

25th January 2007

Poll Reveals Britons Still Not Switched ON!

A new poll by uSwitch.com reveals that awareness of the digital TV switchover is at an alarmingly low level with over 38 million consumers still living in blissful ignorance about what is happening¹...

With just one year to go before the first UK TV region loses its analogue TV signal to digital, now is the time for consumers to start gearing up for the digital switchover. The latest progress report published by industry regulator Ofcom and Digital UK, the organisation leading the UK's switch to digital, painted a picture of a nation ready to switch.² Yet a new survey by leading independent comparison and switching site **uSwitch.com** reveals that 83%¹ of adults in the UK are not fully prepared for this change.

uSwitch.com key findings:

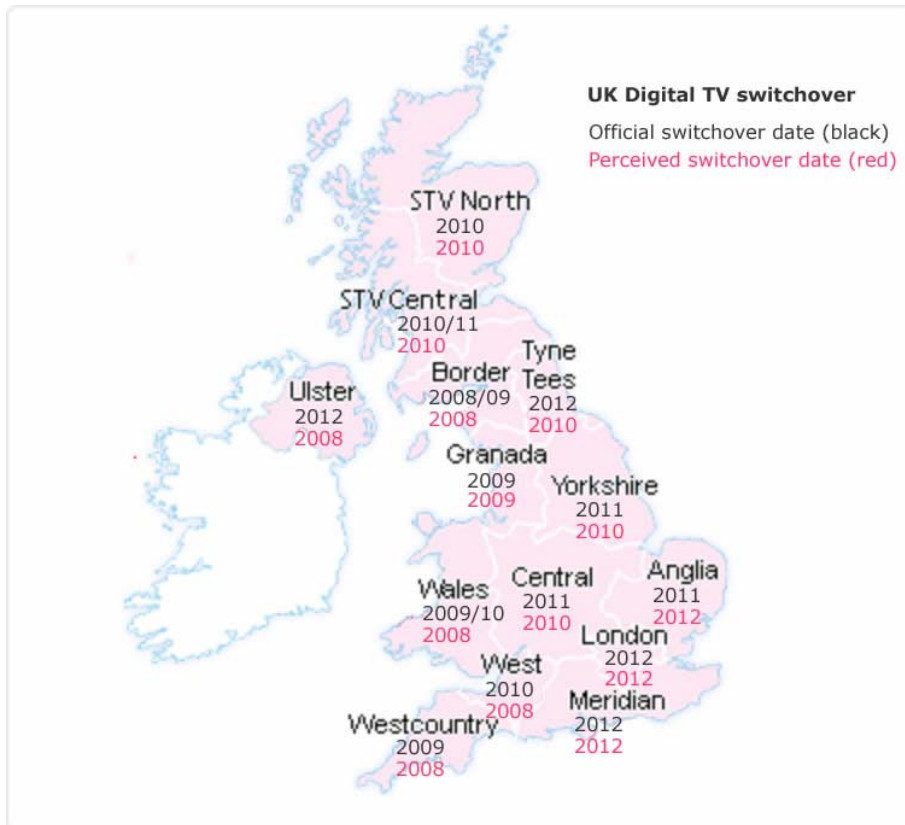
80% of UK adults have digital TV in their home yet...

- **Over 8 out of 10 adults (83%) do not know when the analogue signal will be turned off in their region.¹**
- **57% of adults (26 million) believe the Government has not done enough to keep people informed of the switch.³**
- **Less than one in five (17%) of adults know when their region will 'go digital'.⁴**
- **A gap of up to 4 years exists between when regions think they will go digital and when they actually will⁵.**
- **12 million adults (nearly a quarter) wrongly believe that they may need a new TV set for the digital switchover⁶.**
- **Only 1 in 6 adults are aware of all the ways they can receive digital TV⁷.**
- **The older generation has a better grasp of digital technology with 17% of over 55's aware of all the ways to switch to digital, compared to just 11% of the 18-24 year olds.⁸**

Despite an intensive advertising campaign and the launch of a dedicated digital television website, it appears that the Government's message is struggling to get through. Over half (57%) of adults in the UK believe that the Government has provided insufficient or no information³ on how and why this switch will happen.

