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TV and Education

A Survey by Dialego

May 2010

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- Project Documentation
- Main Survey
 - Viewer rate of different educational formats
 - Preferred stations concerning educational formats
 - More educational formats between 8 and 10 p.m.
 - Educational mission
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■ Background to the Survey:

- The aim of the survey was to discover to which extent interviewees are interested in educational formats, which channels are frequented and if consumers think that public broadcasting stations fulfill their educational mission.

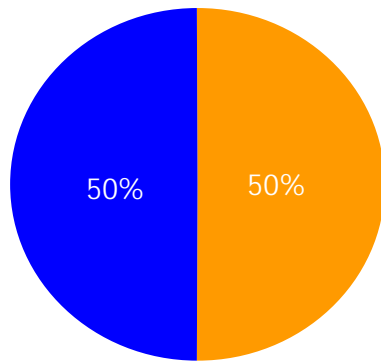
■ Procedure:

- Online survey in Germany with 1,000 interviews
- Participants were selected from the Dialego Access Panel according to age and gender
- Participants were invited via personalised e-mail including a hyperlink to the survey
- The sample was quoted according to age and gender variables as per the German population (micro census)

■ Field Time:

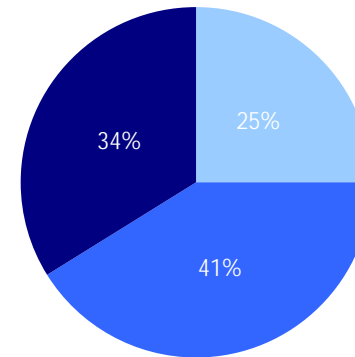
- Start: 04 May 2010
- End: 11 May 2010

Gender



■ Men
■ Women

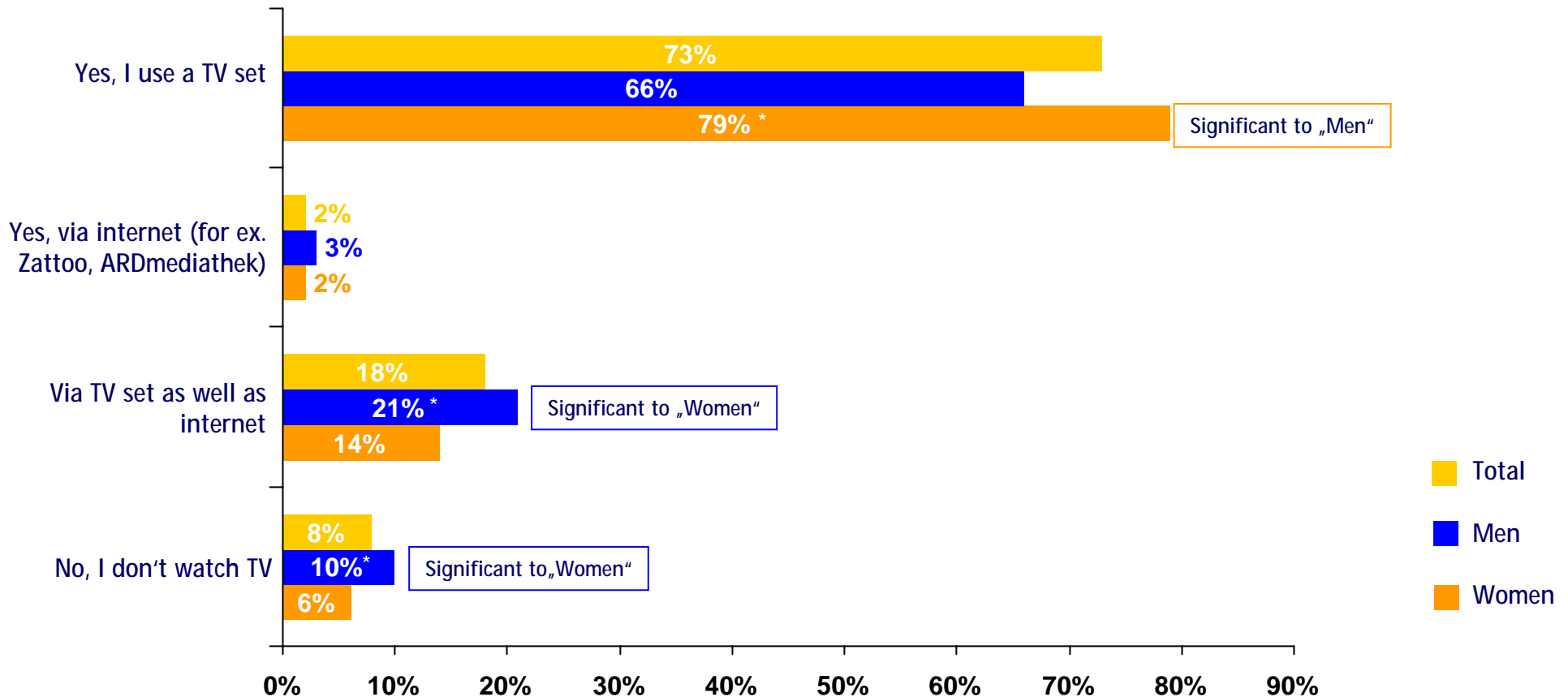
Age



■ 14-29 years
■ 30-49 years
■ 50-69 years

Base: n = 1,000 participants

Do you watch TV?

