



## DIGITAL TRACKER: Summary Report for Quarter 1, January to March 2011

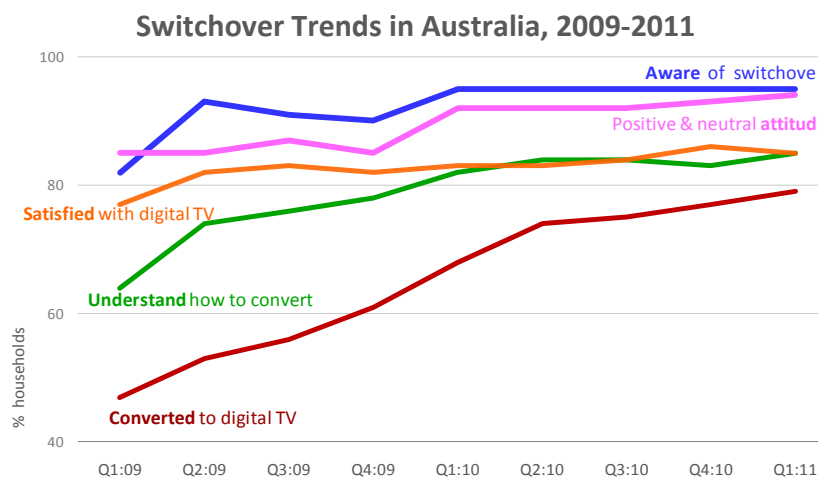
The Digital Tracker survey monitors Australian households' readiness for digital television. Every quarter, around 10,000 households—with a working TV set used in the last six months and living in private dwellings—are interviewed via telephone about their: **awareness** of the switchover program, **understanding** 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

About 4 in 5 Australian households can now watch digital television (79%), two percentage points more than the previous quarter. Awareness on switchover remained high at 95%.

Below are the latest figures indicating how ready the Australian households are for digital TV, and a trend chart showing movements in the five indicators over the last nine quarters.

	% households Q1:2011, n=9901
<b>National conversion*</b>	<b>79</b>
<b>In the 13 remaining switchover regions...</b>	
Awareness	95
Understanding	85
Attitude (Positive /Neutral)	94
Satisfaction	85



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

Regions that have completed switchover, such as Mildura and Regional South Australia, are no longer represented in the Q1:2011 survey except when computing the national conversion figure. \*National conversion = Mildura and Regional SA conversion endpoints (from post-switchover surveys) + conversion in remaining regions.

### UP NEXT: Regional Victoria goes digital-only this May

On 5 May 2011, almost half a million households in the Regional Victoria (VIC) areas of Gippsland, North Central VIC, South West VIC, and Goulburn Valley/Upper Murray will be watching digital-only television.

Local events aimed at providing information and assistance are well underway to prepare the 443,500 households in the region for the May 5 switchover.

Just how digital ready are the Regional Victorian households? Consider the following figures:

- 85% of households in the region have already converted to digital television.
- The number of converted households increased by 4 percentage points (from 81% in Q4:2010).
- In all four areas, almost everyone is aware of the upcoming change (97-99% of households).
- In Q1:2010, only 7% of households were aware when switchover will occur in their area. This quarter, it's 57.3%. This figure is similar to Mildura households' awareness on timing in the last quarter before switchover.

<sup>1</sup> Starting Quarter 4, 2010, the 'intention to convert' summary measure is no longer included in the Digital Tracker Summary and Full Reports 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, to be followed by Regional Queensland in the second half of 2011. Some smaller transmitters in Regional Queensland may convert before the main switchover in the region. Please refer to the *Digital Ready* website and brochures for details. 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 [Q4:2010]	THIS QUARTER [Q1:2011]	Early 2009 [Q1:2009]	Last Quarter [Q4:2010]	THIS QUARTER [Q1:2011]
n=sample size for Q1:09/Q4:10/Q1:11 hh = approximate number of households <sup>a</sup>						
Mildura	Switchover completed on 30 June 2010					
Regional South Australia	Switchover completed on 15 Dec 2010					
<b>Regional Victoria</b> (n=1200/1600/1600   443,500 hh)	87	97	<b>98</b>	45	81	<b>85</b>
• Gippsland (75,700 hh)	86	98	<b>98</b>	46	81	<b>88</b>
• Goulburn Valley/Upper Murray(123,500 hh)	86	98	<b>99</b>	55	79	<b>83</b>
• North Central Victoria (118,000 hh)	88	96	<b>97</b>	37	80	<b>83</b>
• South West Victoria (126,300 hh)	88	96	<b>97</b>	43	85	<b>87</b>
<b>Regional Queensland</b> (n=1800/1476/1800   518,700 hh)	81	95	<b>95</b>	46	79	<b>83</b>
• Wide Bay (87,500 hh)	86	94	<b>96</b>	45	74	<b>83</b>
• Capricornia (77,400 hh)	84	94	<b>96</b>	43	81	<b>81</b>
• QLD Central Coast & Whitsundays (64,000 hh)	79	98	<b>96</b>	44	81	<b>83</b>
• Darling Downs (113,800 hh)	82	93	<b>95</b>	45	81	<b>80</b>
• North Queensland (82,000 hh)	78	96	<b>95</b>	56	78	<b>89</b>
• Far North Queensland (94,000 hh)	78	94	<b>93</b>	45	77	<b>84</b>
<b>Southern NSW</b> (n=1500/1404/1404   556,000)	87	97	<b>95</b>	49	80	<b>84</b>
<b>Northern NSW</b> (n=1200/1094/1094   548,600 hh)	83	96	<b>94</b>	50	80	<b>83</b>
<b>Brisbane</b> (n=300/356/500   1,139,6000 hh)	85	96	<b>95</b>	50	78	<b>78</b>
<b>Perth</b> (n=300/358/500   689,000 hh)	82	94	<b>94</b>	56	81	<b>82</b>
<b>Tasmania</b> (n=300/356/356   205,200 hh)	83	94	<b>95</b>	59	88	<b>86</b>
<b>Adelaide</b> (n=300/356/500   559,300 hh)	86	97	<b>97</b>	47	81	<b>82</b>
<b>Darwin</b> (n=300/200/200   46,5000 hh)	84	98	<b>97</b>	63	88	<b>87</b>
<b>Melbourne</b> (n=300/506/728   1,662,600 hh)	83	97	<b>96</b>	45	79	<b>79</b>
<b>Sydney</b> (n=300/506/728   1,685,800 hh)	75	93	<b>94</b>	46	66	<b>72</b>
<b>Regional and Remote Western Australia</b> (n=300/251/245   179,100 hh)	81	97	<b>95</b>	30	53	<b>58</b>
<b>Remote Central &amp; Eastern Australia</b> (n=300/250/251   85,200 hh)	70	96	<b>97</b>	25	58	<b>62</b>
<b>AUSTRALIA</b> (n=9900/9907/9901   8,445,900 hh)	<b>82</b>	<b>95</b>	<b>95<sup>b</sup></b>	<b>47</b>	<b>77</b>	<b>79<sup>c</sup></b>

<sup>a</sup> Source: Australian Bureau of Statistics. <sup>b</sup>Awareness level in 13 remaining switchover regions. <sup>c</sup> From Mildura and Regl SA conversion endpoints + conversion in 13 remaining 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). ■

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