



## DIGITAL TRACKER: Summary Report for Quarter 4, October to December 2010

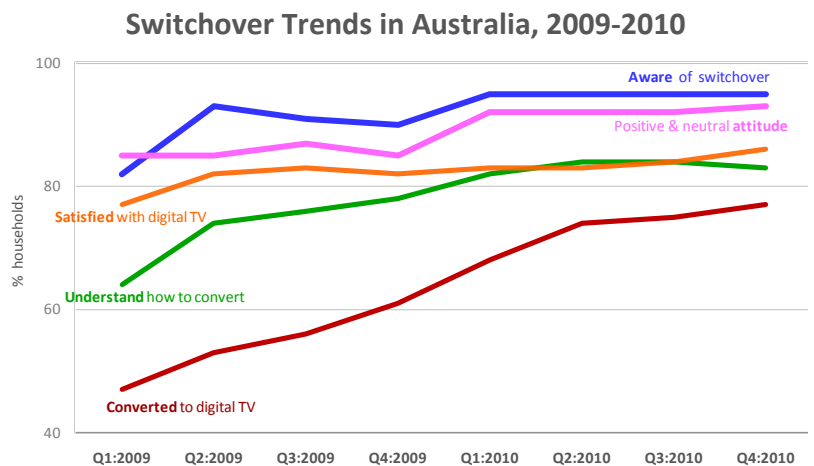
The Digital Tracker survey monitors Australian households' readiness for digital television. Every quarter, around 10,000 households—with a working TV set used in the last six months and living in private dwellings—are interviewed via telephone about their: **awareness** of the switchover program, **understanding** of what needs to be done to convert to digital, **attitude** to switchover, **intention** to convert<sup>1</sup> (for those who think they're not digitally ready), **conversion** status, and **satisfaction** with digital TV (among the converted households). The survey started in January 2009.

### Latest Survey Results

The number of Australian households converted to digital television is now at 77%, an increase of two percentage points from last quarter's 75%. Household awareness on switchover remains high at 95%.

Set out below are the national results for Quarter 4, 2010, and a trend chart showing movements in the 5 indicators over the last 8 quarters.

	% households Q4:2010, n=9907
<b>National conversion*</b>	<b>77</b>
<b>In the 14 remaining switchover regions...</b>	
Awareness	95
Understanding	83
Attitude (Positive /Neutral)	93
Satisfaction	86



Base: Around 10,000 Australian households in private dwellings and have TV set used in last 6 months.

Mildura completed switchover in Q2:2010 (June 30). It is no longer represented in the Q3 and Q4 surveys except when computing national conversion level.

\*National conversion = Mildura conversion endpoint (99% from the post-switchover survey conducted on 1-2 July 2010) + conversion in remaining regions.

### Post-switchover report from Regional South Australia (SA) and Broken Hill

On 15 December 2010, Regional SA bid goodbye to analog television when the region completed its switch to digital-only TV. The regular tracker survey of 1200 Regional SA households, conducted from Oct to 15 Dec 2010, reported an average conversion of 87%. Conversion was again measured within two days after switchover, when another 1200 Regional SA households were interviewed. Results of the post-switchover survey show that:

- **Conversion.** At least 94% of the 99,200 Regional SA households can watch digital television after switchover.
- **Attitude.** Households with positive attitude to switchover jumped to 77%, an increase of seven percentage points from the previous quarter. The same pattern of attitude was observed in Mildura's post switchover report.
- **Timing of first conversion.** At 2-12 weeks before switchover, 18% of households converted to digital TV for the first time; at 1 week out: 4% and on or around switchover day: 1-2%.
- **Sources of switchover information.** Television was the main source for 74% of households, followed by newspapers (31%), Government brochures (13%), and radio (10%).

<sup>1</sup> The 'intention to convert' summary measure is no longer included in this report because further analysis of data indicates that it no longer provides an accurate guide to actual behaviour.

## What's happening in each remaining switchover region?

Australia's transition to digital-only television is occurring on a region-by-region basis between 2010 and 2013. Mildura, Regional SA and Broken Hill have completed switchover in 2010.

