

# DTV Audience Survey

1. WBGU-PBS  
New member survey

2. Ohio  
Resident survey



(N = 256)

## 1. DTV Awareness

Feb. 17<sup>th</sup>, 2009, National: 90%

Dec. 15<sup>th</sup>, 2008, WBGU: 44%

## 2. DTV Readiness

30% OTA, Analog TV

15% at least partially not ready

4% unaware of the coupon program

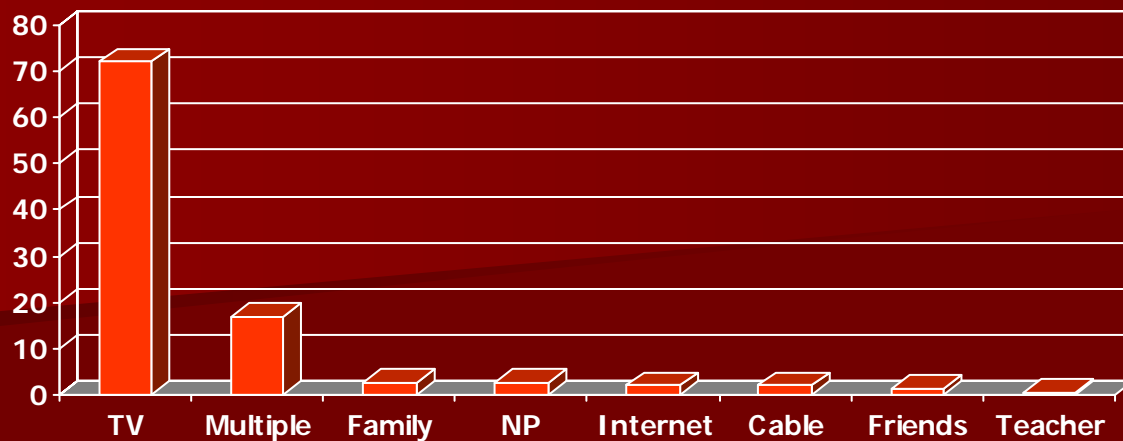


(N = 256)

### 3. DTV Benefit Awareness

36% aware of multiple DTV channels

### 4. DTV Info Sources





(N = 729)

## 1. DTV Awareness

Feb. 17<sup>th</sup>, 2009, National: 86%

## 2. DTV Readiness

23% OTA, Analog TV

18% at least partially not ready

11% unaware of the coupon program



(N = 729)

### 3. DTV Benefit Awareness

44% aware of multiple DTV channels

### 4. DTV Info Sources

