

Date **12th August 2004**

Project Name **DTI**

Project/Ref no. **205764**

Subject **Questionnaire Listing and Frequency Tables**

Introduction Section

Interviewer, please enter your initials.

Telephone

Date

Good afternoon/evening. My name is working on behalf of Steer Davies Gleave, an independent research company. We are carrying out a survey for the Department of Trade and Industry (DTI), about the future possibilities for Digital Television in the UK.

How many TV sets do you have in your household?

Number of TV Sets	Frequency	Percent	Cumulative
1	453	22.4	22.4
2	805	39.9	62.3
3	448	22.2	84.5
4	207	10.3	94.8
5	82	4.1	98.8
6	16	0.8	99.6
7	6	0.3	99.9
9	1	0.1	100.0
12	1	0.1	100.0
Total	2,019	100.0	

Are you involved in making the decisions about television-related spending in your household?

	Frequency	Percent	Cumulative
Yes	2,019	100.0	100.0
Total	2,019	100.0	

How many of your TV sets receive Digital Terrestrial? (Freeview, old On Digital, old ITV Digital)

Number of TV sets with Digital	Frequency	Percent	Cumulative
0	1,155	73.8	73.6
1	348	22.2	96.0
2	49	3.1	99.1
3	8	0.5	99.6
4	3	0.2	99.8
5	1	0.1	99.9
6	1	0.1	100.0
7	1	0.1	100.0
Total	1,566	100.0	

How many of your TV sets receive Cable TV services? (NTL, Telewest)

Number of TV sets with Cable	Frequency	Percent	Cumulative
0	1,226	78.3	78.3
1	261	16.7	95.0
2	63	4.0	99.0
3	12	0.8	99.7
4	2	0.1	99.9
5	2	0.1	100.00
Total	1,566	100.0	

How many of your TV sets receive Satellite TV services? (BSkyB)

Number of TV sets with Satellite	Frequency	Percent	Cumulative
0	1,160	74.1	74.1
1	306	19.5	93.6
2	65	4.2	97.8
3	15	1.0	98.7
4	14	0.9	99.6
5	1	0.1	99.7
6	4	0.3	99.9
7	1	0.1	100.0
Total	1,566	100.0	

How many of your TV sets receive Standard Terrestrial (Analogue) only? (BBC1, BBC2, ITV, Channel 4/S4C, and Five)

Number of standard analogue TV sets	Frequency	Percent	Cumulative
0	165	10.5	10.5
1	438	28.0	38.5
2	625	39.9	78.4
3	242	15.5	93.9
4	69	4.4	98.3
5	23	1.5	99.7
6	2	0.1	99.9
8	1	0.1	99.9
12	1	0.1	100.0
Total	1,566	100.0	

Which of the following do you receive on your MAIN TV set?

	Frequency	Percent	Cumulative
Digital Terrestrial	404	20.0	20.0
Cable	405	20.1	40.1
Satellite	416	20.6	60.7
Terrestrial	794	39.3	100.0
Total	2,019	100.0	

Do you know about the TV packages you subscribe to ?

	Frequency	Percent	Cumulative
Yes	1,225	100.0	100.0
Total	1,225	100.0	

Is your main TV set.....

	Frequency	Percent	Cumulative
your own	1,927	95.4	95.4
Rented	92	4.6	100.0
Total	2,019	100.0	

What type of TV set is your MAIN TV?

	Frequency	Percent	Cumulative
Normal	1,462	72.4	72.4
Flat screen e.g. lcd and plasma	550	27.2	99.7
Other (specify)	2	0.1	99.8
Widescreen	5	0.3	100.0
Total	2,019	100.0	

How large is your MAIN TV?

	Frequency	Percent	Cumulative
14" or less (portable size)	64	3.2	3.2
15 - 20"	233	11.5	14.7
21 - 27"	866	42.9	57.6
28" (widescreen tvs)	613	30.4	88.0
32" or above (widescreen tvs)	243	12.0	100.0
Total	2,019	100.0	

Is your TV a widescreen TV? (Interviewer - if unsure tick No)

	Frequency	Percent	Cumulative
Yes	895	44.3	44.3
No	1,124	55.7	100.0
Total	2,019	100.0	

How many video cassette recorders (VCRs) are there in your home?

	Frequency	Percent	Cumulative
0	189	9.4	9.4
1	1,090	54.1	63.4
2	527	26.1	89.6
3	158	7.8	97.4
4	46	2.3	99.7
5	6	0.3	100.0
Total	2,016	100.0	

Digital Terrestrial specific questions

I would now like to ask you some questions about your Digital Terrestrial / Freeview service received on your main TV set.

Does your digital TV have.....