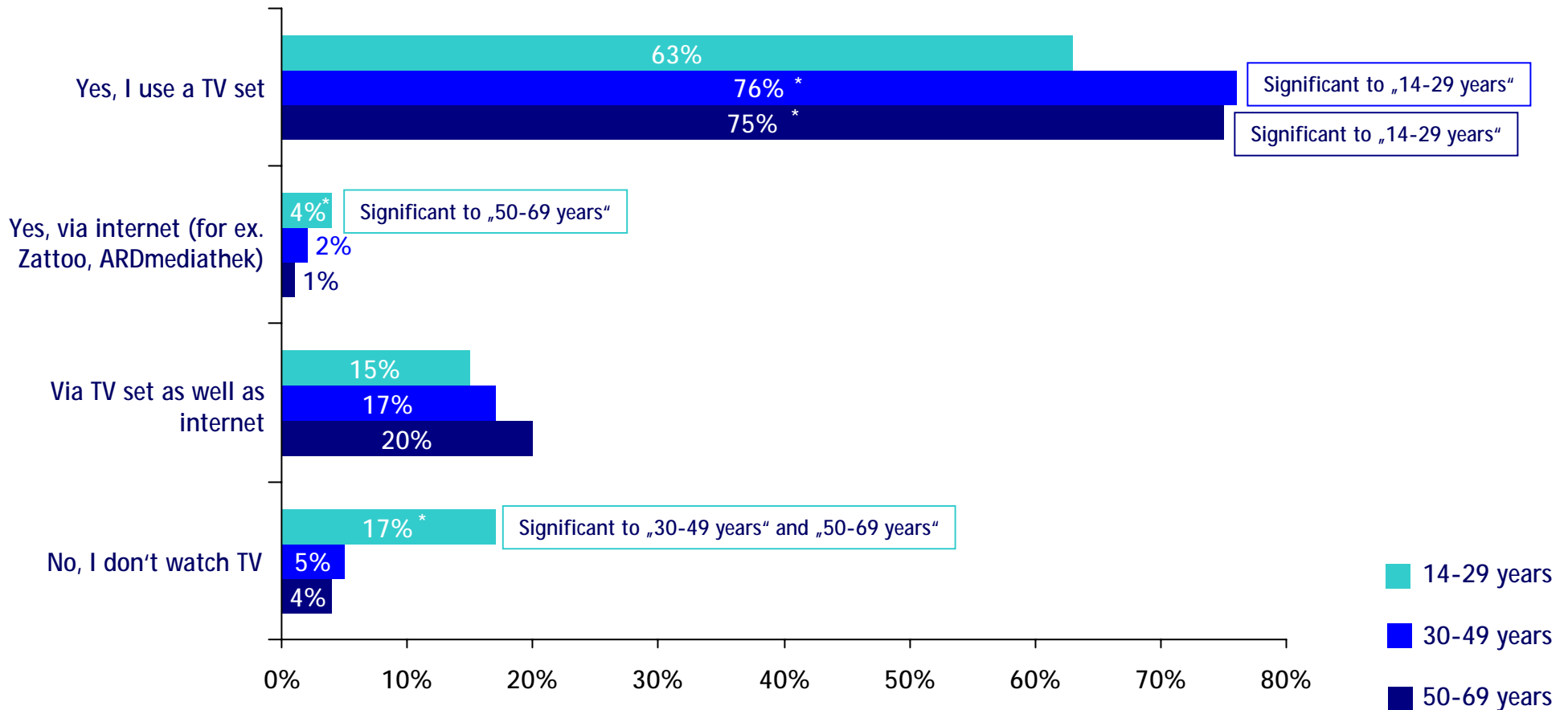


Base: n = 1,000 participants

Despite various possibilities of watching TV online, the majority of Germans still uses a TV set. At least a fifth watches TV via internet.

*The asterisk signifies that the value is higher on a 95 % level

Do you watch TV?

