

# WILLKIE FARR & GALLAGHER<sub>LLP</sub>

1875 K Street, NW  
Washington, DC 20006

Tel: 202 303 1000  
Fax: 202 303 2000

May 28, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

Re: DTV Consumer Education Initiative  
MB Docket No. 07-148

Dear Ms. Dortch:

On behalf of The Nielsen Company, I am submitting the attached study providing an overview of the current state of digital readiness of U.S. households.

Respectfully submitted,

Philip L. Verveer

Attachment

nielsen



# The February 2009 Digital Television Transition:

Overview of the Digital Readiness of  
U.S. Households and Analysis of Viewing to Unready Sets

May 2008

## Introduction

All full-power U.S. television stations are required to discontinue use of their analog signals and operate in a digital-only environment effective February 17, 2009. The Digital Television (DTV) Transition will free up analog frequencies for public safety communications and advanced wireless services, while enabling improved television picture and sound quality.

Nielsen is positioned to provide the industry with ongoing analyses about the digital readiness of U.S. households at the national level and in local markets as we approach the transition date. The readiness data in this report are based on Nielsen's National People Meter (NPM) panel, which is projectable to total U.S. television households, and Nielsen's local metered panels, which are projectable to their respective television household populations.

It is also important to identify the amount and origin of viewing to sets that are *currently* not ready for the DTV Transition to better understand the potential impact to audience levels. In other words, this report provides estimates of how much viewing would be lost if the DTV Transition occurred *today* and, as a result, certain television sets could no longer receive broadcast television signals.

It is imperative to note that as we get closer to the DTV Transition date, households will upgrade their television equipment at an accelerated rate. Therefore, this analysis does not suggest that viewing in February 2009 will be impacted to the same degree as it would be if the transition occurred today. Nonetheless, this paper provides relevant insight on today's state of readiness that can inform actions of television programmers, distributors and others involved in the DTV Transition.

Our definitions for the readiness status of sets and households are as follows:

- **Ready Set** – a television set that is connected to a cable service, satellite service, or a digital converter box, or a television set that has an internal digital tuner
- **Unready Set** – a television set that does not meet the above conditions and is therefore not capable of receiving digital broadcast television signals

- **Completely Ready Household** – a household that has all Ready Sets
- **Partially Unready Household** – a household that has at least one Ready Set and at least one Unready Set
- **Completely Unready Household** – a household that has all Unready Sets

Some highlights of our findings, as of April 30, 2008, include:

- 9.4% of U.S. households are Completely Unready for the DTV Transition.
- 12.6% of U.S. households are Partially Unready for the DTV Transition.
- Daily tuning within a Completely Unready household is 6.9 hours on average. This represents fewer tuning hours than that of a Completely Ready household, which is 8.7 hours on average.
- Viewing to Unready Sets currently accounts for 7.5% of all television usage during the total day.
- Viewing to Unready Sets currently accounts for 8.1% of all television usage during primetime.
- Viewing to Unready Sets currently accounts for 17.0% of the primetime Persons 2+ rating for English-language broadcast networks.
- Viewing to Unready Sets currently accounts for 26.8% of the primetime Persons 2+ rating for Spanish-language broadcast networks.

## The Digital Readiness of Total U.S. Households and Local Market Households

### Digital Readiness of Total U.S. Households

9.4% of U.S. households are Completely Unready, and 12.6% of U.S. households are Partially Unready for the DTV Transition, according to Nielsen's National television ratings panel. Furthermore, 16.5% of all television sets in the U.S. are Unready Sets. Within Partially Unready households, approximately one in three television sets are Unready Sets.

Please note that Nielsen initially released data regarding the digital readiness of households and sets in February 2008. Since then, Nielsen has made modifications to its calculation of Unready Sets and Households allowing us to provide a more accurate picture of the digital readiness of U.S. households. These changes, among other things, include using an average week, rather than a single day, and using installed homes, rather than intab homes, to determine the readiness status of households and sets.

**Table 1. Percentage of U.S. Households that are Completely Ready, Partially Unready and Completely Unready (based on NPM Sample as of April 30, 2008)**

Market	% of HHs that are Completely Ready	% of HHs that are Partially Unready	% of HHs that are Completely Unready
Total U.S.	78.0%	12.6%	9.4%

### Digital Readiness of Households in Local Markets

Households in each of Nielsen's 56 local metered markets show a wide range of digital readiness. For example, 18.3% of households in the Milwaukee DMA are Completely Unready; this is more than fifteen percentage points greater than the penetration of Completely Unready households in the Hartford & New Haven DMA, which has only 3.1% Completely Unready households.

**Table 2. Ten highest penetrations of Completely Unready households among 56 local metered markets (based on local metered samples as of April 30, 2008)**

Local Market	% of HHs that are Completely Unready
MILWAUKEE	18.3%
SALT LAKE CITY	18.0%
PORTLAND, OR	17.3%
HOUSTON	17.0%
MINNEAPOLIS-ST. PAUL	16.9%
DALLAS-FT. WORTH	15.7%
CINCINNATI	15.0%
ST. LOUIS	14.7%
TULSA	14.2%
ALBUQUERQUE-SANTA FE	14.2%

**Table 3. Ten lowest penetrations of Completely Unready households among 56 local metered markets (based on local metered samples as of April 30, 2008)**

Local Market	% of HHs that are Completely Unready
HARTFORD & NEW HAVEN	3.1%
NEW YORK	3.8%
ATLANTA	4.1%
FT. MYERS-NAPLES	4.4%
BOSTON (MANCHESTER)	4.5%
WEST PALM BEACH-FT. PIERCE	4.5%
CHARLOTTE	4.6%
PHILADELPHIA	5.2%
NEW ORLEANS	5.5%
WASHINGTON, DC(HAGRSTWN)	5.5%

The attached Excel file provides digital readiness data for sets and households at the national level and for all 56 local metered markets individually.

## Characteristics of Completely Unready Households

### Digital Readiness by Demographic Group

Males and Females ages 18-24 are the demographic groups that would be most impacted if the DTV Transition occurred today. While Males and Females ages 18-24 make up 4.9% and 4.6%, respectively, of Persons 2+ in the Total U.S., these same groups represent 6.2% and 5.5% of Persons 2+ in Completely Unready households, resulting in indices of 120 and 127.

### Digital Readiness by Household Characteristic

In terms of ethnicity, Hispanic households would be most impacted if the DTV Transition occurred today. Although they make up 11.3% of the Total U.S., Hispanic households currently make up 19.9% of Completely Unready households. Moreover, 10.3% of Completely Unready households speak Only Spanish, a penetration that is five times greater than that of Only Spanish households in the U.S. In addition, 5.6% of Completely Unready households speak Mostly Spanish, a penetration that is nearly double that of Mostly Spanish households in the U.S.

When looking at the readiness status of households based on the Age of Head of Household, younger households would be the most impacted if the DTV Transition occurred today. In future reports, we will explore more characteristics of Completely Unready households, such as household income, profession, and education level.

