

Who goes interactive?

Contributed by BMRB
Wednesday, 17 November 2004
Last Updated Thursday, 13 April 2006

The Guide to people who interact with TV programmes.

Who Goes Interactive?

Nearly two-thirds (62%) of all adults have Digital TV at home and 20% of adults have interacted with a TV programme.

Just over one third (35%) of people who interact with TV programmes have played along with a game show using their remote.

Just over half (55%) of people who interact with TV programmes are male and 72% are aged between 15 and 44.

Interactors are 40% more likely to read the Daily Star than all adults.

Interactors are 25% more likely to have used Teletext today or yesterday and 29% more likely to visit the cinema once a month or more.

They are also 28% more likely than all adults to consume eat-in fast foods.

Interactors are 41% more likely to say that they "love to buy new gadgets and appliances".

Interactors are more likely than other digital television viewers to say that their favourite channels are music channels, particularly The Hits and Smash Hits. They are almost twice as likely to cite TNT and UK Horizons as their favourite television channels.

www.bmr.co.uk