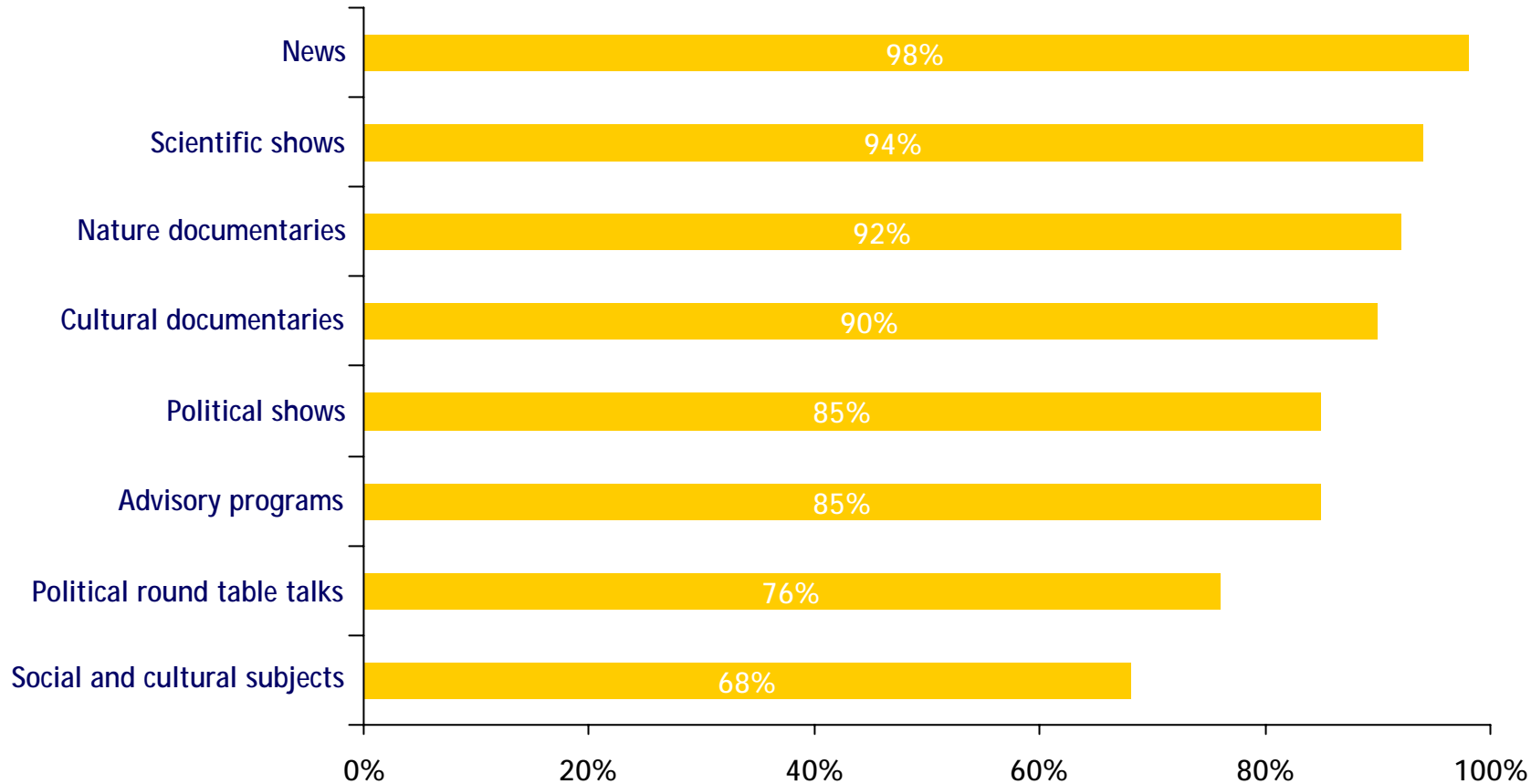


Base: n = 1,000 participants

Significantly more participants who do not watch TV belong to the age group of 14-29 year-olds than to the one of 30+.