**Table 4. Distribution of Persons 2+ within Completely Unready households and Total U.S. households (based on NPM sample during April 2008)**

Demographic Group	Distribution of Persons 2+		Index
	Within Completely Unready HHs	Within Total U.S. HHs	
Males 2-11	7.9%	7.4%	107
Females 2-11	8.4%	7.7%	109
Males 12-17	3.9%	4.3%	91
Females 12-17	4.8%	4.7%	102
Males 18-24	6.2%	4.9%	127
Females 18-24	5.5%	4.6%	120
Males 25-34	8.0%	6.9%	116
Females 25-34	7.1%	6.5%	109
Males 35-49	9.6%	11.2%	86
Females 35-49	10.6%	10.5%	101
Males 50-54	3.8%	3.9%	97
Females 50-54	3.5%	3.5%	100
Males 55-64	5.7%	6.3%	91
Females 55-64	5.1%	5.5%	93
Males 65+	5.4%	6.6%	82
Females 65+	4.6%	5.3%	87

**Table 5. Distribution of various household characteristics in Completely Unready households and Total U.S. households (based on NPM sample as of April 30, 2008)**

Household Characteristic	% of Completely Unready HHs	% of Total U.S. HHs	Index
Age of Head of Household: <35 years	26.0%	21.1%	123
Age of Head of Household: 35-54 years	41.2%	41.2%	100
Age of Head of Household: 55+ years	32.8%	37.6%	87
Race of Head of Household: Black	16.3%	12.1%	135
Race of Head of Household: Non-Black	83.7%	87.9%	95
Ethnicity Head of Household: Hispanic	19.9%	11.3%	177
Ethnicity Head of Household: Non-Hispanic	80.1%	88.7%	90
Household Language Spoken: Only Spanish	10.3%	2.0%	509
Household Language Spoken: Mostly Spanish	5.6%	2.9%	194
Household Language Spoken: Equal Spanish/English	0.4%	2.2%	17
Household Language Spoken: Mostly English	2.6%	2.4%	107
Household Language Spoken: Only English	81.1%	90.5%	90

The attached Excel file provides further detail on the characteristics (including race, ethnicity, language spoken, and age of head of household) of Completely Unready households at the national level and for all 56 local metered markets individually.

## Analysis of Viewing to Unready Sets

This section provides a set-level analysis of current viewing levels to Ready Sets and Unready Sets. The purpose of this set-level analysis is to understand the amount of viewing that would be lost if the DTV Transition occurred today and, as a result, Unready Sets could no longer receive broadcast television signals. Again, please note that as we get closer to the DTV Transition date households will upgrade their television equipment at an accelerated rate. Therefore, this analysis does not suggest that viewing in February 2009 will be impacted to the same degree as it would be if the transition occurred today. Nonetheless, this paper provides relevant insight on today's state of readiness that can inform actions of television programmers, distributors, and others involved in the DTV Transition.

### Average Tuning Duration by Household Readiness Status

Average tuning durations were analyzed for Completely Ready, Partially Unready and Completely Unready households. Completely Unready households spend fewer hours tuning to television compared with Completely Ready and Partially Unready households. The average daily tuning in a Completely Unready household is currently 6.9 hours, while the average daily tuning in a Completely Ready household is 8.7 hours and in a Partially Unready household is 9.0 hours.

The difference between these numbers is expected, given two important factors. First, most Completely Ready and Partially Unready households subscribe to cable and satellite services and therefore have access to many more channels. Second, Completely Ready households have more television sets, an average of 3.3 sets per household, while Completely Unready households have an average of 2.7 sets per household.

In Partially Unready households, a significant percentage of average daily tuning is to Ready Sets (versus Unready Sets)—5.2 hours versus 2.9 hours. This is likely because Ready Sets tend to be located in common viewing areas within the home. In addition, it is likely that after February 17, 2009 viewing to Unready Sets would switch over to a Ready Set already present in the household, or the Unready Set(s) would be properly upgraded by the household.

**Table 6.** Average daily household tuning durations in Completely Ready, Partially Unready, and Completely Unready households (based on NPM sample during April 2008)

Household Digital Readiness Status	Average Daily Tuning Per HH
Completely Ready	8.7 hours
Partially Unready	9.0 hours
Completely Unready	6.9 hours

**Table 7.** Average daily set tuning durations in Partially Unready households (based on NPM sample during April 2008)

Set Digital Readiness Status	Average Daily Tuning Per Set
Ready Sets	5.2 hours
Unready Sets	2.9 hours

**Table 8.** Average number of television sets in Completely Ready, Partially Unready and Completely Unready households (based on NPM sample during April 2008)

Household Digital Readiness Status	Average # Sets Per HH
Completely Ready	3.3 sets
Partially Unready	4.7 sets
Completely Unready	2.7 sets

### Audience Composition of Viewing to Unready Sets

Persons Using Television (PUT) levels for Ready Sets and Unready Sets were analyzed for select demographic groups and dayparts. Viewing to Unready Sets comprises anywhere from 7.0% to 10.7% of total viewing depending on the demographic and daypart. In primetime, Teens and Persons 18-34 are the demos with the highest percentage of their viewing (9.2% and 8.4% respectively) going to Unready Sets. For the total day, Persons 35-54 is the demo with the highest percentage of its viewing (7.8%) going to Unready Sets.

**Table 9.** Average daily PUT levels to Ready Sets and Unready Sets and percentage of PUT to Unready Sets (based on NPM sample during April 2008)

Daypart	Set Digital Readiness Status	P 2+	C 2-11	T 12-17	P 18+	P 18-34	P 35-54	P 55+
M-Su 6a-6a	Ready Sets	17.3	11.9	11.8	18.9	15.3	18.1	23.3
	Unready Sets	1.4	1	0.9	1.5	1.2	1.5	1.8
	% of PUT to Unready Sets	7.5%	7.5%	7.4%	7.5%	7.4%	7.8%	7.2%
M-F 7a-10a	Ready Sets	12.3	10.9	5.1	13.3	9.3	12.9	17.8
	Unready Sets	1.2	1	0.5	1.3	0.9	1.3	1.6
	% of PUT to Unready Sets	8.8%	8.3%	9.4%	8.9%	9.2%	9.2%	8.2%
M-F 10a-430p	Ready Sets	13.2	10	6.1	14.5	11.5	12.4	20
	Unready Sets	1.2	0.9	0.5	1.3	1.1	1.3	1.5
	% of PUT to Unready Sets	8.2%	8.4%	8.0%	8.1%	8.7%	9.2%	7.0%
M-F 630p-7p	Ready Sets	24.6	18.9	17.8	26.4	18.6	22.8	38.3
	Unready Sets	2.2	1.6	1.7	2.4	1.8	2.2	3.3
	% of PUT to Unready Sets	8.3%	7.9%	8.8%	8.3%	8.6%	8.8%	7.9%
M-Sa 8p-11p & Su 7p-11p	Ready Sets	34.6	20.8	24.1	38.3	29.4	37.4	48.1
	Unready Sets	3	1.9	2.4	3.3	2.7	3.3	3.9
	% of PUT to Unready Sets	8.1%	8.3%	9.2%	8.0%	8.4%	8.2%	7.4%
M-F 1130p-1a	Ready Sets	18.2	7.6	13.2	20.6	20.2	20.7	21
	Unready Sets	1.7	0.9	1.5	1.9	1.8	2	1.9
	% of PUT to Unready Sets	8.7%	10.7%	10.0%	8.4%	8.2%	8.9%	8.3%

## English-Language and Spanish-Language Broadcast Network Viewing

In addition to analyzing total usage of Unready Sets, we also looked at primetime ratings of individual broadcast networks coming from Unready Sets and the contribution of this viewing to total network audience levels. In this paper, these ratings are summarized into two groups: English-language broadcast networks and Spanish-language broadcast networks. The analysis focuses on broadcast network viewing only because Unready Sets are, by definition, sets that receive over-the-air programming only.

