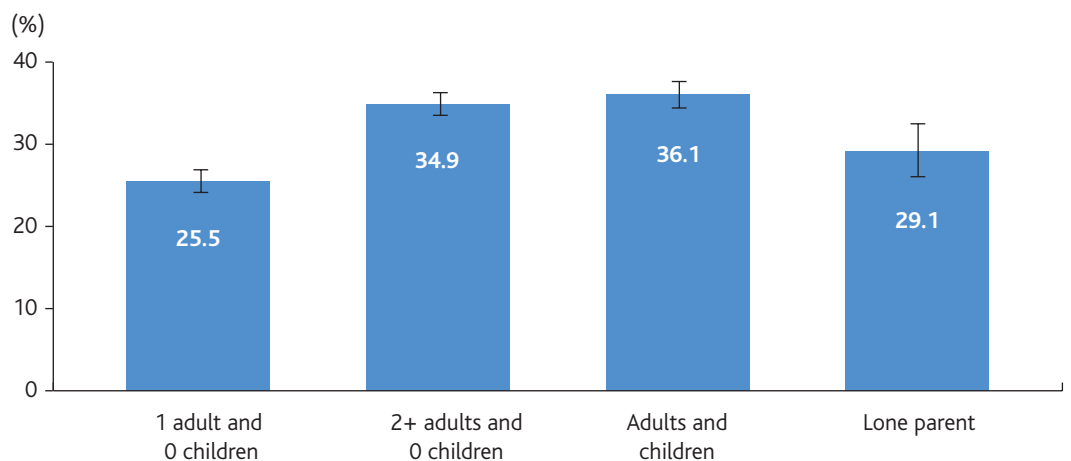
Table 10.3.8: Ownership by tenure

	Percentage	Range (%)
Owners	34.9	34.0-35.9
Social rented sector	28.9	27.1-30.6
Private rented sector	32.5	30.1-34.9

HOUSEHOLD STRUCTURE (Figure 10.3.9):

- Adults living in single adult households (1 adult and 0 children) had significantly lower rates of ownership than all other groups.
- Adults living in lone parent households had significantly lower rates of ownership than those living in households with more than one adult (2+ adults & 0 children; adults and children).

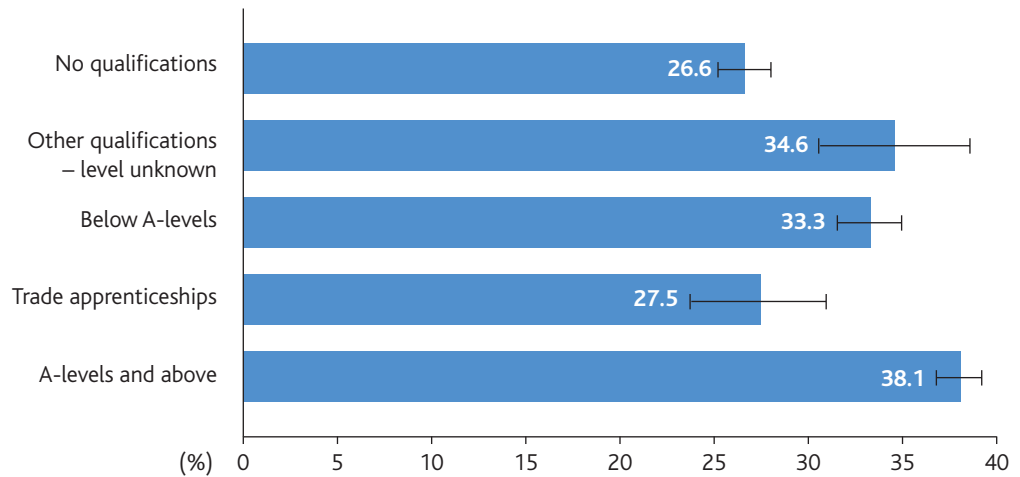
Figure 10.3.9: Ownership by household structure



QUALIFICATIONS (Figure 10.3.10):

- Adults with A-levels or above had significantly higher rates of ownership than all other groups, except for those with some form of other qualification (the level of which is unknown).
- Adults with trade apprenticeships and no formal qualifications had significantly lower rates of ownership than all other groups.