* The asterisk signifies that the value is higher on a 95 % level

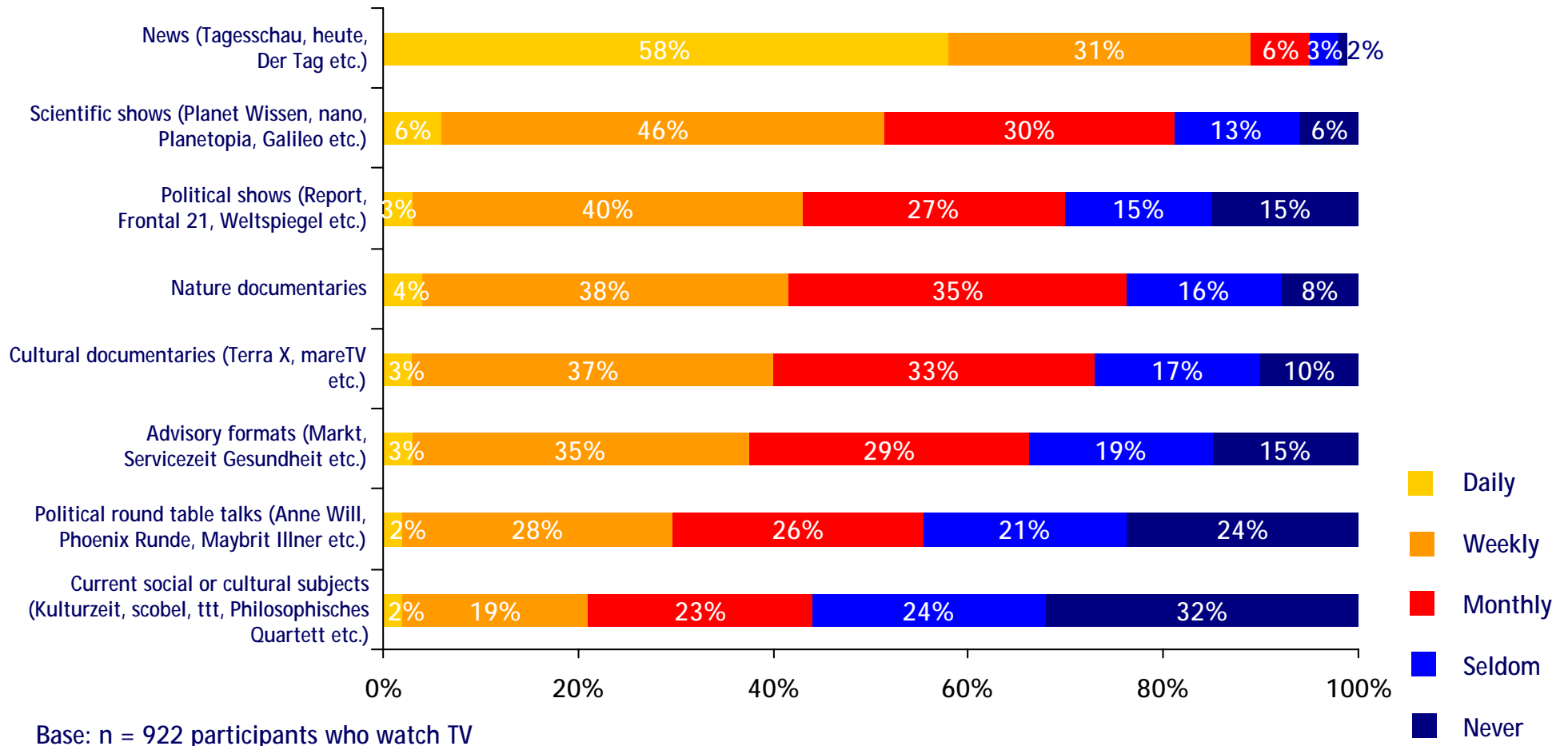
Which of the following educational formats do you watch?



Base: n = 922 participants who watch TV; multiple answers possible

There is a huge interest in educational formats.

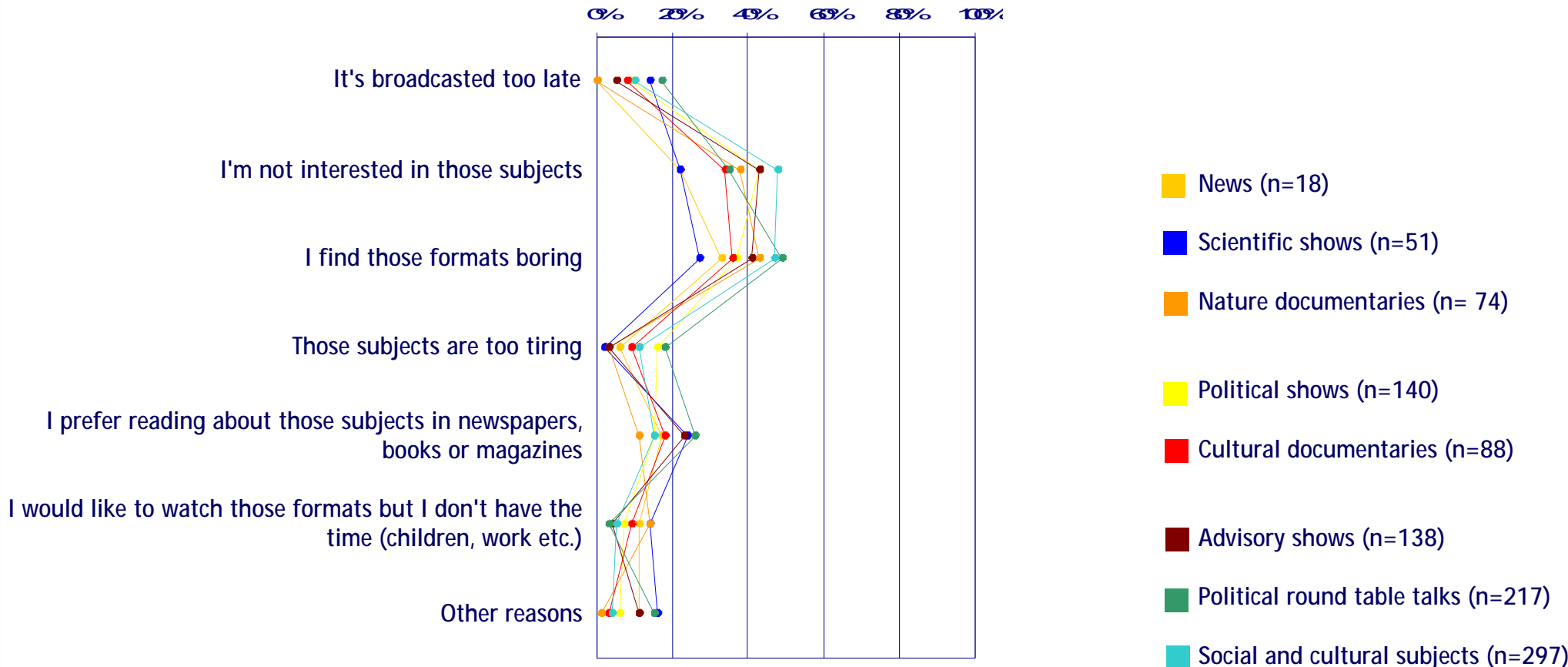
How often do you watch the following formats?