As depicted in Table 10, the percentage of primetime broadcast network rating going to Unready Sets ranges from 14.8% to 32.5%, depending on the demographic. For example, 17.0% of the primetime Persons 2+ rating for English-language broadcast networks is currently going to Unready Sets. For Spanish-language broadcast networks, 26.8% of the primetime Persons 2+ rating is going to Unready Sets. As previously mentioned, it is important to note that a portion of this viewing to Unready Sets is taking place in Partially Unready households; it is likely that after February 17, 2009, this viewing would switch over to a Ready Set already present in the household or the Unready Set(s) would be properly upgraded by the household.

**Table 10.** Average viewing levels (Average Audience %) to Ready Sets and Unready Sets in primetime to English-language broadcast networks combined and Spanish-language broadcast networks combined and % of average viewing to Unready Sets (based on NPM sample during April 2008)

	Set Digital Readiness Status	P 2+	C 2-11	T 12-17	P 18+	P 18-34	P 35-54	P 55+
English-language Broadcast Networks*	Ready Sets	11.2	3.4	4.4	13.4	7.5	13.4	19.1
	Unready Sets	2.3	1.1	1.8	2.6	1.7	2.6	3.3
	% of AA to Unready Sets	17.0%	24.2%	29.4%	16.1%	18.8%	16.3%	14.8%
Spanish-language Broadcast Networks**	Ready Sets	1.3	1.1	0.9	1.4	1.8	1.3	1.1
	Unready Sets	0.5	0.5	0.4	0.5	0.7	0.5	0.2
	% of AA to Unready Sets	26.8%	32.5%	29.3%	25.7%	28.8%	27.4%	17.4%

\* Networks included: ABC, CBS, NBC, FOX, PAX, MNTV, CW, PBS  
 \*\* Networks included: UNIVISION, TELEMUNDO, TELEFUTURA, AZTECA, MTV TR3S

Nielsen will continue to provide ongoing insight about the digital readiness of U.S. households and viewing to Unready Sets in order to prepare television programmers, distributors and others involved in the DTV Transition, as we get closer to February 17, 2009.





## **Analog-Digital Transition Readiness Report**

**Sample:** Average Installed for Week 04/24/08 through 04/30/08

**Note:** Combination Households are represented in each sample to which they contribute

**Exclusion:** None

Copyright © 2008 The Nielsen Company  
All Rights Reserved



## Analog-Digital Transition Readiness Report

### *“Sets” Tab – Characteristics of Households with ANY Unready Sets*

- **Sets**
  - o Total Sets – Total Number of Sample Television Sets
  - o Total Unready – Total Number of Unready Sets in the Sample (% of Total Sample Sets)
- **Households**
  - o Total HH – Total Number of Sample HH
  - o Total with ANY Unready Sets – Total Number of Sample HH with at least one Unready Set (% of Total HH)
  - o Total with ONLY Unready Sets – Total Number of Sample HH with only Unready Sets (% of Total HH)
- **Race**
  - o Total – Total Number of Unready Sets in the Sample
  - o White – Total Unready Sets in White Sample HH (% of Total Sets in White Sample HH)
  - o Black – Total Unready Sets in Black Sample HH (% of Total Sets in Black Sample HH)
  - o Asian – Total Unready Sets in Asian Sample HH (% of Total Sets in Asian Sample HH)
  - o Other – Total Unready Sets in Other Sample HH (% of Total Sets in Other Sample HH)
- **Ethnicity**
  - o Total – Total Number of Unready Sets in the Sample
  - o Hispanic – Total Unready Sets in Hispanic Sample HH (% of Total Sets in Hispanic Sample HH)
  - o Non-Hispanic – Total Unready Sets in Non-Hispanic Sample HH (% of Total Sets in Non-Hispanic Sample HH)
- **Age of Head of House**
  - o Total – Total Number of Unready Sets in the Sample
  - o Less than 35 – Total Unready Sets in AHOH < 35 Sample HH (% of Total Sets in AHOH < 35 Sample HH)
  - o 35-54 – Total Unready Sets in AHOH 35-54 Sample HH (% of Total Sets in AHOH 35-54 Sample HH)
  - o 55+ – Total Unready Sets in AHOH 55+ Sample HH (% of Total Sets in AHOH 55+ Sample HH)
- **Language Spoken**
  - o Total – Total Number of Unready Sets in the Sample
  - o English Only – Total Unready Sets in English Only Sample HH (% of Total Sets in English Only Sample HH)
  - o Mostly English – Total Unready Sets in Mostly English Sample HH (% of Total Sets in Mostly English Sample HH)
  - o English and Spanish Equally – Total Unready Sets in Eng/Span Equal Sample HH (% of Total Sets in Eng/Span Equal Sample HH)
  - o Mostly Spanish – Total Unready Sets in Mostly Spanish Sample HH (% of Total Sets in Mostly Spanish Sample HH)
  - o Spanish Only – Total Unready Sets in Spanish Only Sample HH (% of Total Sets in Spanish Only Sample HH)



## Analog-Digital Transition Readiness Report

### *"Households" Tab – Characteristics of Households with ONLY Unready Sets*

- **Sets**

- o Total Sets – Total Number of Sample Television Sets
- o Total Unready – Total Number of Unready Sets in the Sample (% of Total Sample Sets)

- **Households**

- o Total Households – Total Number of Sample HH
- o Total with ANY Unready Sets – Total Number of Sample HH with at least one Unready Set (% of Total HH)
- o Total with ONLY Unready Sets – Total Number of Sample HH with only Unready Sets (% of Total HH)

- **Race**

- o Total – Total Number of Sample HH that have Unready Sets
- o White – Total White HH that have Unready Sets (% of Total White Sample HH)
- o Black – Total Black HH that have Unready Sets (% of Total Black Sample HH)
- o Asian – Total Asian HH that have Unready Sets (% of Total Asian Sample HH)
- o Other – Total Other HH that have Unready Sets (% of Total Other Sample HH)