Less than a fifth of adults (17%)⁴ knew which year their region would lose its analogue signal to digital. Generally, people believe that their region is being switched over earlier than it actually will be. The greatest information gap was revealed in Ulster, where the most popular guess was 2008 for the switchover, when it is in fact due four years later in 2012.

Digital Switchover – A Nation Confused



Source: www.uswitch.com, adapted from www.digitaluk.co.uk

So who got it right?

Carlton / LWT	19%	Granada (Lancashire)	20%
Central (Midlands)	9%	Tyne Tees (North East)	13%
Anglia (East Anglia)	3%	Yorkshire	6%
HTV (Wales / West)	33%	Scottish TV (Central Scotland)	27%
West Country (South West)	15%	Grampian TV (North Scotland)	40%
Meridian (South)	22%	Border	61%
		Ulster	8%

Source: www.uSwitch.com. Table shows the % of adults who correctly identified the year that their TV region would lose its analogue signal to go digital, based on YouGov findings.



The uSwitch.com poll reveals that there is not only a lack of awareness of *when* the switch will happen but *how* consumers can prepare for it. Only 17% of adults fully understand the ways they can ensure they stay switched on⁹. Nearly a quarter of people are so ill-informed they could potentially end up throwing money down the drain by thinking they need to buy a brand new TV set in preparation for the switch,⁶ when in fact any TV with a SCART connection will be able to receive a digital signal.

The older generation has more of a grasp of the switchover, with 17% of people aged over 55 fully understanding all the ways they can switch over to digital, compared to only 11% of the supposedly more 'technologically savvy' 18 - 24 year olds⁸.

Steve Weller, Head of Communication Services at uSwitch, comments: "Despite the switchover being a Government initiative, over half the people we surveyed felt that the Government had not done enough to prepare them for the switch, which is staggering considering they announced their digital plan back in September 2005. They have had plenty of time to get the message out.

"Although the switch to digital will be good news for viewers, it is worrying to see that consumers are still baffled as to how and when to switch. The problems and confusion clearly arise in the fact that consumers do not know much about when the switchover will happen, what measures they need to take and how much this will cost them.

"Our advice to consumers is to first establish when their region is scheduled to be switched over. Then, check online at either www.uswitch.com or www.digitaltelevision.gov.uk to see which digital services are available in their area. There's a great choice available to suit different needs and budgets and, it's highly unlikely that you will have to go out and buy a new TV set."

Digital TV Choices¹⁰

Provider	Package	Monthly Cost	Package Includes	Equipment/Instalation Cost	General Info
Freeview	Standard	Free	Selection of entertainment, childrens, interactive, Lifestyle, Music, News and radio Channels	Set Top Box included, at a cost of £40****	Receive freeview also through a digital TV recorder, or a digital TV
Telewest	Free TV Package with phone line rental	£11***	Home Phone, Talk weekends. 36 Digital TV channels, inc. the 5 most watched	£25. cable line and set top box included	Minimum 12 month contract. Subject to regional availability
NTL	Freepack with phone line rental	£11***	Comedy, drama, News, documentary channels. Phone line rental, Homephone. Free access to interactive TV.	Free, cable line and set-top box included included	Add and additional set-top box for £15. Subject to regional availability. Minimum 12 month term
SKY Digital	Entertainment Pack 2 Mixes	£15.00	Digital TV Only*	Free, set-top-box and mini-dish included.	Upgrade to 4 mixes at £18 a month, or 6 mixes at £21 a month
Homechoice	Basepack	17.99**	Homephone: Homechoice anytime or freetime. 2 Mb Broadband	Instalation, £1. Cable line and set-top box included	Range of on-demand movie channels included. 12 month contract. Subject to regional availability

* Free 2 Mb, 2GB Cap Broadband available to TV subscribers - £40 activation fee

** Available for £14.99 for the first two months

*** This figure represents a line rental cost

**** Based on average cost of a set-top box



Weller concludes: " Switchover will ensure better quality and more programme choice for consumers along with access to radio stations and interactive TV. Although for some regions switchover is not until much further down the line, it is still a good idea to get prepared sooner rather than later else people could be caught out with no signal, unable to watch their favourite programmes."

