

Report writing – Using graphs

Analysis of primary TV watching habits

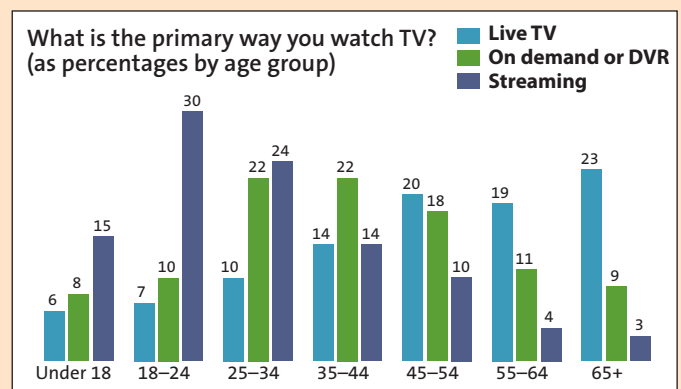
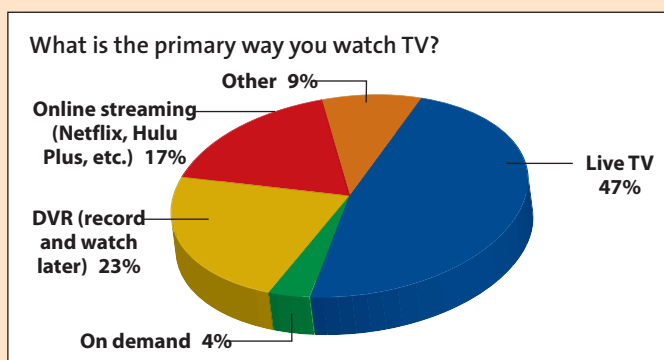
Aim

This report will analyse the results of a survey among different age groups on preferred ways of accessing TV programmes and make recommendations to advertisers based on the findings.

Methodology

TV viewers of different ages were asked about their primary way of watching TV. The topline results can be seen in the pie chart, which shows that while live TV is still popular, it is now preferred by just under half of those surveyed. Watching recorded programmes (DVR) is the second most popular option (23%), with online streaming in third place (17%).

Of the people who chose each of the three main viewing categories, the graph shows what percentage were in each of the seven age groups. To help advertisers seeking to target appropriate age ranges, the report will focus on the data shown in this graph.

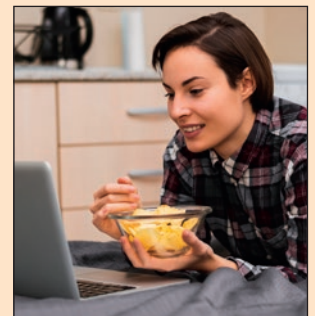


Live TV

(1) live TV, predictably, this traditional way of watching is significantly more popular with older viewers. Under-18s account for only 6% of this category, with a slight rise for 18–24-year-olds. There is a small but steady increase through the 25–34 and 35–44 groups, until we reach 20% of those preferring this mode of viewing among 45–54-year-olds. There is then a slight fall for the 55–64 group, but this picks up again for respondents who are 65 or older, at 23%.

Streaming

(2) the newest form of viewing, streaming via the Internet, is predictably much more popular with younger viewers. (3) 15% of those preferring this option are under-18s; there is a sharp increase to 30% with 18–24-year-olds. The figures then drop gradually across the age ranges and plummet to only 4% and 3% for the 55–64 and 65 or older groups (4) .



On demand or DVR

(5) On demand and (6) DVR, the figures indicate that this category has the widest reach across age groups. Moderate proportions of those choosing this option are under-18s and 18–24-year olds, with a substantial increase to 22% with the 25–34 group. This then remains stable through the next two age groups, before dropping gradually to 11% and 9% in the two oldest groups.



Conclusions

The survey shows that live TV viewers are still the largest group. They tend to be older in age, so advertising through this medium will be less effective for products aimed at younger people.

On demand/DVR viewers are more likely to be aged 25–44, but (7) , this is the best category for advertisers aiming at a wide age range. However, (8) DVR viewers, it should be remembered that they are likely to skip advertisement breaks when watching recorded programmes.



Online streaming viewers are typically younger in age (under 25). While they currently account for less than a fifth of viewers overall, this figure is likely to rise in the immediate future, presenting great potential for targeted advertising. The rate of that rise will depend on the increased provision of superfast broadband, which is necessary for streaming high-definition TV.

Generally, it is likely that the figures for the three categories will become more equal in the not-too-distant future.