Educational formats that are most watched (daily to weekly): News, scientific shows and political shows. Political round table talks are far behind.

Reasons for Not Watching Educational Formats

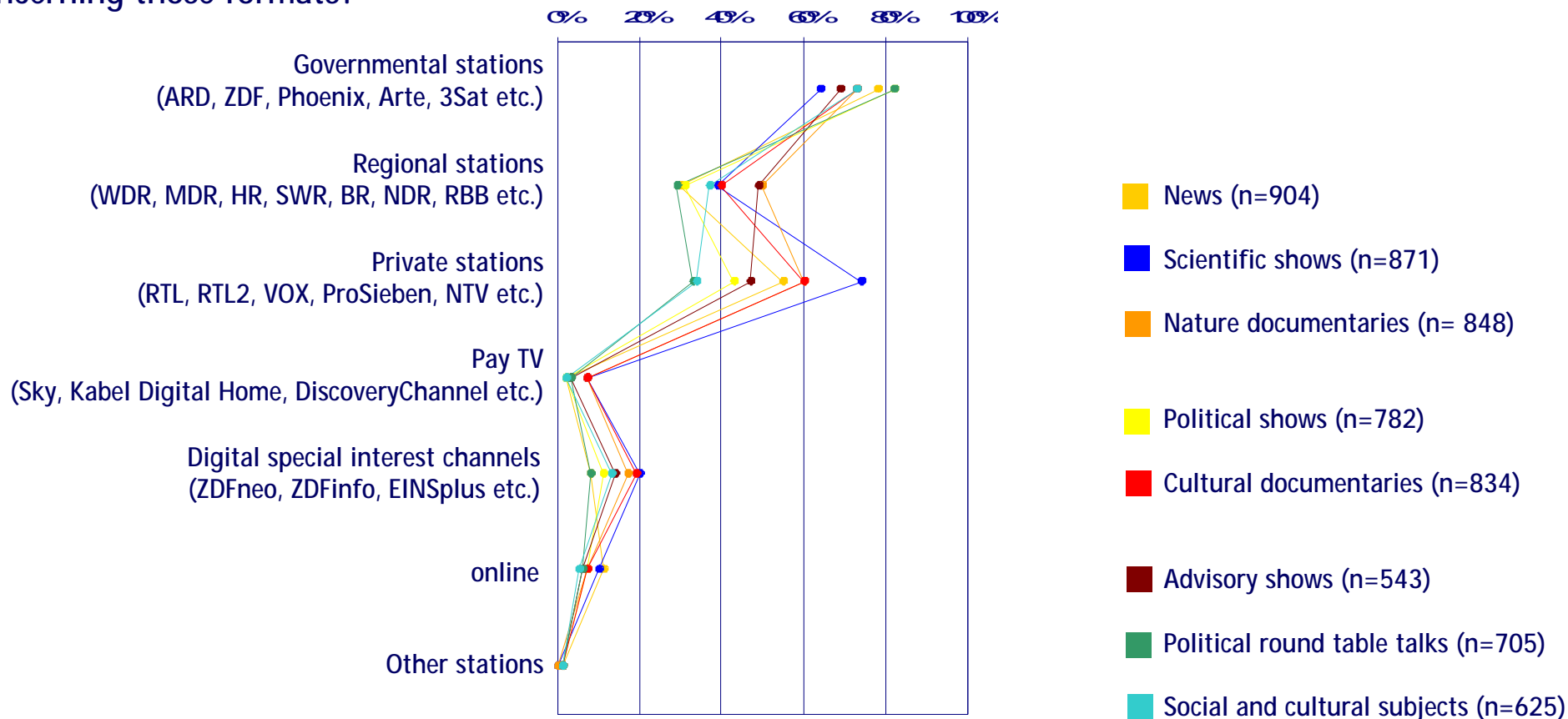
You indicated that you don't watch at least one of the mentioned formats. Why?