	Frequency	Percent	Cumulative
Set top box	347	85.9	85.9
Integrated digital set	57	14.1	100.0
Total	404	100.0	

Do you subscribe to any additional digital terrestrial channels using Top-Up TV? (Interviewer - i.e. You will receive channel E4)

	Frequency	Percent	Cumulative
Yes	28	6.9	6.9
No	376	93.1	100.0
Total	404	100.0	

Do you subscribe to the stand alone channel?

	Frequency	Percent	Cumulative
Yes	4	14.3	14.3
No	24	85.7	100.0
Total	28	100.0	

Approximately how much did you have to spend in total to get Freeview INSTALLED?

(include the cost of any aerial survey, aerial upgrade, set-top box(es) or additional money spent on an integrated digital TV over the cost of a normal TV)

RECORD POUNDS ONLY. IF RESPONDENT IS NOT SURE KEY MINUS 999 (-999)

Variable	Obs	Mean	Std. Dev.	Min	Max
Freeview Installation Cost	359	60.6	40.3	0	175

In this and subsequent tables those respondents coded as -999 have been excluded as have any outliers as this had a significant effect on the results.

Approximately how much did you have to spend in total to get Freeview INSTALLED?

Was it.....(READ OUT)

	Frequency	Percent	Cumulative
less than £25	22	19.9	19.8
between £25-49	15	13.5	33.3
£50-£74	30	27.0	60.4
£75-£99	29	26.1	86.5
£100-£149	13	11.7	98.2
£150-£199	2	1.8	100.0
Total	111	100.0	

**How many CHANNELS do you receive in total?
IF RESPONDENT UNSURE KEY MINUS 999 (-999)**

Variable	Obs	Mean	Std. Dev.	Min	Max
Freeview Number of channels	336	29.0	16.2	10	80

**How many CHANNELS do you receive in total?
Is it.....(READ OUT)**

	Frequency	Percent	Cumulative
less than 20	77	37.6	37.6
between 20-49	105	51.2	88.8
50-74	23	11.2	100.0
Total	205	100.0	

Cable specific questions

Is it digital cable? For example, do you receive BBC3 or BBC4?

	Frequency	Percent	Cumulative
yes	310	76.5	76.5
no	95	23.5	100.0
Total	405	100.0	

Which cable operator do you subscribe to ?

	Frequency	Percent	Cumulative
ntl	256	63.2	63.2
telewest	132	32.6	95.8
don't know	12	3.0	98.8
other (specify)	4	1.0	99.6
london	1	0.3	100.0
Total	405	100.0	

Which NTL package do you subscribe to?

	Frequency	Percent	Cumulative
basic package	138	53.9	53.9
family package	95	37.1	91.0
don't know	18	7.0	98.1
other (specify)	2	0.8	98.8
full	2	0.8	99.6
sports	1	0.4	100.0
Total	256	100.0	

Which Telewest package do you subscribe to ?

	Frequency	Percent	Cumulative
starter	34	25.8	25.8
essential	42	31.8	57.6
supreme	27	20.5	78.0
don't know	27	20.5	98.5
full package with every channel	1	0.8	99.2
telewest broadband	1	0.8	100.0
Total	132	100.0	

Does your package include any of the following.....

	Frequency	Percent	Cumulative
phone calls	145	35.8	35.8
broadband/internet	38	9.4	45.2
Phone calls and broadband internet	106	26.2	71.4
none of the above	97	24.0	95.3
don't know	19	4.7	100.0
Total	405	100.0	

Do you subscribe to any of the premium packages (i.e. Sky Sports or Sky Movies)

	Frequency	Percent	Cumulative
yes	116	28.6	28.6
no	289	71.4	100.0
Total	405	100.0	

Which premium packages do you subscribe to?

	Frequency	Percent	Cumulative
Sky Sports (i.e. Sky Sports 1/2/3)	1,975	19.8	19.8
Sky Movie pack (Sky Movies)	2,005	20.1	39.9
Sky Movies & Sky Sports pack	1,960	19.7	59.6
Sky Premier	2,008	20.2	79.8
Don't know	2,018	20.3	100.0
Total	9,966	100.0	

Do you receive any stand alone channels? (e.g. Film Four, Manchester United, Playboy TV)

	Frequency	Percent	Cumulative
yes	16	4.0	4.0
no	389	96.0	100.0
Total	405	100.0	

**How many stand alone channels do you subscribe to?
(Interviewer - Film Four & Asian Packages assumed as 1 additional package)**

	Frequency	Percent	Cumulative
1	14	87.5	87.5
2	1	6.3	93.8
3	1	6.3	100.0
Total	16	100.0	

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What is the extra cost you pay per month for these stand alone channels?