- **Ethnicity**

- o Total – Total Number of Sample HH that have Unready Sets
- o Hispanic – Total Hispanic HH that have Unready Sets (% of Total Hispanic Sample HH)
- o Non-Hispanic – Total Non-Hispanic HH that have Unready Sets (% of Total Non-Hispanic Sample HH)

- **Age of Head of House**

- o Total – Total Number of Sample HH that have Unready Sets
- o Less than 35 – Total AHOH < 35 HH that have Unready Sets (% of Total AHOH < 35 Sample HH)
- o 35-54 – Total AHOH 35-54 HH that have Unready Sets (% of Total AHOH 35-54 Sample HH)
- o 55+ – Total AHOH 55+ HH that have Unready Sets (% of Total AHOH 55+ Sample HH)

- **Language Spoken**

- o Total – Total Number of Sample HH that have Unready Sets
- o English Only – Total English Only HH that have Unready Sets (% of Total English Only Sample HH)
- o Mostly English – Total Mostly English HH that have Unready Sets (% of Total Mostly English Sample HH)
- o English and Spanish Equally – Total Eng/Span Equal HH that have Unready Sets (% of Total Eng/Span Equal Sample HH)
- o Mostly Spanish – Total Mostly Spanish HH that have Unready Sets (% of Total Mostly Spanish Sample HH)
- o Spanish Only – Total Spanish Only HH that have Unready Sets (% of Total Spanish Only Sample HH)

## Analog-Digital Transition Readiness Report

Market	Television Households							
	Sets			Households				
	Total Sets	Unready Sets		Total	Containing ANY Unready Sets		Containing ONLY Unready Sets	
	#	#	%	#	#	%	#	%
<b>NSI SAMPLE</b>								
ALBUQUERQUE-SANTA FE	888	167	18.81	417	101	24.22	59	14.15
ATLANTA	1709	146	8.54	609	108	17.73	25	4.11
AUSTIN	1066	146	13.70	426	107	25.12	48	11.27
BALTIMORE	1264	185	14.64	420	112	26.67	41	9.76
BIRMINGHAM (ANN AND TUSC)	1264	149	11.79	415	100	24.10	34	8.19
BOSTON (MANCHESTER)	1607	146	9.09	618	114	18.45	28	4.53
BUFFALO	1105	142	12.85	408	84	20.59	37	9.07
CHARLOTTE	1156	114	9.86	412	68	16.50	19	4.61
CHICAGO	2274	367	16.14	812	213	26.23	83	10.22
CINCINNATI	1194	248	20.77	413	146	35.35	62	15.01
CLEVELAND-AKRON (CANTON)	1229	205	16.68	416	110	26.44	43	10.34
COLUMBUS, OH	1434	221	15.41	513	149	29.04	44	8.58
DALLAS-FT. WORTH	1619	336	20.75	620	196	31.61	97	15.65
DAYTON	1192	239	20.05	407	152	37.35	54	13.27
DENVER	987	162	16.41	412	105	25.49	49	11.89
DETROIT	1695	245	14.45	625	154	24.64	55	8.80
FT. MYERS-NAPLES	1197	107	8.94	413	60	14.53	18	4.36
GREENSBORO-H.POINT-W.SALEM	1433	195	13.61	518	118	22.78	44	8.49
GREENVLL-SPART-ASHEVLL-AND	1317	150	11.39	518	100	19.31	52	10.04
HARTFORD & NEW HAVEN	1387	102	7.35	509	74	14.54	16	3.14
HOUSTON	1727	394	22.81	622	231	37.14	106	17.04
INDIANAPOLIS	1208	249	20.61	410	149	36.34	58	14.15
JACKSONVILLE	1187	160	13.48	420	97	23.10	37	8.81
KANSAS CITY	1184	215	18.16	405	131	32.35	44	10.86
KNOXVILLE	1101	133	12.08	417	98	23.50	30	7.19
LAS VEGAS	1221	161	13.19	412	105	25.49	34	8.25
LOS ANGELES	2099	342	16.29	814	203	24.94	108	13.27
LOUISVILLE	1142	192	16.81	414	119	28.74	42	10.14

## Analog-Digital Transition Readiness Report

Market	Television Households							
	Sets			Households				
	Total Sets	Unready Sets		Total	Containing ANY Unready Sets		Containing ONLY Unready Sets	
	#	#	%	#	#	%	#	%
<b>NSI SAMPLE</b>								
MEMPHIS, TN	1217	225	18.49	426	143	33.57	47	11.03
MIAMI-FT. LAUDERDALE	1568	182	11.61	559	116	20.75	42	7.51
MILWAUKEE	1178	272	23.09	411	153	37.23	75	18.25
MINNEAPOLIS-ST. PAUL	1092	281	25.73	420	160	38.10	71	16.90
NASHVILLE	1123	178	15.85	412	110	26.70	45	10.92
NEW ORLEANS	1216	113	9.29	418	72	17.22	23	5.50
NEW YORK	2090	110	5.26	820	80	9.76	31	3.78
NORFOLK-PORTSMTH-NEWPT NWS	1205	134	11.12	410	86	20.98	32	7.80
OKLAHOMA CITY	1056	167	15.81	410	103	25.12	49	11.95
ORLANDO-DAYTONA BCH-MELBRN	1235	131	10.61	428	82	19.16	31	7.24
PHILADELPHIA	2306	255	11.06	820	174	21.22	43	5.24
PHOENIX (PRESCOTT)	1642	314	19.12	613	186	30.34	79	12.89
PITTSBURGH	1418	129	9.10	506	88	17.39	37	7.31
PORTLAND, OR	938	190	20.26	410	119	29.02	71	17.32
PROVIDENCE-NEW BEDFORD	1107	147	13.28	409	98	23.96	28	6.85
RALEIGH-DURHAM (FAYETVLL)	1425	221	15.51	499	135	27.05	40	8.02
RICHMOND-PETERSBURG	1221	192	15.72	419	125	29.83	32	7.64
SACRAMNTO-STKTN-MODESTO	989	172	17.39	417	111	26.62	53	12.71
SALT LAKE CITY	1034	217	20.99	416	128	30.77	75	18.03
SAN ANTONIO	1200	164	13.67	424	102	24.06	38	8.96
SAN DIEGO	1037	129	12.44	416	74	17.79	37	8.89
SAN FRANCISCO-OAK-SAN JOSE	1844	179	9.71	832	117	14.06	60	7.21
SEATTLE-TACOMA	1437	185	12.87	622	131	21.06	58	9.32
ST. LOUIS	1135	228	20.09	409	131	32.03	60	14.67
TAMPA-ST. PETE (SARASOTA)	1715	158	9.21	622	107	17.20	52	8.36
TULSA	1077	221	20.52	401	127	31.67	57	14.21
WASHINGTON, DC(HAGRSTWN)	1705	201	11.79	618	139	22.49	34	5.50
WEST PALM BEACH-FT. PIERCE	1150	78	6.78	419	53	12.65	19	4.53