Base: n = see right, participants who don't watch a certain format; multiple answers possible

If certain formats are not watched, this mostly has something to do with a lack of interest. Late broadcasting time is a problem for political round table talks and scientific shows.

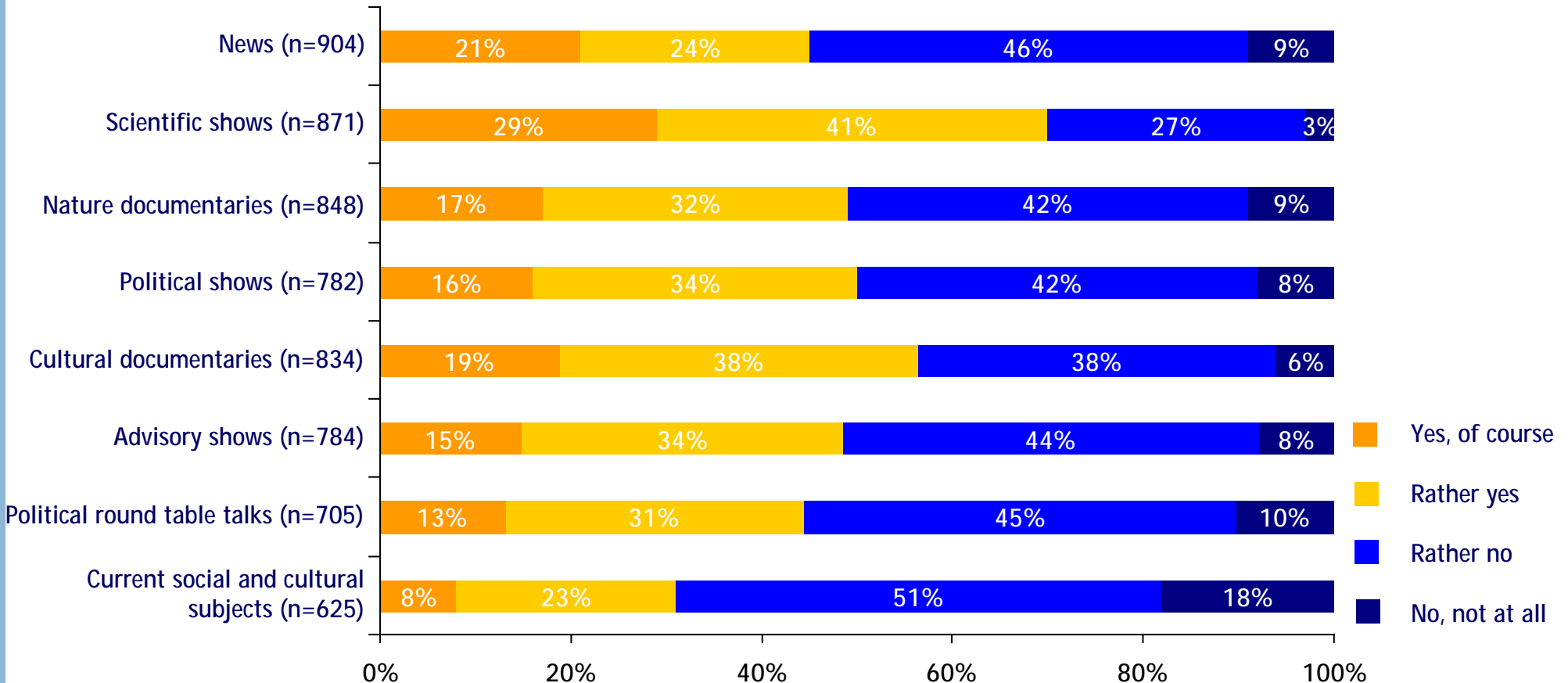
You indicated that you watch at least one of the mentioned formats. Which are your preferred stations concerning those formats?



