



## DIGITAL TRACKER: Summary Report for Quarter 2, April to June 2011

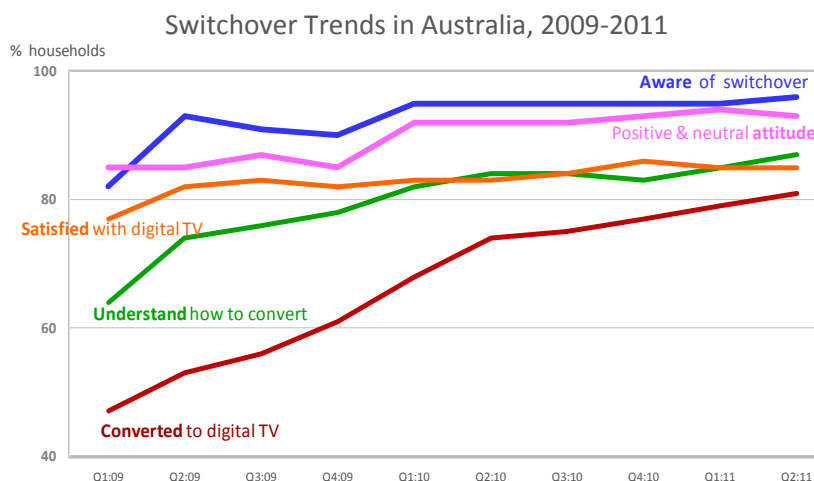
The Digital Tracker survey monitors Australian households' readiness for digital television. Every quarter, around 10,000 households—with a working TV set used in the last six months and living in private dwellings—are interviewed via telephone about their: **awareness** of the switchover program, **understanding**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

Nationally, 82% of Australian households have now converted to digital television, up by 3 percentage points from the previous quarter. Households that are aware of switchover and understand how to convert continue to rise steadily.

The table below shows the latest figures for the indicators of household readiness, while the trend chart depicts movements in the indicators over the last ten quarters. All indicators have passed through the 80 per cent mark this quarter, a sign that Australians are indeed getting ready for the upcoming change.

% households	
Q2:2011, n=8301	
<b>National conversion*</b>	<b>82</b>
In the 12 remaining switchover regions...	
Awareness	96
Understanding	87
Attitude (Positive /Neutral)	93
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 Q2:2011 survey except when computing the national conversion figure. \*National conversion = Switched-over regions' conversion endpoints (from post-switchover surveys) + conversion in remaining regions.

### Post-switchover report from Regional Victoria

On the morning of 5 May 2011, Regional Victoria (VIC) areas of Gippsland, North Central VIC, South West VIC, and Goulburn Valley/Upper Murray bid their final farewell to analog TV and began relying solely on digital television.

The regular tracker survey of 1,600 households, conducted from April 1 to May 4 (five weeks instead of the normal twelve weeks in a quarter) reported an average conversion of 88%. Conversion was again measured from the evening of May 5 to May 8, when another 1,600 households were interviewed. Results of the post-switchover survey show that 95% of the 443,500 Regional VIC households can watch digital channels around May 5-8. A report on the full post-switchover survey findings is available at [www.digitalready.gov.au/info-centre.aspx](http://www.digitalready.gov.au/info-centre.aspx).

### Up next: Regional Queensland

Analog signals in Regional QLD will be turned off permanently on 6 December 2011. Some smaller transmitters may convert to digital before the main switchover on Dec 6. Please refer to the *Digital Ready* website and brochures for details. About 8 in 10 households in Regional QLD have already converted to digital TV.

<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 & Broken Hill have completed switchover in 2010, while Regional VIC went digital-only in 2011.

Following Regional QLD's switchover on Dec 2011 is Southern NSW in the first half of 2012. The number of households in Southern NSW aware of switchover is 97%, while 83% have converted to digital television.

Switchover progress in the remaining regions is summarised in the table below.

Switchover Window	AWARE OF SWITCHOVER (% households)			CONVERTED TO DIGITAL TV (% households)		
	Early 2009 [Q1:2009]	Last Quarter [Q1:2011]	THIS QUARTER [Q2:2011]	Early 2009 [Q1:2009]	Last Quarter [Q1:2011]	THIS QUARTER [Q2:2011]
n = sample size for Q1:09/Q1:11/Q2:11 hh = approximate number of households <sup>a</sup>						
Mildura (25,500 hh)	Switchover completed on 30 June 2010 • 99% converted post-switchover around July 1-2					
Regional South Australia (100,600 hh)	Switchover completed on 15 Dec 2010 • 94% converted post-switchover around Dec 16-17					
Regional Victoria (443,500 hh)	Switchover completed on 05 May 2011 • 95% converted post-switchover around May 5-8					
<b>Regional Queensland</b> (n=1800/1800/1800   518,700 hh)	81	95	95	46	83	84
• Wide Bay (87,500 hh)	86	96	98	45	83	85
• Capricornia (77,400 hh)	84	96	95	43	81	85
• QLD Central Coast & Whitsundays (64,000 hh)	79	96	97	44	83	89
• Darling Downs (113,800 hh)	82	95	93	45	80	79
• North Queensland (82,000 hh)	78	95	95	56	89	84
• Far North Queensland (94,000 hh)	78	93	95	45	84	85
<b>Southern NSW</b> (n=1500/1404/1405   556,000)	87	95	97	49	84	83
<b>Northern NSW</b> (n=1200/1094/1094   548,600 hh)	83	94	96	50	83	84
<b>Brisbane</b> (n=300/500/500   1,139,600 hh)	85	95	96	50	78	81
<b>Perth</b> (n=300/500/500   689,000 hh)	82	94	96	56	82	82
<b>Tasmania</b> (n=300/356/356   205,200 hh)	83	95	96	59	86	86
<b>Adelaide</b> (n=300/500/500   559,300 hh)	86	97	96	47	82	85
<b>Darwin</b> (n=300/200/200   46,500 hh)	84	97	93	63	87	89
<b>Melbourne</b> (n=300/506/728   1,662,600 hh)	83	96	97	45	79	81
<b>Sydney</b> (n=300/506/728   1,685,800 hh)	75	94	95	46	72	78
<b>Regional and Remote Western Australia</b> (n=300/245/247   179,100 hh)	81	95	97	30	58	67
<b>Remote Central &amp; Eastern Australia</b> (n=300/251/243   85,200 hh)	70	97	96	25	62	66
<b>AUSTRALIA</b> (n=9900/9901/8301   8,445,900 hh)	82	95	96 <sup>b</sup>	47	79	82 <sup>c</sup>

<sup>a</sup> Source: Australian Bureau of Statistics. <sup>b</sup> Awareness level in 12 remaining regions. <sup>c</sup> From Mildura, Regl SA & Regl VIC conversion endpoints + conversion in 12 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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