IF RESPONDENT IS NOT SURE KEY MINUS 999 (-999)

Do you have an additional set top box?

(Interviewer - this allows you to watch different channels on different TVs at the same time)

Variable	Obs	Mean	Std. Dev.	Min	Max
ccoststa	15	11.7	16.0	0	55

Approximately how much did you have to spend in total to get your cable services INSTALLED?

(not including your monthly subscription)

IF RESPONDENT IS NOT SURE KEY MINUS 999 (-999)

Variable	Obs	Mean	Std. Dev.	Min	Max
C_Inst2	373	19.6	22.8	0	70

Approximately how much did you have to spend in total to get your cable services INSTALLED?

Was it..... READ OUT

	Frequency	Percent	Cumulative
less than £25	90	53.3	53.3
between £25-49	43	25.4	78.7
£50-£74	27	16.0	94.7
£75-£99	9	5.3	100.0
Total	169	100.0	

How many CHANNELS do you receive?

KEY MINUS 999 (-999) IF RESPONDENT IS NOT SURE

Variable	Obs	Mean	Std. Dev.	Min	Max
C_Ch_2	361	57.6	44.7	10	200

**How many CHANNELS do you receive?
Is it.....(READ OUT)**

	Frequency	Percent	Cumulative
less than 20	39	16.6	16.6
between 20-49	97	41.3	57.9
50-74	42	17.9	75.7
75-99	22	9.4	85.1
100-149	28	11.9	97.0
150-199	7	3.0	100.0
Total	235	100.0	

**How much is your regular MONTHLY SUBSCRIPTION for your main TV set?
(include any additional premiums or stand alone channels that you pay a fixed cost per month for. DO NOT include payments for pay-per-view or events)**

RECORD EXACT AMOUNT. IF RESPONDENT UNSURE KEY MINUS 999 (-999)

Variable	Obs	Mean	Std. Dev.	Min	Max
C_Sub_2	366	30.6	13.4	10	70

How much is your regular MONTHLY SUBSCRIPTION for your main TV set? Is it.....(READ OUT)

	Frequency	Percent	Cumulative
£10-£19	28	29.2	29.2
£20-£29	34	35.4	64.6
£30-£39	17	17.7	82.3
£40-£49	12	12.5	94.8
£50-£69	5	5.2	100.0
Total	96	100.0	

**Does anyone in your household watch pay-per-view?
(one off programmes such as movies or sports events that you purchase to see once only)**

	Frequency	Percent	Cumulative
yes	87	21.5	21.5
no	318	78.5	100.0
Total	405	100.0	

**On average, how much does your household spend each month on pay-per-view?
(not including subscription costs)
IF RESPONDENT IS NOT SURE KEY MINUS 999 (-999)**

Variable	Obs	Mean	Std. Dev.	Min	Max
ccostppv	77	11.0	45.2	0	400

You mentioned that phone calls / Internet were included in your package. Approximately how much would you be willing to spend on phone calls / Internet per month if you had to pay for phone calls / Internet separately?

Variable	Obs	Mean	Std. Dev.	Min	Max
ccostext	173	15.5	11.9	0	100

The wording of the question varied depending on what package extras the respondent receives.

You mentioned that broadband/Internet and phone calls were included in your package. Approximately how much would you be willing to spend on these per month if you had to pay for them separately?

Firstly phone calls..... IF UNSURE KEY MINUS 999 (-999)

Variable	Obs	Mean	Std. Dev.	Min	Max
C_Phone	359	8.9	10.4	0	40

And Broadband..... IF UNSURE KEY MINUS 999 (-999)

Variable	Obs	Mean	Std. Dev.	Min	Max
C_Internet	97	17.2	4.9	5	25

Satellite specific questions
Which of the following do you receive?

	Frequency	Percent	Cumulative
free to air	15	3.6	3.6
monthly subscriptions	401	96.4	100.0
Total	416	100.0	

Do you subscribe to any of the premium packages (e.g. movies/sports)

	Frequency	Percent	Cumulative
yes	244	60.9	60.9
no	157	39.2	100.0
Total	401	100.0	

Which satellite premium packages do you subscribe to?

	Frequency	Percent	Cumulative
1 premium channel	56	23.0	23.0
2 premium channels	18	7.4	30.3
3 premium channels	14	5.7	36.1
all sky packages - sky world	146	59.8	95.9
don't know	10	4.1	100.0
Total	244	100.0	

Do you subscribe to any stand alone channels? (e.g. Film Four, Manchester United, Playboy TV etc)

	Frequency	Percent	Cumulative
yes	20	5.0	5.0
no	381	95.0	100.0
Total	401	100.0	

**How many stand alone channels do you subscribe to?
(Interviewer - Film Four & Asian Packages assumed as 1 additional package)**

	Frequency	Percent	Cumulative
1	16	80.0	80.0
2	2	10.0	90.0
3	2	10.0	100.0
Total	20	100.0	

**What is the extra cost you pay per month for these stand alone channels?
IF RESPONDENT IS NOT SURE KEY MINUS 999 (-999)**

Variable	Obs	Mean	Std Dev.	Min	Max
scoststa	18	5.1	1.1	3	6

Do you subscribe to the family package, which offers additional children's channels?