<Ends>

For more information on Digital TV and advice on choosing the right Digital TV Package visit
www.uswitch.com

Notes to Editors:

1. Survey by YouGov on behalf of uSwitch carried out between 16th- 18th January 2007. Sample size of 2345 UK adults. 83% responded 'Don't Know' or guessed incorrectly when asked if they knew when homes in their region would need to change to digital TV. YouGov currently quote that there are 45.4 million UK adults. 83% of this equals 37.8 million adults as a population as a whole.
2. Source: Ofcom & Digital UK Switchover Tracker Survey – Switchover Progress Report – Q3 2006 – quoted 79% as feeling comfortable about the switch.
3. 57% of people do not believe the Government has done enough to inform the public. 44% responded, 'No- The Government has not provided enough information' and 13% responded, 'No- the Government has provided no information'.
4. Calculation based on the number of correct answers across the 13 regions surveyed.
5. YouGov survey results showing the perceived date of switchover for each region compared to the actual date from www.digitaluk.co.uk. Perceived switchover date based on the year that the largest number of respondents in each region volunteered.
6. 26% surveyed answered either 'Yes' (14%) or 'Don't Know' (12%) when asked if they need a new TV to receive the Digital signal
7. Results from YouGov survey of 2345 UK adults showed that one in six did not know date for their regions switch
8. 17% of people 55+ understood all the ways they can switch over to digital, compared to only 11% 18-24 year olds
9. Only 17% knew all four ways to receive a digital signal (Digital Box, Satellite Dish, Cable and Telephone Line)
10. *Source:* Overview of digital TV packages correct of the 19th January 2007

For more information please call:

Melissa Mace, uswitch.com on 020 7802 2909 or melissamace@uswitch.com
Charlotte Nunes, [uSwitch.com](http://uswitch.com) on 020 7802 2913 or charlottenunes@uswitch.com
Sean Williams, Lansons Communications on 020 7294 3690 or seanw@lansons.com

uSwitch.com is a free, impartial online and phone based comparison and switching service that helps consumers compare prices on gas, electricity, home telephone, DTV, broadband providers and personal finance products. Our aim is to help customers take advantage of the best tariffs and services on offer from every supplier. The company has developed a series of calculators that evaluate a number of key factors including price, location, service and payment method, and advises consumers on the best deal to suit their needs. Customers can run a comparison and switch online or freephone customer services direct on 0800 093 0607.

	Gender		Age					Social Grade		
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE
All UK Adults	2345	1126	1219	258	470	383	402	832	1266	1079
Unweighted Sample	2345	1103	1242	313	508	394	405	725	1123	1222
	%	%	%	%	%	%	%	%	%	%

Do you have digital TV in your home?

Yes	79	83	75	79	83	83	71	78	77	80
No	20	17	23	20	16	17	27	20	21	18
Don't know	1	0	2	1	1	1	2	1	1	2

You may know that at some point in the future analogue TV transmitters will be switched off. Do you know when homes in your region will need to have digital TV in order to be able to continue watching?

