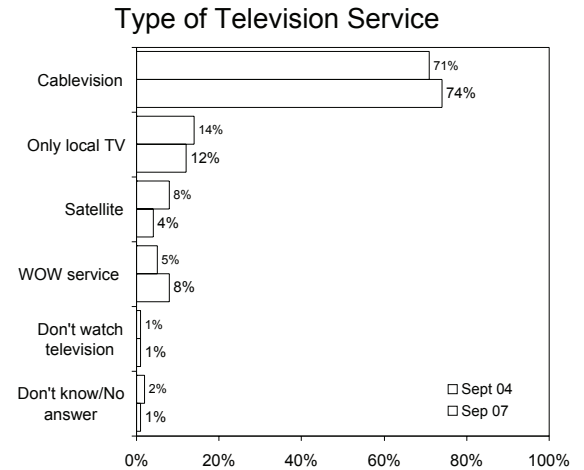


Television Viewing Habits

Cablevision is the most common television service used in Bermuda, and ZFB / ZBM continues to be the most watched local television station.

Literally all Bermuda households have some type of television service in their home and the type of service used varies little. Indeed, three quarters of residents have cablevision (74%) with smaller proportions of the population using only local TV (12%), WOW Service (8%) or satellite (4%). Cablevision is most prevalent among black residents and those living in Sandy’s and Southampton parishes. Cablevision penetration also increases with household income and is more prevalent among younger residents. In contrast, residents using WOW Service most commonly reside in Warwick, Paget, Pembroke and Devonshire parishes. (Table 28)

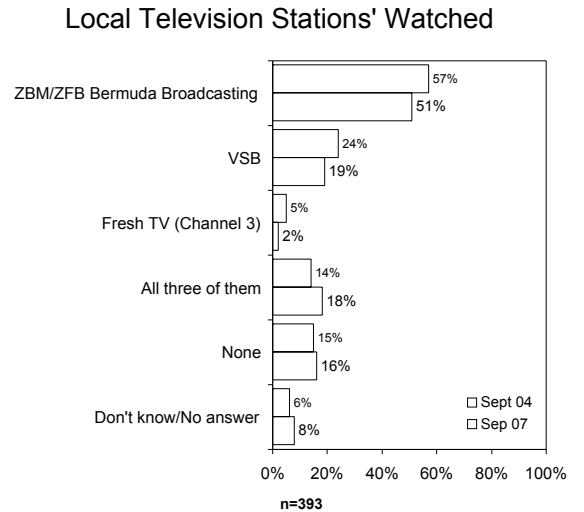
Those who watch only local television are more likely to be in the lowest income bracket (less than \$50K).



Station Viewing

Bermuda Broadcasting (ZBM/ZFB) continues to be the leading local television station in Bermuda in terms of viewership. Half of residents report to watch only ZBM/ZFB, while two in ten (19%) watch VSB. Few residents (2%) watch only Fresh TV. When considering that 18 percent of residents watch all three local stations, results suggest that a more accurate representation of local station viewership would include **69 percent** ZBM/ZFB, **37 percent** VSB and **20 percent** Fresh TV. (Table 29)

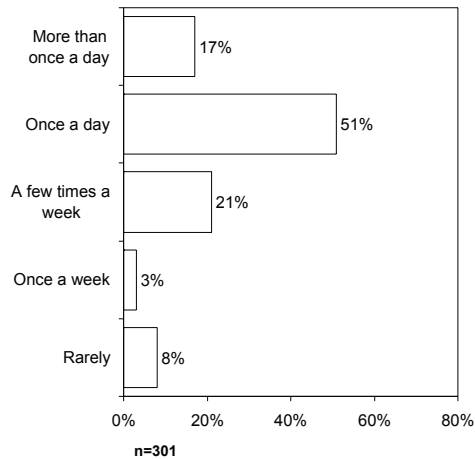
Of note, one in six residents (16%) report that they do not watch any local television stations.



Viewing Habits

Local television viewing habits vary across the population. One half of residents who watch local television (51%) do so once a day, while two in ten report to watch local TV a few times a week. Less than two in ten (17%) watch local television more than once a day, while one in ten report to watch local TV rarely or only once a week.

How Often Do you Watch Local Television?



Black residents and Bermudians are more likely to watch local television more than once a day. Those who report rarely watching local television are more likely to be in the youngest age category (18 – 34 years) and non-Bermudians. Other viewing habits vary (Table 30)

of viewers of local television (72%) watch between 6:00 p.m. and 8:00 p.m. Few (9%)

Television viewing is clearly most prevalent in the early evening. Indeed, nearly three quarters watch local television before 6:00 p.m. and one in six viewers watch local television after 9:00 in the evening. Although viewing times are generally consistent across the population, males, younger residents, higher income households and those residing in Pembroke / Devonshire parishes are more inclined to watch TV late at night. (Table 31)

Local Television Viewing Times

