

Overview of DTV Calls to 1-888 CALLFCC

CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION	2/13	2/14	2/15	2/16	2/17	2/18
They did not think the stations they watch would switch to digital	0.5%	0.7%	0.3%	0.9%	0.6%	0.4%
They were not aware of the switch to DTV	2.4%	1.6%	1.8%	2.0%	1.7%	1.0%
They were unaware of the correct transition date	3.9%	4.6%	5.0%	4.3%	2.3%	0.8%
Sum:	6.8%	6.9%	7.1%	7.1%	4.5%	2.2%
CONSUMERS WHO WERE AWARE BUT DID NOT ACT	2/13	2/14	2/15	2/16	2/17	2/18
They forgot to upgrade	3.5%	2.8%	2.5%	3.6%	2.3%	1.5%
They needed help to upgrade and were unable to attain assistance	1.8%	1.1%	1.8%	1.9%	1.3%	0.6%
They relied on another member of their household to upgrade	0.6%	0.4%	0.4%	0.8%	0.4%	0.3%
They waited too long to buy or set up a digital set or a converter box	3.7%	3.3%	3.7%	3.1%	3.0%	2.8%
They were out of town or too busy or knew they could do it later	1.0%	0.8%	0.7%	0.5%	0.5%	0.5%
Sum:	10.7%	8.4%	9.1%	10.0%	7.5%	5.7%
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM	2/13	2/14	2/15	2/16	2/17	2/18
Coupon ordered from NTIA and hasn't arrived/expired	20.1%	15.7%	17.0%	16.4%	12.0%	9.1%
Failed to request a coupon	8.9%	7.8%	8.5%	9.0%	6.3%	5.4%
The retail stores were out of boxes	1.5%	1.7%	1.6%	1.7%	0.9%	0.8%
Sum:	30.5%	25.2%	27.0%	27.0%	19.2%	15.4%
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES	2/13	2/14	2/15	2/16	2/17	2/18
Setting up converter boxes was too hard	3.0%	4.7%	6.0%	5.9%	4.7%	4.1%
Their converter box "didn't work"	3.5%	4.3%	5.0%	4.1%	5.8%	6.3%
They didn't understand the instructions for the digital set or the converter box	5.9%	8.2%	8.2%	7.8%	7.4%	5.8%
They had to scan or rescan the converter box to get stations	1.9%	2.5%	2.2%	2.7%	4.0%	3.9%
Sum:	14.3%	19.7%	21.4%	20.5%	21.8%	20.1%
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS	2/13	2/14	2/15	2/16	2/17	2/18
Problem receiving ANY channels or Call Signs	5.8%	10.7%	7.7%	7.8%	14.8%	19.3%
Their antenna didn't work or they have no antenna or their antenna wasn't connected	5.2%	5.2%	4.0%	3.9%	4.7%	4.7%
Weak or spotty signal	4.1%	4.5%	5.8%	4.3%	6.5%	8.5%
Sum:	15.2%	20.4%	17.5%	16.1%	26.0%	32.5%
CONSUMERS COMPLAINING ABOUT NOT RECEIVING AREA BROADCAST SIGNALS	2/13	2/14	2/15	2/16	2/17	2/18
Problem receiving a specific channel/station or Call Sign	6.4%	6.8%	6.1%	7.1%	11.1%	16.8%
Sum:	6.4%	6.8%	6.1%	7.1%	11.1%	16.8%
OTHER PROBLEMS	2/13	2/14	2/15	2/16	2/17	2/18
Satellite subscribers - lack of local stations	4.2%	3.1%	2.6%	2.3%	2.6%	1.9%
They didn't realize there was a test in this market today	0.1%	0.1%	0.1%	0.2%	0.2%	0.0%
They thought all their sets were hooked up to cable or satellite	3.7%	2.9%	2.9%	4.0%	2.7%	1.6%
They were waiting for cable or satellite installation	2.8%	2.3%	1.8%	2.5%	2.1%	1.6%
Wanted DTV consumer information sent to them	5.2%	4.2%	4.4%	3.2%	2.3%	2.1%
Sum:	16.1%	12.5%	11.8%	12.2%	9.9%	7.2%