	Frequency	Percent	Cumulative
yes	140	34.9	34.9
no	261	65.1	100.0
Total	401	100.0	

Do you have Sky Plus?

Sky Plus allows you to record programs from one digital channel (without tapes) whilst watching another.

	Frequency	Percent	Cumulative
yes	46	11.1	11.1
no	370	88.9	100.0
Total	416	100.0	

Do you have an additional set top box?

(Interviewer - this allows you to watch different channels on different TVs at the same time)

	Frequency	Percent	Cumulative
yes	22	22.0	22.0
no	78	78.0	100.0
Total	100	100.0	

Approximately how much did you have to spend in total to get your satellite services INSTALLED?

(include the cost of any satellite dish, adaptors, digibox or other set-top box, and any other installation fees)

**RECORD POUNDS ONLY. IF UNSURE KEY MINUS 999 (-999)
IF INSTALLATION WAS FREE KEY 00**

Variable	Obs	Mean	Std. Dev.	Min	Max
S_Inst2	379	44.3	42.5	0	175

Approximately how much did you have to spend in total to get your satellite services INSTALLED? Was it..... READ OUT

	Frequency	Percent	Cumulative
less than £25	44	26.5	26.5
between £25-49	40	24.1	50.6
£50-£74	31	18.7	69.3
£75-£99	12	7.2	76.5
£100-£149	31	18.7	95.2
£150-£199	8	4.8	100.0
Total	166	100.0	

How many CHANNELS do you receive? KEY MINUS 999 (-999) IF RESPONDENT IS NOT SURE

Variable	Obs	Mean	Std. Dev.	Min	Max
S_Ch_2	350	140.7	91.3	35	500

How many CHANNELS do you receive? Is it.....(READ OUT)

	Frequency	Percent	Cumulative
less than 20	15	5.1	5.1
between 20-49	45	15.3	20.3
50-74	41	13.9	34.2
75-99	45	15.3	49.5
100-149	59	20.0	69.5
150-199	23	7.8	77.3
200 or more	67	22.7	100.0
Total	295	100.0	

**How much is your regular MONTHLY SUBSCRIPTION for your main TV set?
(include all TV sets, any additional set-top boxes and any additional premium or stand alone channels for which you pay a fixed cost per month. DO NOT include payments for pay-per-view programmes or events) RECORD EXACT AMOUNT. IF RESPONDENT UNSURE KEY MINUS 999 (-999)**

Variable	Obs	Mean	Std. Dev.	Min	Max
S_Sub_2	387	33.2	9.9	15	60

How much is your regular MONTHLY SUBSCRIPTION for your main TV set? Is it.....(READ OUT)

	Frequency	Percent	Cumulative
10-19	21	23.9	23.9
20-29	19	21.6	45.5
30-39	27	30.7	76.1
40-49	20	22.7	98.9
50-69	1	1.1	100.0
Total	88	100.0	

Does anyone in your household watch pay-per-view? (one off programmes such as movies or sports events that you purchase to see once only)

	Frequency	Percent	Cumulative
Yes	103	24.8	24.8
No	313	75.2	100.0
Total	416	100.0	

On average how much does your household spend each month on pay-per-view? (Not including subscriptions costs)

	Obs	Mean	Std. Dev	Min	Max
scostppv	100	6.54	6.2	0	50

Respondents with digital terrestrial, cable or satellite

Do you currently use any of the following interactive features from your digital TV service (usually associated with the red button) READ OUT, CODE ALL THAT APPLY

	Freq.	Percent	Cum.
Multiple camera angles	140	9.9	9.9
Voting or answering (Big Brother or WWTBAM etc)	126	8.9	18.9
Gaming	103	7.3	26.2
Digital Text, e.g. BBCi	140	9.9	36.1
None	901	63.9	100.0
Total	1410	100.0	

How long have you had multi-channel TV? (i.e. more than the standard 5 channels)

Variable	Obs	Mean	Std. Dev.	Min	Max
yrs	1213	4.2	3.7	0	20

Variable	Obs	Mean	Std. Dev.	Min	Max
mths	1225	1.3	2.6	0	11

All respondents
**When did you last consider changing the TV service on your main TV set?
(i.e. changing to digital from analogue or changing your service provider)**

	Frequency	Percent	Cumulative
I/we are considering it now	146	7.2	7.2
In the last six months	149	7.4	14.6
In the last year	107	5.3	19.9
In the last two years	67	3.3	23.2
In the last three years	24	1.2	24.4
More than three years	74	3.7	28.1
Never considered	1452	71.9	100.0
Total	2019	100.0	

What were/are you thinking of changing it to?