Up next is Regional Victoria on 5 May 2011. Some smaller transmitters in Regional Victoria will convert before this date. Please refer to the *Digital Ready* website and brochures for more information.

Below is a summary table of Australia's switchover progress.

Switchover Window	AWARE OF SWITCHOVER (% households)			CONVERTED TO DIGITAL TV (% households)		
	Early 2009 [Q1:2009]	Last Quarter [Q3:2010]	THIS QUARTER [Q4:2010]	Early 2009 [Q1:2009]	Last Quarter [Q3:2010]	THIS QUARTER [Q4:2010]
Mildura	Switchover completed on 30 June 2010					
Regional South Australia	Switchover completed on 15 Dec 2010					
<b>Regional Victoria</b> (n=1200/1600/1600   438,000 hh)	87	96	<b>97</b>	45	79	<b>81</b>
• Gippsland (74,700 hh)	86	96	<b>98</b>	46	80	<b>81</b>
• Goulburn Valley/Upper Murray (121,900 hh)	86	97	<b>98</b>	55	82	<b>79</b>
• North Central Victoria (116,500 hh)	88	95	<b>96</b>	37	75	<b>80</b>
• South West Victoria (124,700 hh)	88	97	<b>96</b>	43	79	<b>85</b>
<b>Regional Queensland</b> (n=1800/1476/1476   506,000 hh)	81	95	<b>95</b>	46	77	<b>79</b>
<b>Southern NSW</b> (n=1500/1404/1404   549,000)	87	97	<b>97</b>	49	79	<b>80</b>
<b>Northern NSW</b> (n=1200/1094/1094   541,000 hh)	83	95	<b>96</b>	50	76	<b>80</b>
<b>Brisbane</b> (n=300/356/356   1,114,000 hh)	85	95	<b>96</b>	50	76	<b>78</b>
<b>Perth</b> (n=300/358/356   673,000 hh)	82	95	<b>94</b>	56	76	<b>81</b>
<b>Tasmania</b> (n=300/356/356   203,000 hh)	83	96	<b>94</b>	59	86	<b>88</b>
<b>Adelaide</b> (n=300/356/356   553,000 hh)	86	96	<b>97</b>	47	80	<b>81</b>
<b>Darwin</b> (n=300/200/200   45,000 hh)	84	97	<b>98</b>	63	87	<b>88</b>
<b>Melbourne</b> (n=300/506/506   1,633,000 hh)	83	95	<b>97</b>	45	74	<b>79</b>
<b>Sydney</b> (n=300/506/506   1,660,000 hh)	75	94	<b>93</b>	46	68	<b>66</b>
<b>Regional and Remote Western Australia</b> (n=300/246/246   176,000 hh)	81	95	<b>97</b>	30	58	<b>53</b>
<b>Remote Central &amp; Eastern Australia</b> (n=300/250/251   84,000 hh)	70	96	<b>96</b>	25	54	<b>58</b>
<b>AUSTRALIA</b> (n=9900/9908/9907   8,300,000 hh)	<b>82</b>	<b>95<sup>b</sup></b>	<b>95<sup>b</sup></b>	<b>47</b>	<b>75<sup>c</sup></b>	<b>77<sup>c</sup></b>

<sup>a</sup> Source: Australian Bureau of Statistics. <sup>b</sup> Awareness level in 14 switchover regions. <sup>c</sup> From Mildura's conversion endpoint (99%) + conversion in 14 switchover regions.

Further details of the Digital Tracker quarterly surveys—including comprehensive results, in-depth analysis, tables & figures, and trends in key measures—can be found in the full tracker reports published at [www.digitalready.gov.au](http://www.digitalready.gov.au).

## Moving Forward

As the move to digital-only television rolls out, the Digital Switchover Taskforce will continue to monitor and report on the progress of each remaining switchover region in Australia.

For further information about this report, please contact: Executive Director, Digital Switchover Taskforce (email: [switchover@dbcde.gov.au](mailto:switchover@dbcde.gov.au)). Published 02 March 2011.