

Data by Designated Market Area for May 21 Soft Test

Designated Market Area Call Volume	
Top 10 DMAs	Number of Calls Received
Chicago	1,310
New York	1,277
Dallas-Ft. Worth	764
Los Angeles	735
Houston	597
Cincinnati	477
Indianapolis	437
Atlanta	389
Philadelphia	375
Charlotte	337

States Generating 100 or More Calls							
State	Calls	State	Calls	State	Calls	State	Calls
California	8,090	Georgia	1,571	Alabama	613	Oregon	270
Texas	7,735	Michigan	1,372	Minnesota	544	Oklahoma	258
Illinois	4,849	New Jersey	1,230	Massachusetts	486	New Hampshire	256
New York	3,850	Virginia	1,154	Kentucky	435	New Mexico	226
Florida	2,895	Missouri	1,136	Louisiana	387	D.C	203
Ohio	2,889	South Carolina	905	Connecticut	385	Maine	197
Arizona	2,232	Tennessee	855	Colorado	374	Idaho	166
North Carolina	2,097	Wisconsin	756	Arkansas	366	Utah	135
Pennsylvania	1,847	Mississippi	654	Washington	286	Iowa	116
Indiana	1,654	Maryland	646	Nevada	277	Kansas	104

Consumer Question Categories	CHICAGO	NEW YORK	DALLAS-FT. WORTH	LOS ANGELES	HOUSTON	CINCINNATI	INDIANAPOLIS	ATLANTA	PHILADELPHIA	CHARLOTTE
NOT RECEIVING SPECIFIC STATIONS										
Problem receiving a specific channel/station or Call Sign	9.35%	8.19%	13.21%	4.97%	6.35%	20.81%	8.00%	13.38%	7.77%	9.66%
Sub-Percentage	9.35%	8.19%	13.21%	4.97%	6.35%	20.81%	8.00%	13.38%	7.77%	9.66%
CONVERTER BOX SETUP										
Setting up converter boxes was too hard	3.99%	4.16%	3.77%	1.69%	3.81%	3.47%	0.00%	1.27%	4.05%	2.07%
Their converter box "didn't work"	2.74%	2.32%	1.47%	1.38%	1.90%	2.89%	1.14%	0.64%	3.38%	1.38%
They didn't understand the instructions for the digital set or the converter box	4.36%	5.13%	7.13%	3.28%	5.71%	6.94%	7.43%	1.91%	4.73%	5.52%
They had to scan or rescan the converter box to get stations	2.74%	2.44%	3.35%	1.27%	2.22%	4.05%	2.29%	0.64%	3.72%	4.83%
Sub-Percentage	13.84%	14.06%	15.72%	7.62%	13.65%	17.34%	10.86%	4.46%	15.88%	13.79%
CONVERTER BOX COUPON PROGRAM										
Coupon ordered from NTIA and hasn't arrived/expired	23.19%	24.21%	20.55%	29.63%	26.03%	15.03%	24.57%	24.20%	17.57%	23.45%
Failed to request a coupon	20.32%	20.90%	22.43%	38.41%	33.97%	10.98%	25.14%	28.66%	20.61%	21.38%
The retail stores were out of boxes	0.25%	0.12%	0.42%	0.21%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%
Sub-Percentage	43.77%	45.23%	43.40%	68.25%	60.00%	26.01%	49.71%	52.87%	38.51%	44.83%
RECEPTION AND TECHNICAL PROBLEMS										
Problem receiving ANY channels or Call Signs	2.00%	2.44%	1.89%	1.06%	1.59%	0.58%	3.43%	0.00%	1.69%	2.76%
Antenna didn't work or they have no antenna or their antenna wasn't connected	7.61%	8.56%	7.34%	3.28%	4.76%	10.40%	4.57%	4.46%	8.78%	8.97%
Weak or spotty signal	7.73%	6.60%	7.13%	4.87%	3.81%	12.14%	9.71%	10.19%	10.47%	8.97%
Sub-Percentage	17.33%	17.60%	16.35%	9.21%	10.16%	23.12%	17.71%	14.65%	20.95%	20.69%
AWARE BUT DID NOT ACT										
They forgot to upgrade	0.50%	0.49%	0.00%	0.11%	0.32%	0.58%	0.00%	0.00%	0.34%	0.00%
They needed help to upgrade and were unable to attain assistance	3.87%	4.03%	3.35%	2.54%	4.44%	5.20%	2.29%	4.46%	5.07%	4.83%
They relied on another member of their household to upgrade	0.00%	0.24%	0.84%	0.11%	0.00%	1.16%	1.14%	0.64%	0.34%	0.00%
They waited too long to buy or set up a digital set or a converter box	2.49%	2.44%	2.52%	2.12%	1.59%	1.73%	1.14%	1.27%	2.70%	1.38%
They were out of town or too busy or knew they could do it later	0.37%	0.37%	0.42%	0.32%	0.00%	0.00%	0.00%	0.64%	0.34%	0.69%
Sub-Percentage	7.23%	7.58%	7.13%	5.19%	6.35%	8.67%	4.57%	7.01%	8.78%	6.90%
TRANSITION QUESTIONS										
Didn't realize there was a transition in this market today	0.75%	0.00%	1.26%	0.21%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%
They did not think the stations they watch would switch to digital	1.50%	0.98%	0.63%	0.63%	0.63%	1.16%	1.71%	0.64%	0.68%	0.00%
They were not aware of the switch to DTV	2.62%	2.20%	1.05%	1.16%	1.27%	1.16%	1.91%	1.91%	2.36%	2.76%
They were unaware of the correct transition date	2.37%	1.10%	1.05%	0.85%	0.95%	1.16%	0.57%	1.27%	1.69%	0.00%
Sub-Percentage	7.23%	4.28%	3.98%	2.86%	2.86%	3.47%	7.43%	3.82%	4.73%	2.76%
OTHER PROBLEMS										
Satellite subscribers - lack of local stations	0.25%	0.00%	0.00%	0.32%	0.00%	0.00%	0.57%	0.64%	0.34%	0.00%
They thought all their sets were hooked up to cable or satellite	0.87%	2.57%	0.21%	1.27%	0.63%	0.58%	1.14%	1.27%	2.70%	0.69%
They were waiting for cable or satellite installation	0.12%	0.49%	0.00%	0.32%	0.00%	0.00%	0.00%	1.91%	0.00%	0.69%
Wanted DTV consumer information sent to them	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%
Sub-Percentage	1.25%	3.06%	0.21%	1.90%	0.63%	0.58%	1.71%	3.82%	3.38%	1.38%