	Frequency	Percent	Cumulative
Digital terrestrial (DTT as in Freeview)	226	37.5	37.5
Satellite (Sky)	177	29.4	66.9
Cable (Telewest/NTL)	101	16.7	83.6
Standard Terrestrial (Analogue)	25	4.1	87.7
Not sure at the moment	74	12.3	100.00
Total	603	100.0	

Are you happy with the standard analogue TV reception in your household? (i.e. not satellite, cable or digital)

	Frequency	Percent	Cumulative
Yes	1646	81.5	81.5
No	207	10.3	91.8
Not always	166	8.2	100.0
Total	2019	100.0	

With which channels are you not happy with the reception? CODE ALL THAT APPLY

	Frequency	Percent	Cumulative
All Channels	95	21.2	21.2
BBC1	24	5.4	26.6
BBC2	28	6.3	32.9
ITV	29	6.5	39.4
Channel 4	39	8.7	48.1
Channel 5	233	52.0	100.0
Total	448	100.0	

Is cable TV available in the area where you live?

	Frequency	Percent	Cumulative
Yes	679	42.1	42.1
No	561	34.8	76.8
Not sure/don't know	374	23.2	100.0
Total	1614	100.0	

Which companies offer cable TV services in your area?

	Frequency	Percent	Cumulative
NTL	264	38.9	38.9
Telewest	119	17.5	56.4
Don't know	296	43.6	100.0
Total	679	100.0	

**Is there anything about the place you currently live that might make it difficult to install a satellite dish?
(e.g. technical difficulties with installation, need to obtain planning permission, need to obtain owner's permission, etc.)**

	Frequency	Percent	Cumulative
Yes (difficult)	90	5.6	5.6
Yes (impossible)	30	1.9	7.5
No	1349	84.2	91.7
Don't Know	133	8.3	100.0
Total	1602	100.0	

What are the restrictions to installing a satellite dish?

	Frequency	Percent	Cumulative
Planning regulations	44	37.6	37.6
Live in flat accommodation	16	13.7	51.3
Lease / landlord restrictions	14	12.0	63.3
Other (specify)	14	12.0	75.3
Conservation area	10	8.5	83.8
Cosmetic, look of it	9	7.7	91.5
Grade listed 2 building	6	5.1	96.6
Don't know	4	3.4	100.0
Total	117	100.0	

How do you receive your standard TV signal on your main TV set?

	Frequency	Percent	Cumulative
roof top aerial	1,291	64.2	64.2
set-top aerial	73	3.6	67.9
portable tv	15	0.8	68.6
through cable	276	13.7	82.3
through a satellite dish	240	11.9	94.2
communal aerial system	32	1.6	95.8
don't know	15	0.8	96.6
other (specify)	1	0.1	96.6
attic aerial	62	3.1	99.7
communal aerial	1	0.1	99.8
indoor aerial	3	0.2	99.9
none	1	0.1	100.0
underground aerial	1	0.1	100.00
Total	2011	100.0	

On average, how often do you rent DVDs/videos?

	Frequency	Percent	Cumulative
more than once a week	69	3.4	3.4
once a week	100	5.0	8.4
between once a weeks and once a month	122	6.0	14.4
once a month	184	9.1	23.5
less than once a month	1,544	76.5	100.0
Total	2,019	100.0	

How many games consoles are there in your house? e.g. Gameboy, Playstation, X-box

	Frequency	Percent	Cumulative
0	1,397	69.2	69.2
1	377	18.7	87.9
2	147	7.3	95.2
3	55	2.7	97.9
4	24	1.2	99.1
5	8	0.4	99.5
6	10	0.5	100.0
7	1	0.1	100.0
Total	2,019	100.0	

Approximately, how often is the games console used in your house?

	Frequency	Percent	Cumulative
more than once a week	383	61.6	61.6
once a week	86	13.8	75.4
between once a week and once a month	29	4.7	80.1
once a month	52	8.4	88.4
less than once a month	72	11.6	100.0
Total	622	100.0	

Do you have internet access in your house?

	Frequency	Percent	Cumulative
yes	987	52.6	52.6
no	888	47.4	100.0
Total	1,875	100.0	

Do you have broadband internet at your house?

