

## **June 2009 Digital Television Transition Survey Highlights**

### **Awareness**

- 98% of TV households reliant exclusively on over-the-air signals (OTA-only) are aware of the transition
- 91% are familiar with the government's coupon program
- 90% know that the transition will impact over-the-air reception, and not cable and satellite subscribers

### **Preparedness**

- 88.3% of all current and former OTA-only households have effectively made the digital transition, an increase in preparedness of 1,235,000 since April 2009
- 11.7% of all current and former OTA-only households remain unprepared, equivalent to 2.19 million (1.9% of all TV households)
- Of these 2.19 million, a projected 440,000 have taken some action including having applied for a coupon, received a coupon, and/or shopped for a converter box
- This leaves 1.75 million households who are unprepared at this time and who have taken no action to be prepared for the June 12 transition (1.53% of all US households; 9.3% of OTA-only)
  - 90% who are unprepared know the digital transition will affect their TV reception
  - Better than five-in-six (85%) are familiar with the coupon program
  - One-in-five (21%) still intend to apply for a coupon, 32% feel they still have time
  - Nearly half (46%) plan to do nothing and will go without TV (equivalent to .7% of all US TV households, 4.3% of all OTA-only)

### **Reception**

- Four-in-five (81%) are receiving new channels once they made the digital transition
- Three-in-four (76%) are experiencing improved channel reception overall
- 77% of those who made the transition are getting a better picture on at least one of the different TV networks