2007	3	3	4	6	3	3	4	3	3	3
2008	13	12	13	13	14	17	11	11	12	14
2009	7	8	6	5	7	6	8	7	7	7
2010	15	17	13	11	13	13	17	16	15	15
2011	4	5	3	5	4	3	4	4	4	3
2012	12	14	10	7	11	12	12	15	13	11
2013	0	0	0	0	0	0	0	0	0	0
2014	0	0	0	1	0	1	1	0	0	0
Not applicable- it does not affect where I live	1	1	1	2	0	1	1	1	1	1
Don't know	45	40	50	49	48	45	44	43	45	46

Will you need to get a new TV in order to receive digital TV?

Yes	14	11	16	15	13	11	16	14	14	14
No	75	83	67	71	76	77	71	75	74	75
Don't know	12	6	17	14	10	11	13	11	11	12

Would you say the Government has provided you with enough information about the changeover to digital TV?

Yes- the Government has provided too much information	4	5	2	5	2	3	4	4	4	3
Yes- the Government has provided about the right amount	31	38	26	30	30	36	32	30	32	30
No- the Government has not provided enough information	44	39	48	39	43	40	44	47	43	44
No- the Government has provided no information	13	12	15	18	15	15	12	11	13	14
Don't know	8	6	10	8	10	7	8	8	8	9

		Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)															
		Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	Ulster	None	Don't know	
All UK Adults	Total	2345	434	334	160	161	102	246	270	109	220	145	46	19	60	12	23
Unweighted Sample		2345	434	324	186	162	103	269	261	103	229	132	46	17	29	15	32
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have digital TV in your home?

Yes	79	80	83	76	76	75	75	86	75	80	73	88	71	89	2	64
No	20	19	16	23	24	23	24	13	23	19	26	12	23	11	98	26
Don't know	1	2	2	1	0	2	1	1	2	1	1	0	6	0	0	10

You may know that at some point in the future analogue TV transmitters will be switched off. Do you know when homes in your region will need to have digital TV in order to be able to continue watching?

2007	3	3	4	2	6	4	1	3	3	3	3	2	10	2	0	12
2008	13	9	9	13	19	29	12	18	5	10	12	8	61	14	0	10
2009	7	3	3	7	17	15	2	20	2	5	3	6	0	0	0	3
2010	15	12	16	6	16	12	13	12	16	19	25	40	0	11	0	12
2011	4	2	9	3	2	3	3	1	2	6	2	0	0	12	8	6
2012	12	19	12	17	3	3	22	4	13	13	8	7	6	8	0	0
2013	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2014	0	1	0	0	0	0	1	1	2	0	0	0	0	0	0	0
Not applicable- it does not affect where I live	1	1	2	1	0	0	0	1	0	1	0	2	0	0	10	0
Don't know	45	50	44	51	36	34	46	40	57	43	46	34	23	53	82	58

Will you need to get a new TV in order to receive digital TV?

Yes	14	14	15	16	16	16	14	10	13	10	18	5	6	13	35	17
No	75	75	78	73	74	72	74	78	68	78	67	81	94	74	39	55
Don't know	12	11	8	12	10	12	12	11	19	12	15	14	0	13	26	28

Would you say the Government has provided you with enough information about the changeover to digital TV?

Yes- the Government has provided too much information	4	4	5	1	3	3	4	3	5	4	2	7	6	0	0	3
Yes- the Government has provided about the right amount	31	31	30	30	32	38	34	40	22	27	32	22	45	23	9	15
No- the Government has not provided enough information	44	41	42	42	43	46	42	36	55	50	50	49	30	58	42	40
No- the Government has provided no information	13	15	14	17	16	5	13	11	9	14	11	11	8	9	32	28
Don't know	8	9	9	9	6	8	6	9	9	6	5	10	11	11	18	14

	Do you have digital TV in your home?			
	Total	Yes	No	Don't know
All UK Adults	2345	1844	467	34
Unweighted Sample	2345	1824	489	32
	%	%	%	%

Do you have digital TV in your home?

Yes	79	100	0	0
No	20	0	100	0
Don't know	1	0	0	100

You may know that at some point in the future analogue TV transmitters will be switched off. Do you know when homes in your region will need to have digital TV in order to be able to continue watching?