Base: n = see right, participants who watch a certain format; multiple answers possible

When it comes to news, viewer rates are significantly higher for public broadcasting stations than for private ones. Pay TV has been relegated to a niche existence, even behind digital special interest channels.

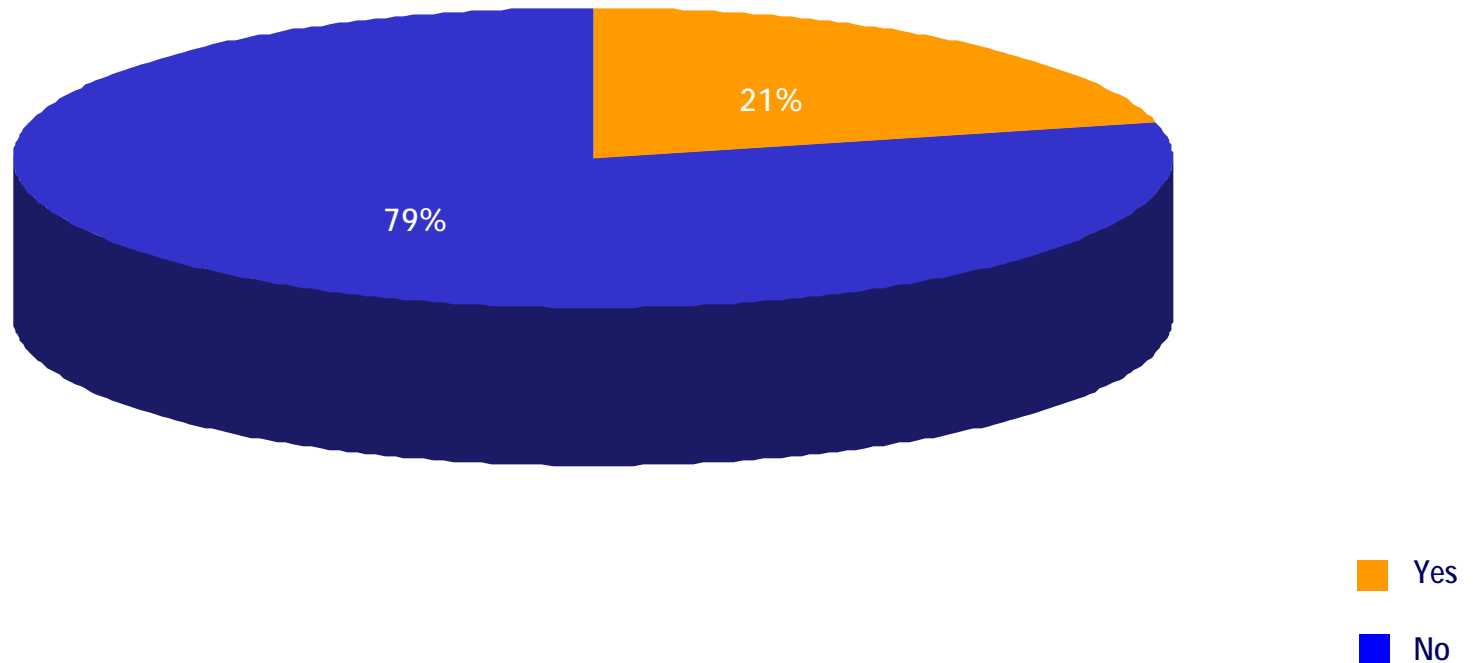
Would you like to see more formats like these between 8 and 10 p.m.?



Base: n = see above, participants who watch the format at least from time to time

Participants would like to see more formats like scientific shows and cultural documentaries at prime time.

Do you record the mentioned formats in order to watch them at a more appropriate time?