## Analog-Digital Transition Readiness Report

Market	Television Households							
	Sets			Households				
	Total Sets	Unready Sets		Total	Containing ANY Unready Sets		Containing ONLY Unready Sets	
	#	#	%	#	#	%	#	%
<b>NHSI SAMPLE</b>								
CHICAGO	670	187	27.91	239	94	39.33	52	21.76
LOS ANGELES	742	183	24.66	262	95	36.26	50	19.08
MIAMI-FT. LAUDERDALE	747	95	12.72	273	67	24.54	21	7.69
NEW YORK	671	62	9.24	257	43	16.73	13	5.06
SAN ANTONIO	721	113	15.67	247	70	28.34	26	10.53
<b>NSI SAMPLE TOTAL</b>	<b>75246</b>	<b>10791</b>	<b>14.34</b>	<b>27801</b>	<b>6754</b>	<b>24.29</b>	<b>2686</b>	<b>9.66</b>
<b>NPM SAMPLE TOTAL</b>	<b>38182</b>	<b>5042</b>	<b>13.21</b>	<b>14655</b>	<b>3222</b>	<b>21.99</b>	<b>1372</b>	<b>9.36</b>
<b>NHSI SAMPLE TOTAL</b>	<b>3551</b>	<b>640</b>	<b>18.02</b>	<b>1278</b>	<b>369</b>	<b>28.87</b>	<b>162</b>	<b>12.68</b>

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets								
	Race								
	Total	White		Black		Asian		Other	
	#	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>									
ALBUQUERQUE-SANTA FE	59	51	14.09	0	0.00	1	25.00	7	16.28
ATLANTA	25	14	3.54	6	3.47	1	7.14	4	14.81
AUSTIN	48	32	9.44	5	20.83	1	10.00	10	19.23
BALTIMORE	41	27	9.25	13	10.57	1	100.00	0	0.00
BIRMINGHAM (ANN AND TUSC)	34	26	8.25	8	8.16	0	0.00	0	0.00
BOSTON (MANCHESTER)	28	24	4.49	2	6.06	1	6.67	1	2.86
BUFFALO	37	30	8.20	7	17.07	0	0.00	0	0.00
CHARLOTTE	19	13	4.00	5	6.49	0	0.00	1	25.00
CHICAGO	83	45	8.15	22	15.49	2	7.14	14	15.56
CINCINNATI	62	53	14.72	7	15.56	0	0.00	2	25.00
CLEVELAND-AKRON (CANTON)	43	32	9.09	11	18.03	0	0.00	0	0.00
COLUMBUS, OH	44	36	8.26	4	6.25	4	50.00	0	0.00
DALLAS-FT. WORTH	97	60	13.54	18	20.45	2	8.70	16	23.88
DAYTON	54	46	13.07	6	13.64	0	0.00	2	20.00
DENVER	49	39	11.17	1	9.09	0	0.00	8	17.39
DETROIT	55	32	6.99	21	15.56	1	6.67	1	5.88
FT. MYERS-NAPLES	18	13	3.53	2	13.33	0	0.00	3	10.00
GREENSBORO-H.POINT-W.SALEM	44	37	9.05	7	6.93	0	0.00	0	0.00
GREENVLL-SPART-ASHEVLL-AND	52	40	9.28	10	13.51	1	50.00	1	8.33
HARTFORD & NEW HAVEN	16	14	3.22	1	1.96	0	0.00	1	4.76
HOUSTON	106	48	12.87	26	22.81	4	11.76	28	27.72
INDIANAPOLIS	58	48	13.71	7	14.00	1	100.00	2	22.22
JACKSONVILLE	37	23	7.54	11	11.46	2	28.57	1	8.33
KANSAS CITY	44	29	8.43	10	24.39	0	0.00	5	27.78
KNOXVILLE	30	28	7.35	1	6.25	0	0.00	1	5.88
LAS VEGAS	34	24	7.82	1	2.33	1	6.25	8	17.02
LOS ANGELES	108	50	11.39	8	9.64	14	14.43	35	17.86
LOUISVILLE	42	30	8.22	10	25.00	1	20.00	1	25.00

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets								
	Race								
	Total	White		Black		Asian		Other	
	#	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>									
MEMPHIS, TN	47	18	7.38	24	14.04	1	50.00	4	44.44
MIAMI-FT. LAUDERDALE	42	20	4.85	15	14.71	1	11.11	6	16.67
MILWAUKEE	75	62	17.46	13	28.26	0	0.00	0	0.00
MINNEAPOLIS-ST. PAUL	71	68	17.13	2	16.67	0	0.00	1	12.50
NASHVILLE	45	39	10.96	5	10.42	0	0.00	1	20.00
NEW ORLEANS	23	12	4.05	9	8.82	1	25.00	1	6.25
NEW YORK	31	17	3.23	9	6.34	3	5.56	2	2.04
NORFOLK-PORTSMTH-NEWPT NWS	32	19	7.04	12	9.60	0	0.00	1	7.69
OKLAHOMA CITY	49	42	12.65	2	6.90	0	0.00	5	10.42
ORLANDO-DAYTONA BCH-MELBRN	31	26	7.74	2	3.70	1	14.29	2	6.67
PHILADELPHIA	43	24	4.03	12	7.45	3	15.79	3	6.67
PHOENIX (PRESCOTT)	79	57	11.75	3	15.00	2	13.33	16	17.02
PITTSBURGH	37	31	6.65	6	18.18	0	0.00	0	0.00
PORTLAND, OR	71	67	17.45	0	0.00	1	14.29	3	18.75
PROVIDENCE-NEW BEDFORD	28	26	6.90	1	6.67	0	0.00	1	5.88
RALEIGH-DURHAM (FAYETVLL)	40	26	7.58	13	8.84	0	0.00	1	11.11
RICHMOND-PETERSBURG	32	15	5.36	16	12.70	1	20.00	0	0.00
SACRAMNTO-STKTN-MODESTO	53	39	13.04	0	0.00	4	11.11	10	15.63
SALT LAKE CITY	75	75	19.38	0	0.00	0	0.00	0	0.00
SAN ANTONIO	38	28	8.36	3	14.29	1	33.33	6	9.23
SAN DIEGO	37	23	7.62	3	13.04	2	4.76	9	18.00
SAN FRANCISCO-OAK-SAN JOSE	60	34	7.23	2	3.08	12	7.10	12	9.38
SEATTLE-TACOMA	58	49	9.70	2	7.14	4	8.89	3	6.67
ST. LOUIS	60	51	15.04	10	14.93	0	0.00	0	0.00
TAMPA-ST. PETE (SARASOTA)	52	39	7.25	5	10.87	1	11.11	7	24.14
TULSA	57	37	11.94	8	25.81	0	0.00	12	20.69
WASHINGTON, DC(HAGRSTWN)	34	21	5.54	7	4.52	4	11.76	2	4.08
WEST PALM BEACH-FT. PIERCE	19	13	3.63	5	11.36	0	0.00	1	6.67



## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets									
	Race									
	Total	White		Black		Asian		Other		
	#	#	%	#	%	#	%	#	%	
<b>NHSI SAMPLE</b>										
CHICAGO	52	22	21.78	2	66.67	0	0.00	28	21.05	
LOS ANGELES	50	17	20.48	0	0.00	0	0.00	33	18.97	
MIAMI-FT. LAUDERDALE	21	11	4.87	3	23.08	0	0.00	7	20.00	
NEW YORK	13	5	5.26	0	0.00	0	0.00	8	5.33	
SAN ANTONIO	26	18	10.40	0	0.00	0	0.00	8	10.96	
<b>NSI SAMPLE TOTAL</b>	<b>2686</b>	<b>1922</b>	<b>8.97</b>	<b>419</b>	<b>11.23</b>	<b>80</b>	<b>10.17</b>	<b>261</b>	<b>13.92</b>	
<b>NPM SAMPLE TOTAL</b>	<b>1372</b>	<b>898</b>	<b>8.35</b>	<b>224</b>	<b>11.60</b>	<b>63</b>	<b>9.60</b>	<b>187</b>	<b>14.30</b>	
<b>NHSI SAMPLE TOTAL</b>	<b>162</b>	<b>73</b>	<b>10.77</b>	<b>5</b>	<b>18.52</b>	<b>0</b>	<b>0.00</b>	<b>84</b>	<b>14.87</b>	

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets				
	Ethnicity				
	Total	Hispanic		Non-Hispanic	
	#	#	%	#	%
<b>NSI SAMPLE</b>					
ALBUQUERQUE-SANTA FE	59	27	18.49	33	12.18
ATLANTA	25	6	14.29	19	3.35
AUSTIN	48	12	12.50	36	10.91
BALTIMORE	41	1	14.29	40	9.69
BIRMINGHAM (ANN AND TUSC)	34	1	50.00	33	7.99
BOSTON (MANCHESTER)	28	1	2.86	27	4.63
BUFFALO	37	0	0.00	37	9.14
CHARLOTTE	19	0	0.00	19	4.69
CHICAGO	83	22	18.18	61	8.83
CINCINNATI	62	1	33.33	61	14.91
CLEVELAND-AKRON (CANTON)	43	0	0.00	43	10.41
COLUMBUS, OH	44	0	0.00	44	8.68
DALLAS-FT. WORTH	97	26	23.85	71	13.89
DAYTON	54	2	33.33	52	12.97
DENVER	49	9	14.52	40	11.43
DETROIT	55	1	6.67	54	8.85
FT. MYERS-NAPLES	18	4	8.70	14	3.80
GREENSBORO-H.POINT-W.SALEM	44	0	0.00	44	8.70
GREENVLL-SPART-ASHEVLL-AND	52	0	0.00	52	10.20
HARTFORD & NEW HAVEN	16	2	4.35	14	3.02
HOUSTON	106	46	28.22	60	13.04
INDIANAPOLIS	58	1	12.50	57	14.18
JACKSONVILLE	37	2	13.33	35	8.64
KANSAS CITY	44	6	46.15	38	9.69
KNOXVILLE	30	1	12.50	29	7.09
LAS VEGAS	34	14	17.72	20	6.01
LOS ANGELES	108	50	19.08	57	10.33
LOUISVILLE	42	0	0.00	42	10.29

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets				
	Ethnicity				
	Total	Hispanic		Non-Hispanic	
	#	#	%	#	%
<b>NSI SAMPLE</b>					
MEMPHIS, TN	47	1	20.00	46	10.93
MIAMI-FT. LAUDERDALE	42	19	7.88	23	7.23
MILWAUKEE	75	1	6.25	74	18.73
MINNEAPOLIS-ST. PAUL	71	1	20.00	70	16.87
NASHVILLE	45	0	0.00	45	11.03
NEW ORLEANS	23	1	7.14	22	5.45
NEW YORK	31	4	2.63	27	4.04
NORFOLK-PORTSMTH-NEWPT NWS	32	0	0.00	32	7.88
OKLAHOMA CITY	49	2	16.67	47	11.81
ORLANDO-DAYTONA BCH-MELBRN	31	5	8.33	26	7.08
PHILADELPHIA	43	2	3.85	41	5.33
PHOENIX (PRESCOTT)	79	36	28.80	43	8.81
PITTSBURGH	37	0	0.00	37	7.39
PORTLAND, OR	71	2	15.38	69	17.38
PROVIDENCE-NEW BEDFORD	28	0	0.00	28	7.07
RALEIGH-DURHAM (FAYETVLL)	40	2	25.00	38	7.74
RICHMOND-PETERSBURG	32	0	0.00	32	7.79
SACRAMNTO-STKTN-MODESTO	53	14	18.67	39	11.40
SALT LAKE CITY	75	2	5.71	73	19.16
SAN ANTONIO	38	19	9.18	19	8.76
SAN DIEGO	37	15	15.96	22	6.83
SAN FRANCISCO-OAK-SAN JOSE	60	17	12.06	43	6.21
SEATTLE-TACOMA	58	2	5.41	56	9.57
ST. LOUIS	60	0	0.00	60	14.78
TAMPA-ST. PETE (SARASOTA)	52	10	15.15	42	7.55
TULSA	57	2	40.00	55	13.89
WASHINGTON, DC(HAGRSTWN)	34	3	6.82	31	5.40
WEST PALM BEACH-FT. PIERCE	19	4	9.52	15	3.98

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets				
	Ethnicity				
	Total	Hispanic		Non-Hispanic	
	#	#	%	#	%
<b>NHSI SAMPLE</b>					
CHICAGO	52	52	21.76	0	0.00
LOS ANGELES	50	50	19.08	0	0.00
MIAMI-FT. LAUDERDALE	21	21	7.69	0	0.00
NEW YORK	13	13	5.06	0	0.00
SAN ANTONIO	26	26	10.53	0	0.00
<b>NSI SAMPLE TOTAL</b>	<b>2686</b>	<b>399</b>	<b>14.16</b>	<b>2287</b>	<b>9.15</b>
<b>NPM SAMPLE TOTAL</b>	<b>1372</b>	<b>273</b>	<b>15.47</b>	<b>1099</b>	<b>8.53</b>
<b>NHSI SAMPLE TOTAL</b>	<b>162</b>	<b>162</b>	<b>12.68</b>	<b>0</b>	<b>0.00</b>