	Frequency	Percent	Cumulative
Yes	279	28.33	28.3
No	708	71.7	100.0
Total	987	100.0	

Can you access the internet through your TV?

	Frequency	Percent	Cumulative
yes	168	20.8	20.8
no	638	79.2	100.0
Total	806	100.0	

How often do you access the internet / e-mail through your TV?

	Frequency	Percent	Cumulative
more than once a week	11	6.6	6.6
once a week	3	1.8	8.3
between once a week and once a month	1	0.6	8.9
once a month	4	2.4	11.3
less than once a month	149	88.7	100.0
Total	168	100.0	

Television Transfer Price Question

**Thinking about your Television set, i.e. your analogue terrestrial only TV set.....
How long ago did you purchase it?**

Variable	Obs	Mean	Std. Dev.	Min	Max
tpurcha	1593	5.7	5.1	0	30

Months

Variable	Obs	Mean	Std. Dev.	Min	Max
typurch2	1593	0.82	2.1	0	10

And how many more years do you expect to get out of your TV set?

Variable	Obs	Mean	Std. Dev.	Min	Max
tvlife	1593	5.9	4.6	0	30

If your TV set (analogue terrestrial only TV) broke would you be willing to pay £30 to repair it?

	Frequency	Percent	Cumulative
yes	680	42.7	42.7
no	913	57.3	100.0
Total	1,593	100.0	

The wording of the questions above varies to indicate the TV set that is the respondents analogue television.

YES - ASK REPEATEDLY, RAISING THE VALUE EACH TIME BY £10 (STARTING WITH £40) UNTIL THE ANSWER IS NO. THEN "HOME IN" BY LOWERING IT IN £2 INCREMENTS UNTIL REACHING THE MAXIMUM AMOUNT THEY WOULD PAY

Variable	Obs	Mean	Std. Dev.	Min	Max
tvrepinc	680	55.8	36.2	30	400

NO - ASK REPEATEDLY, LOWERING THE VALUE EACH TIME BY £5 (STARTING WITH £25) UNTIL THE ANSWER IS NO. THEN "HOME IN" BY LOWERING IT IN £1 INCREMENTS UNTIL REACHING THE MAXIMUM AMOUNT THEY WOULD PAY

Variable	Obs	Mean	Std. Dev.	Min	Max
tvrepdec	912	3.0	7.0	0	29

How much longer would you expect it to last, once repaired?

Variable	Obs	Mean	Std. Dev.	Min	Max
tvreplif	862	3.9	3.4	0	30

Months

Variable	Obs	Mean	Std. Dev.	Min	Max
tvrepli2	862	0.3	1.3	0	9

VCR Transfer Price Question

And now thinking about your VCR. If your VCR broke would you be willing to pay £20 to repair it?

	Frequency	Percent	Cumulative
yes	623	34.0	34.0
no	1,207	66.0	100.0
Total	1,830	100.0	

YES - ASK REPEATEDLY, RAISING THE VALUE EACH TIME BY £10 (STARTING WITH £30) UNTIL THE ANSWER IS NO. THEN "HOME IN" BY LOWERING IT IN £2 INCREMENTS UNTIL REACHING THE MAXIMUM AMOUNT THEY WOULD PAY

Variable	Obs	Mean	Std. Dev.	Min	Max
vcrrrepin	623	34.1	21.3	20	401

NO - ASK REPEATEDLY, LOWERING THE VALUE EACH TIME BY £5 (STARTING WITH £15) UNTIL THE ANSWER IS NO. THEN "HOME IN" BY LOWERING IT IN £1 INCREMENTS UNTIL REACHING THE MAXIMUM AMOUNT THEY WOULD PAY

Variable	Obs	Mean	Std. Dev.	Min	Max
vcrrrepde	1207	1.3	3.7	0	17

How much longer would you expect the VCR set to last, once repaired?

Variable	Obs	Mean	Std. Dev.	Min	Max
vcrrepli	787	3.3	3.1	0	30

Months

Variable	Obs	Mean	Std. Dev.	Min	Max
vcrrepl2	787	0.3	1.3	0	10

Questions about the respondent's household

How many people are there in total in your household?

	Frequency	Percent	Cumulative
1	452	22.4	22.4
2	832	41.2	63.6
3	322	16.0	79.5
4	269	13.3	92.9
5	113	5.6	98.5
6	20	1.0	99.5
7	9	0.5	99.9
8	1	0.1	100.0
10	1	0.1	100.00
Total	2,019	100.0	

And how many children under the age of 16 are there in your household?