2007	3	3	2	7
2008	13	13	12	12
2009	7	7	6	1
2010	15	15	15	10
2011	4	4	3	2
2012	12	12	13	6
2013	0	0	0	0
2014	0	0	0	0
Not applicable- it does not affect where I live	1	1	1	0
Don't know	45	44	48	63

Will you need to get a new TV in order to receive digital TV?

Yes	14	9	35	6
No	75	84	43	18
Don't know	12	8	22	76

Would you say the Government has provided you with enough information about the changeover to digital TV?

Yes- the Government has provided too much information	4	4	3	0
Yes- the Government has provided about the right amount	31	33	25	9
No- the Government has not provided enough information	44	42	48	54
No- the Government has provided no information	13	13	15	9
Don't know	8	7	9	28

	Gender		Age					Social Grade		
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	
All UK Adults	2345	1126	1219	258	470	383	402	832	1266	1079
Unweighted Sample	2345	1103	1242	313	508	394	405	725	1123	1222
	%	%	%	%	%	%	%	%	%	%

Which of the following will enable homes to receive a digital TV? [Please tick all that apply]

Digital Box	81	87	77	78	81	82	81	82	84	78
Satellite dish	66	74	58	54	67	74	68	64	66	66
Cable	62	72	53	51	61	67	64	63	64	60
Telephone line	20	27	14	14	20	20	23	20	22	18
Don't know	10	5	15	15	11	10	9	8	10	10
None of the above	1	1	1	2	2	0	1	0	1	1

Which of the following will enable homes to receive a digital TV? ALL of the above (Digital Box, Satellite dish, Cable, Telephone Line)

FALSE (including Don't know and None of the above)	83	76	89	89	82	81	81	83	80	85
TRUE- ticked all four options	17	24	11	11	18	19	19	17	20	15

		Which ITV channel do you receive? (If you receive more than one ITV channel which one do you watch most often?)														
Total	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	Ulster	None	Don't know	
All UK Adults	2345	434	334	160	161	102	246	270	109	220	145	46	19	60	12	23
Unweighted Sample	2345	434	324	186	162	103	269	261	103	229	132	46	17	29	15	32
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following will enable homes to receive a digital TV? [Please tick all that apply]

Digital Box	81	83	81	84	85	85	79	82	81	80	83	86	82	82	14	52
Satellite dish	66	66	65	67	66	71	64	69	64	71	60	79	82	58	10	44
Cable	62	64	63	63	57	63	61	64	58	66	64	64	64	62	10	44
Telephone line	20	24	20	20	18	17	24	16	17	16	19	30	23	24	0	9
Don't know	10	9	9	9	8	11	11	7	14	9	12	3	6	12	82	26
None of the above	1	2	0	1	0	0	1	1	1	1	1	0	0	1	5	0

Which of the following will enable homes to receive a digital TV? ALL of the above (Digital Box, Satellite dish, Cable, Telephone Line)

FALSE (including Don't know and None of the above)	83	78	82	82	83	83	79	86	87	85	85	74	83	85	100	99
TRUE- ticked all four options	17	22	18	18	17	17	21	14	13	15	15	26	17	15	0	1

		Do you have digital TV in your home?		
		Yes	No	Don't know
Total				
All UK Adults	2345	1844	467	34
Unweighted Sample	2345	1824	489	32
	%	%	%	%

Which of the following will enable homes to receive a digital TV? [Please tick all that apply]

Digital Box	81	85	72	40
Satellite dish	66	71	50	29
Cable	62	66	50	30
Telephone line	20	21	16	10
Don't know	10	6	22	39
None of the above	1	1	2	13

Which of the following will enable homes to receive a digital TV? ALL of the above (Digital Box, Satellite dish, Cable, Telephone Line)

FALSE (including Don't know and None of the above)	83	81	88	94
TRUE- ticked all four options	17	19	12	6