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets						
	Age of Head of House						
	Total	<35		35-54		55+	
	#	#	%	#	%	#	%
<b>NSI SAMPLE</b>							
ALBUQUERQUE-SANTA FE	59	14	18.92	24	14.20	22	12.72
ATLANTA	25	10	7.69	13	4.50	2	1.05
AUSTIN	48	18	15.52	19	10.56	11	8.53
BALTIMORE	41	4	5.33	19	10.61	18	10.84
BIRMINGHAM (ANN AND TUSC)	34	6	7.06	14	8.09	14	8.92
BOSTON (MANCHESTER)	28	5	4.39	12	4.38	11	4.78
BUFFALO	37	8	10.81	14	8.64	15	8.72
CHARLOTTE	19	3	3.33	7	3.89	9	6.34
CHICAGO	83	16	9.36	36	9.73	31	11.44
CINCINNATI	62	10	10.75	26	15.20	26	17.45
CLEVELAND-AKRON (CANTON)	43	5	6.58	23	13.14	15	9.09
COLUMBUS, OH	44	16	13.45	20	9.17	8	4.55
DALLAS-FT. WORTH	97	28	16.97	34	12.59	35	18.92
DAYTON	54	18	23.08	11	7.05	25	14.45
DENVER	49	10	9.71	27	15.00	12	9.38
DETROIT	55	12	10.34	22	8.33	21	8.57
FT. MYERS-NAPLES	18	8	13.56	7	5.19	3	1.37
GREENSBORO-H.POINT-W.SALEM	44	9	8.18	16	7.69	19	9.55
GREENVLL-SPART-ASHEVLL-AND	52	16	15.09	16	8.33	20	9.05
HARTFORD & NEW HAVEN	16	4	4.12	3	1.37	9	4.69
HOUSTON	106	31	21.53	45	16.25	30	14.85
INDIANAPOLIS	58	18	18.56	27	16.56	13	8.67
JACKSONVILLE	37	9	10.11	17	9.50	11	7.24
KANSAS CITY	44	8	8.79	19	10.80	17	12.32
KNOXVILLE	30	8	9.76	8	4.76	14	8.38
LAS VEGAS	34	10	10.42	13	7.43	11	7.80
LOS ANGELES	108	25	13.97	44	11.96	38	14.23
LOUISVILLE	42	9	11.69	20	11.70	13	7.83

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets						
	Age of Head of House						
	Total	<35		35-54		55+	
	#	#	%	#	%	#	%
<b>NSI SAMPLE</b>							
MEMPHIS, TN	47	12	12.12	17	10.00	18	11.46
MIAMI-FT. LAUDERDALE	42	7	7.00	14	5.88	21	9.50
MILWAUKEE	75	16	17.98	35	19.89	24	16.33
MINNEAPOLIS-ST. PAUL	71	19	20.43	34	18.58	18	12.50
NASHVILLE	45	11	12.36	19	11.05	15	9.93
NEW ORLEANS	23	5	5.95	7	3.93	11	7.05
NEW YORK	31	9	6.00	13	3.59	9	2.92
NORFOLK-PORTSMTH-NEWPT NWS	32	9	10.00	15	8.47	8	5.63
OKLAHOMA CITY	49	12	12.12	20	12.82	17	11.04
ORLANDO-DAYTONA BCH-MELBRN	31	6	7.14	14	8.48	11	6.15
PHILADELPHIA	43	10	6.62	16	4.46	17	5.47
PHOENIX (PRESCOTT)	79	31	21.53	30	12.15	18	8.14
PITTSBURGH	37	6	6.82	16	8.04	15	6.85
PORTLAND, OR	71	19	25.68	25	14.20	27	16.77
PROVIDENCE-NEW BEDFORD	28	7	8.97	7	4.05	14	8.86
RALEIGH-DURHAM (FAYETVLLE)	40	15	11.11	10	5.00	15	9.09
RICHMOND-PETERSBURG	32	9	12.33	8	4.37	15	9.20
SACRAMNTO-STKTN-MODESTO	53	19	22.09	22	12.22	12	7.95
SALT LAKE CITY	75	23	19.83	32	19.39	20	14.81
SAN ANTONIO	38	6	6.00	16	9.70	16	10.13
SAN DIEGO	37	15	16.30	15	8.02	7	5.07
SAN FRANCISCO-OAK-SAN JOSE	60	14	9.21	29	7.86	16	5.14
SEATTLE-TACOMA	58	18	13.64	28	10.29	12	5.50
ST. LOUIS	60	11	14.67	30	16.48	20	13.16
TAMPA-ST. PETE (SARASOTA)	52	11	10.68	26	11.45	15	5.14
TULSA	57	18	22.22	19	13.19	21	11.93
WASHINGTON, DC(HAGRSTWN)	34	8	5.93	13	4.68	13	6.34
WEST PALM BEACH-FT. PIERCE	19	6	10.71	6	3.85	7	3.38

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets						
	Age of Head of House						
	Total	<35		35-54		55+	
	#	#	%	#	%	#	%
<b>NHSI SAMPLE</b>							
CHICAGO	52	23	26.74	19	16.81	10	25.00
LOS ANGELES	50	15	18.52	24	19.51	11	18.97
MIAMI-FT. LAUDERDALE	21	2	3.45	6	5.26	13	12.87
NEW YORK	13	5	7.46	5	4.13	3	4.41
SAN ANTONIO	26	9	12.86	8	8.00	9	11.69
<b>NSI SAMPLE TOTAL</b>	<b>2686</b>	<b>690</b>	<b>11.99</b>	<b>1092</b>	<b>9.35</b>	<b>905</b>	<b>8.73</b>
<b>NPM SAMPLE TOTAL</b>	<b>1372</b>	<b>357</b>	<b>11.71</b>	<b>565</b>	<b>9.10</b>	<b>450</b>	<b>8.33</b>
<b>NHSI SAMPLE TOTAL</b>	<b>162</b>	<b>54</b>	<b>14.92</b>	<b>62</b>	<b>10.86</b>	<b>46</b>	<b>13.37</b>