	Frequency	Percent	Cumulative
0	1,090	69.6	69.6
1	203	13.0	82.5
2	197	12.6	95.1
3	68	4.3	99.4
4	5	0.3	99.7
5	3	0.2	99.9
6	1	0.1	100.0
Total	1,567	100.0	

**I would now like to ask you about the number of hours of television watched by you and your household per week.
Please answer for the adults first, then the elder children and finally the younger children.**

How many hours of TV a week do you watch?	Frequency	Percent	Cumulative
0-9	308	15.3	15.3
10-14	425	21.1	36.3
15-19	275	13.6	49.9
20-24	440	21.8	71.7
25-29	165	8.2	79.9
30-39	213	10.6	90.4
40 or more	193	9.6	100.0
Total	2,019	100.0	

How many hours of TV a week are watched by the first person?	Frequency	Percent	Cumulative
0-9	234	14.9	14.9
10-14	310	19.8	34.7
15-19	254	16.2	50.9
20-24	338	21.6	72.5
25-29	143	9.1	81.6
30-39	161	10.3	91.9
40 or more	127	8.1	100.0
Total	1,567	100.0	

How many hours of TV a week are watched by the second person?	Frequency	Percent	Cumulative
0-9	172	23.4	23.4
10-14	151	20.5	44.0
15-19	95	12.9	56.9
20-24	144	19.6	76.5
25-29	64	8.7	85.2
30-39	60	8.1	93.3
40 or more	49	6.7	100.0
Total	735	100.0	

How many hours of TV a week are watched by the third person?	Frequency	Percent	Cumulative
0-9	92	22.3	22.3
10-14	96	23.2	45.5
15-19	56	13.6	59.1
20-24	72	17.4	76.5
25-29	34	8.2	84.8
30-39	33	8.0	92.7
40 or more	30	7.3	100.0
Total	413	100.0	

How many hours of TV a week are watched by the fourth person?	Frequency	Percent	Cumulative
0-9	48	33.3	33.3
10-14	28	19.4	52.8
15-19	18	12.5	65.3
20-24	20	13.9	79.2
25-29	11	7.6	86.8
30-39	8	5.6	92.4
40 or more	11	7.6	100.0
Total	144	100.0	

How many hours of TV a week are watched by the fifth person?	Frequency	Percent	Cumulative
0-9	8	25.8	25.8
10-14	5	16.1	41.5
15-19	6	19.4	61.3
20-24	4	12.9	74.2
25-29	4	12.9	87.1
40 or more	4	12.9	100.0
Total	31	100.0	
Overall Total	2,890		

Are you the chief wage earner in your household?

	Frequency	Percent	Cumulative
yes	1,345	66.6	66.6
no	674	33.4	100.0
Total	2,019	100.0	

What is your / the chief wage earner's current employment status?

Text	Frequency	Percent	Cumulative
the chief wage earner's	674	33.4	33.4
your	1,345	66.6	100.0
Total	2,019	100.0	

The question wording varied depending on whether the respondent was the head of the household or not. "Text" in the following section always makes this modification to the question wording. In any case, the questions ask about the characteristics of the head of the household.

What is Text occupation? PROBE FOR QUALIFICATIONS/NUMBER OF STAFF/PENSIONS ETC (In order to complete SEG)

	Frequency	Percent	Cumulative
working full time	1,057	52.4	52.4
working part time	102	5.1	57.4
student	7	0.4	57.8
keeping house/housewife	13	0.6	58.4
self employed	92	4.6	63.0
retired	692	34.3	97.2
other (specify)	7	0.4	97.6
carer	1	0.1	97.6
declined to answer	16	0.8	98.4
disabled	10	0.5	98.9
ill	1	0.1	99.0
unemployed	17	0.8	99.8
unemployed due to ill-health	1	0.1	99.9
volunteer work	1	0.1	99.9
work when available	2	0.1	100.0
Total	2,019	100.0	

Interviewer, please enter SEG category as appropriate.

	Frequency	Percent	Cumulative
a	28	1.4	1.4
b	352	17.4	18.8
c1	660	32.7	51.5
c2	458	22.7	74.2
d	311	15.4	89.6
e	210	10.4	100.0
Total	2,019	100.0	

What is Text age?

	Frequency	Percent	Cumulative
16-19	3	0.2	0.2
20-29	98	4.9	5.0
30-39	312	15.5	20.5
40-49	403	20.0	40.4
50-59	446	22.1	62.5
60-69	410	20.3	82.8
70+	347	17.2	100.0
Total	2,019	100.0	

Demographics

Which of the following bands describes your annual household income (before tax)

	Frequency	Percent	Cumulative
up to £5000	83	4.1	4.1
£5001-10,000	139	6.9	11.0
£10,001-15,000	180	8.9	19.9
£15,001-20,000	177	8.8	28.7
£20,001-30,000	276	13.8	42.4
£30,001-40,000	197	9.8	52.1
£40,001-50,000	92	4.6	56.7
£50,001-60,000	39	1.9	58.6
over £60,000	91	4.5	63.1
don't know do not read out	196	9.7	72.8
declined do not read out	549	27.2	100.0
Total	2,019	100.0	

Interviewer - please code gender of respondent.