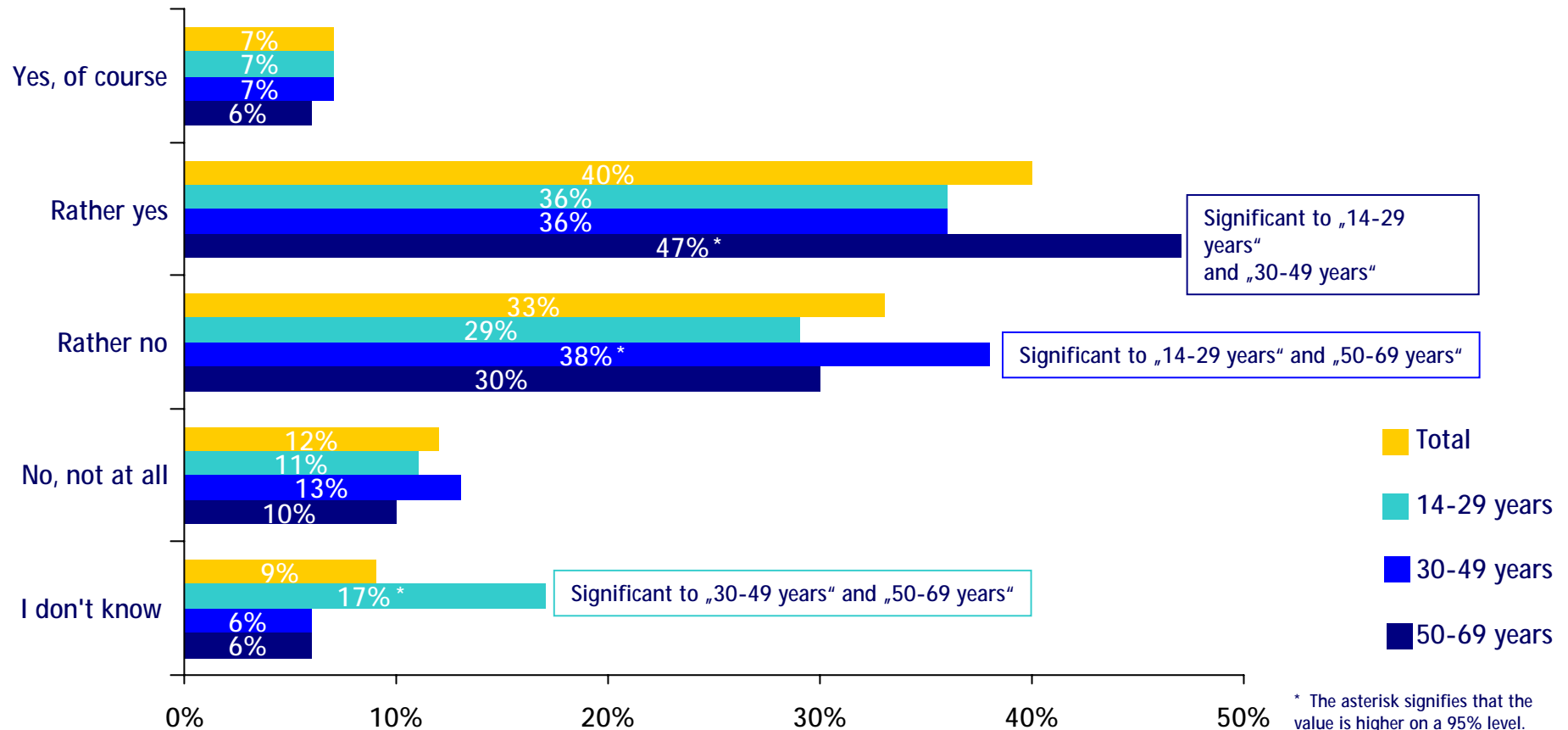
Base: n = 914 participants who watch at least one format

Despite new recording techniques, most participants prefer to watch the formats in real time.

Educational Mission

Split According to Age

In your opinion, do public broadcasting stations fulfill their educational mission?



Base: n = 1,000 participants

Only half of the viewers think that the educational mission has been accomplished, especially those aged older than 50. The younger age groups are more critical, especially those aged from 30 to 49.

TV and Education

There is a huge interest in educational formats. Top 3 are: News (98 percent), scientific shows (94 percent) and nature documentaries (92 percent). None of the questioned educational formats reach less than 68 percent of viewer interest.

When it comes to viewer rates (daily to weekly), news rank first (89 percent), scientific shows second (52 percent) and political shows third (43 percent). Cultural documentaries show a viewer rate of 40 percent. Political round table talks are far behind with only 30 percent. It is though important to consider that 17 percent of those who do not watch this format indicate that political round table talks are broadcasted too late in the evening.

Out of those participants who do not watch scientific shows, advisory shows or political round table talks, a quarter prefers to read books on those topics. 20 percent of those who do not watch political round table talks consider this format as tiring. 50 percent of those aged 14-29 who do not watch news said they do so because news are boring.

Concerning the preferred stations for certain formats in Germany, viewer rates of public broadcasting stations (78 percent) still lie far ahead of private stations (55 percent). A third of the interviewees also indicates (30 percent) that they watch news on local public broadcasting stations. Pay TV has been relegated to a niche existence even behind digital special interest channels. The splits according to age show that the younger the participants are, the more frequently they watch private stations. This applies to news as well as to scientific and political shows. Digital special interest channels are mostly watched by participants older than 30.

Many interviewees would like to see more educational formats between 8 and 10 p.m. Especially scientific shows (70 percent) and cultural documentaries (57 percent) are demanded.

Participants disagree on whether governmental stations accomplish their educational mission or not. Only half of the viewers regard the educational mission as accomplished, especially those older than 50. Younger participants – aged between 30 and 49 – are more critical. Out of this age group, 51 percent say that the mission has not been accomplished.

Feel free to contact us:

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