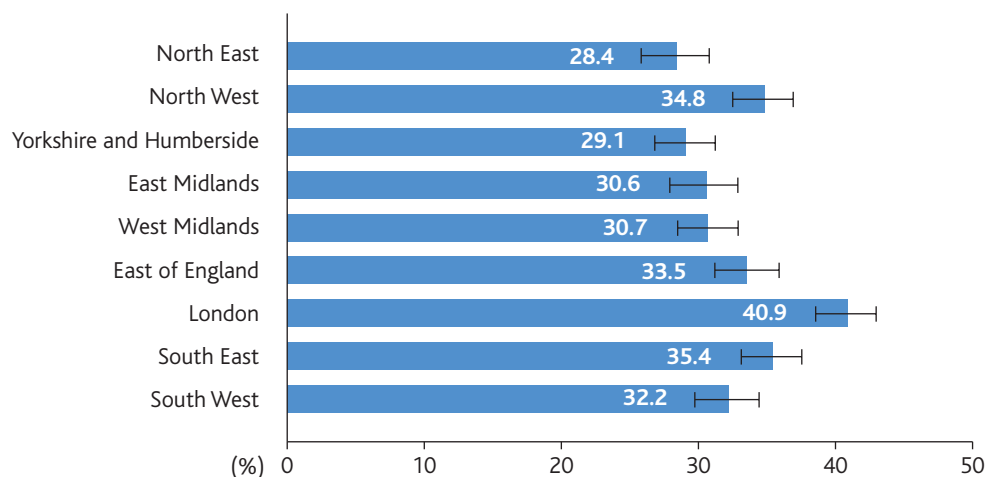
Figure 10.3.10: Ownership by qualifications



GOVERNMENT OFFICE REGION (Figure 10.3.11):

- Adults living in London had significantly higher rates of ownership than those living in all other English regions.
- Adults living in the North West had significantly higher rates of ownership than those living in Yorkshire and Humberside, the East Midlands, the West Midlands and the North East.
- Adults living in the South East had significantly higher rates of ownership than those living in the North East, the South West, the East Midlands, the West Midlands and Yorkshire and Humberside.
- Adults living in the East of England had significantly higher rates of ownership than those living in Yorkshire and Humberside and the North East.
- Adults living in the North East had significantly lower rates of ownership than those living in the South West.

Figure 10.3.11: Ownership by Government Office region

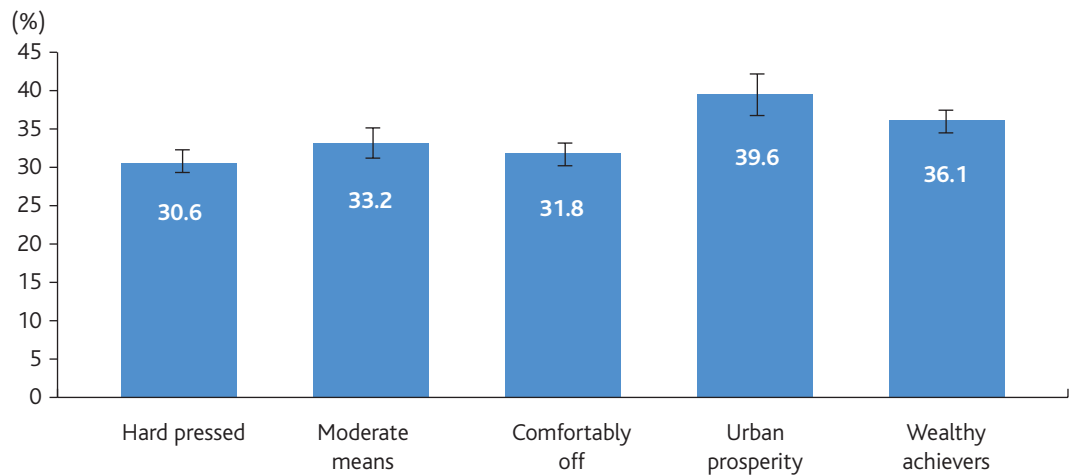


AREA TYPE:

- There was no significant difference in the rates of ownership between adults living in urban and rural areas (34% and 32% respectively).

ACORN CATEGORY (Figure 10.3.12):

- Adults living in 'urban prosperity' neighbourhoods had significantly higher rates of ownership than those living in all other neighbourhood types.
- Adults living in 'wealthy achievers' neighbourhoods had significantly higher rates of ownership than those living in all other neighbourhood types, except for those living in 'urban prosperity'.

Figure 10.3.12: Ownership by ACORN category**Intention to purchase**

Of all adults, over one-tenth (13%) have plans to buy a digital radio during the next twelve months.