	Frequency	Percent	Cumulative
male	960	47.6	47.6
female	1,059	52.5	100.0
Total	2,019	100.0	

May I ask your age?

	Frequency	Percent	Cumulative
16-19	12	1.8	1.8
20-29	61	9.1	10.8
30-39	107	15.9	26.7
40-49	180	26.7	53.4
50-59	150	22.3	75.7
60-69	99	14.7	90.4
70+	65	9.6	100.0
Total	674	100.0	

And does your household own or rent your home?

	Frequency	Percent	Cumulative
own - freehold	1,608	79.8	79.8
own - leasehold	82	4.1	83.8
rent - private	86	4.3	88.1
rent - council	205	10.2	98.3
rent - free	5	0.3	98.5
other (specify)	3	0.2	98.7
declined	11	0.6	99.2
house provided with job	1	0.1	99.3
housing association	6	0.3	99.6
housing co-operative	1	0.1	99.6
sheltered accommodation	5	0.3	99.9
the house is free with husbands job	3	0.2	100.00
Total	2,016	100.0	

And is that

	Frequency	Percent	Cumulative
rented on my own	148	50.0	50.0
rented with my family	137	46.3	96.3
shared accommodation	11	3.7	100.0
Total	296	100.0	

Can you tell me the first part and the first digit of the second part of your postcode? e.g. B14 5

Thank you for your time and participation in this research. May I assure you that all your answers will remain confidential and used for statistical purposes only. There is a follow up questionnaire to this one.

A paper pack would be sent to you in the post and would involve you looking through some options regarding new TV services and giving us your preferences.

One of our interviews would then call you back at a time that is convenient for you to go through the second questionnaire.

We would like to assure you that this is not going to be a sales call, and that your views will be of interest, whatever you may think of recent developments in TV technology and services

If you complete the second survey you will be one of 500 people entered into a prize draw, with the opportunity to win £1000.

Would you be prepared to take part in the second stage of the survey?

	Frequency	Percent	Cumulative
Yes	924	45.8	45.77
no	1,095	54.2	100.00
Total	2,019	100.00	

*If = 2, goto 'Comments'
If = 2, do not ask 'InterviewCode'*

May I take your name?

And address

When would it be convenient to call you back?

(Interviewer - arrange another appointment to call back)

- Weekday 10am-4pm
- Weekday 4-7pm
- Weekday 7-9pm
- Saturday 10am-2pm

What telephone number should I call back on?

Interviewer, please code pack number

- Pack 1
- Pack 2
- Pack 3
- Pack 4
- Pack 5
- Pack 6

Do you have any comments on this survey?

Thank you for agreeing to help us. You will receive the follow-up pack within the next few days.

Good morning / afternoon. My name is.....and I am calling from Steer Davis Gleave. Can I speak to Name, please?

Hello, you recently participated in a survey that we are conducting on behalf of the DTI about television services, and kindly agreed to help us with the second stage of the research.

Have you received the pack we sent?

- Yes
- No

Is now a convenient time to continue with the survey?

- Yes
- No
- No longer want to complete the survey

Can I confirm which pack you are completing?

- Pack 1
- Pack 2
- Pack 3
- Pack 4
- Pack 5
- Pack 6

The following questions refer to the two SP exercises. Examples of the questions are shown.

Within-Platform SP Exercise

Which one of these do you prefer?

- | | | | | |
|------------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Definitely Existing Channels | Possibly Existing Channels | Cannot Choose | Possibly New Channels | Definitely New Channels |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Between – Platform SP Exercise 2

Which package would you choose?

- Digital Terrestrial
- Satellite
- Cable
- Standard TV
- No TV

Which basic channels would you choose, bearing in mind the subscription costs?

- Free to air channels only
- Basic Subscription Channels

**Would you like premium channels?
These will be an additional cost, on top of your basic subscription channels.**

- Yes
- No

Which premium channels would you like?

- Sports only
- Movies only
- Sports and Movies

Would you like any additional stand alone channels?

- Yes
- No

How many stand alone channels would you like at a cost of £5?

How many stand alone channels would you like at a cost of £10?

Do you have any comments on this survey?

Thank you for your time and participation in this research. May I reassure you that all your answers will remain confidential and used for statistical purposes only. Thank once again for your time.

Interview Status

- A - Good
- B - Doubtful

Thank you for your time.

28-32 Upper Ground London SE1 9PD

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