## Analog-Digital Transition Readiness Report

Market	Language Spoken in Households with Unready Sets										
	Language										
	Total	Spanish Only		Mostly Spanish/Some		Both Equally		Mainly English/Some		English Only	
	#	#	%	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>											
ALBUQUERQUE-SANTA FE	59	4	22.22	3	18.75	2	40.00	9	15.79	42	13.08
ATLANTA	25	4	23.53	1	7.69	0	0.00	0	0.00	20	3.49
AUSTIN	48	6	27.27	0	0.00	2	40.00	5	13.51	35	10.06
BALTIMORE	41	1	100.00	0	0.00	0	0.00	0	0.00	40	9.69
BIRMINGHAM (ANN AND TUSC)	34	1	33.33	0	0.00	0	0.00	0	0.00	33	8.01
BOSTON (MANCHESTER)	28	0	0.00	1	9.09	0	0.00	0	0.00	27	4.62
BUFFALO	37	0	0.00	0	0.00	0	0.00	0	0.00	37	9.18
CHARLOTTE	19	0	0.00	0	0.00	0	0.00	0	0.00	19	4.67
CHICAGO	83	10	25.64	8	21.05	0	0.00	4	15.38	61	8.63
CINCINNATI	62	0	0.00	0	0.00	0	0.00	0	0.00	62	15.05
CLEVELAND-AKRON (CANTON)	43	0	0.00	0	0.00	0	0.00	0	0.00	43	10.41
COLUMBUS, OH	44	0	0.00	0	0.00	0	0.00	0	0.00	44	8.63
DALLAS-FT. WORTH	97	14	31.11	8	32.00	0	0.00	3	14.29	71	13.40
DAYTON	54	0	0.00	0	0.00	0	0.00	1	33.33	53	13.15
DENVER	49	3	15.79	1	11.11	0	0.00	1	7.14	43	11.72
DETROIT	55	0	0.00	0	0.00	1	100.00	0	0.00	54	8.81
FT. MYERS-NAPLES	18	3	27.27	0	0.00	0	0.00	1	10.00	14	3.67
GREENSBORO-H.POINT-W.SALEM	44	0	0.00	0	0.00	0	0.00	0	0.00	44	8.70
GREENVLL-SPART-ASHEVLL-AND	52	0	0.00	0	0.00	0	0.00	1	50.00	51	9.98
HARTFORD & NEW HAVEN	16	0	0.00	0	0.00	0	0.00	1	6.67	15	3.16
HOUSTON	106	29	47.54	9	23.08	1	100.00	5	12.20	63	13.10
INDIANAPOLIS	58	0	0.00	0	0.00	0	0.00	1	25.00	57	14.07
JACKSONVILLE	37	1	33.33	0	0.00	0	0.00	1	20.00	35	8.58
KANSAS CITY	44	2	66.67	0	0.00	0	0.00	2	50.00	40	10.05
KNOXVILLE	30	0	0.00	0	0.00	0	0.00	1	33.33	29	7.02
LAS VEGAS	34	7	46.67	4	20.00	0	0.00	2	10.00	21	5.90
LOS ANGELES	108	26	26.80	16	23.19	2	22.22	4	9.30	59	9.90
LOUISVILLE	42	0	0.00	0	0.00	0	0.00	0	0.00	42	10.22



## Analog-Digital Transition Readiness Report

Market	Language Spoken in Households with Unready Sets										
	Language										
	Total	Spanish Only		Mostly Spanish/Some		Both Equally		Mainly English/Some		English Only	
	#	#	%	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>											
MEMPHIS, TN	47	0	0.00	0	0.00	0	0.00	2	50.00	45	10.69
MIAMI-FT. LAUDERDALE	42	12	14.46	7	8.86	0	0.00	0	0.00	23	7.37
MILWAUKEE	75	0	0.00	0	0.00	0	0.00	1	16.67	74	18.50
MINNEAPOLIS-ST. PAUL	71	1	33.33	1	100.00	0	0.00	0	0.00	69	16.59
NASHVILLE	45	0	0.00	0	0.00	0	0.00	1	33.33	44	10.76
NEW ORLEANS	23	1	25.00	0	0.00	0	0.00	0	0.00	22	5.43
NEW YORK	31	0	0.00	2	4.44	0	0.00	2	6.25	27	3.95
NORFOLK-PORTSMTH-NEWPT NWS	32	0	0.00	0	0.00	0	0.00	0	0.00	32	7.88
OKLAHOMA CITY	49	0	0.00	1	100.00	0	0.00	0	0.00	48	11.91
ORLANDO-DAYTONA BCH-MELBRN	31	0	0.00	1	6.25	0	0.00	3	13.04	27	7.12
PHILADELPHIA	43	0	0.00	0	0.00	0	0.00	2	11.76	41	5.30
PHOENIX (PRESCOTT)	79	18	51.43	9	23.08	0	0.00	5	15.15	47	9.31
PITTSBURGH	37	0	0.00	0	0.00	0	0.00	0	0.00	37	7.34
PORTLAND, OR	71	1	100.00	0	0.00	0	0.00	0	0.00	70	17.33
PROVIDENCE-NEW BEDFORD	28	0	0.00	1	25.00	0	0.00	0	0.00	27	6.84
RALEIGH-DURHAM (FAYETVLE)	40	1	33.33	0	0.00	0	0.00	1	33.33	38	7.71
RICHMOND-PETERSBURG	32	0	0.00	0	0.00	0	0.00	0	0.00	32	7.80
SACRAMNTO-STKTN-MODESTO	53	8	30.77	2	16.67	0	0.00	2	12.50	41	11.33
SALT LAKE CITY	75	0	0.00	0	0.00	0	0.00	1	9.09	74	18.73
SAN ANTONIO	38	7	26.92	1	2.86	2	28.57	9	9.28	19	7.36
SAN DIEGO	37	9	33.33	6	28.57	0	0.00	0	0.00	22	6.29
SAN FRANCISCO-OAK-SAN JOSE	60	7	14.29	6	21.43	0	0.00	3	10.00	44	6.08
SEATTLE-TACOMA	58	1	11.11	0	0.00	0	0.00	0	0.00	57	9.50
ST. LOUIS	60	0	0.00	0	0.00	0	0.00	0	0.00	60	14.74
TAMPA-ST. PETE (SARASOTA)	52	6	40.00	3	11.54	0	0.00	1	5.56	42	7.47
TULSA	57	0	0.00	0	0.00	0	0.00	1	100.00	56	14.04
WASHINGTON, DC(HAGRSTWN)	34	1	7.69	2	11.76	0	0.00	0	0.00	31	5.37
WEST PALM BEACH-FT. PIERCE	19	1	8.33	1	10.00	0	0.00	2	16.67	15	3.95

## Analog-Digital Transition Readiness Report

Market	Language Spoken in Households with Unready Sets										
	Language										
	Total	Spanish Only		Mostly Spanish/Some		Both Equally		Mainly English/Some		English Only	
	#	#	%	#	%	#	%	#	%	#	%
<b>NHSI SAMPLE</b>											
CHICAGO	52	21	27.27	27	31.40	0	0.00	5	12.20	0	0.00
LOS ANGELES	50	26	26.80	16	23.19	2	22.22	4	9.30	2	4.55
MIAMI-FT. LAUDERDALE	21	12	11.76	7	8.33	0	0.00	1	1.56	1	16.67
NEW YORK	13	1	1.27	7	8.86	0	0.00	5	8.33	0	0.00
SAN ANTONIO	26	9	30.00	2	4.65	2	28.57	13	11.40	0	0.00
<b>NSI SAMPLE TOTAL</b>	<b>2686</b>	<b>185</b>	<b>23.69</b>	<b>94</b>	<b>14.24</b>	<b>10</b>	<b>9.80</b>	<b>78</b>	<b>10.14</b>	<b>2318</b>	<b>9.09</b>
<b>NPM SAMPLE TOTAL</b>	<b>1372</b>	<b>141</b>	<b>23.70</b>	<b>77</b>	<b>16.31</b>	<b>5</b>	<b>17.24</b>	<b>36</b>	<b>9.07</b>	<b>1113</b>	<b>8.46</b>
<b>NHSI SAMPLE TOTAL</b>	<b>162</b>	<b>69</b>	<b>17.92</b>	<b>59</b>	<b>16.34</b>	<b>4</b>	<b>7.02</b>	<b>28</b>	<b>8.70</b>	<b>3</b>	<b>1.95</b>

## Analog-Digital Transition Readiness Report

Market	Television Households							
	Sets			Households				
	Total Sets	Unready Sets		Total	Containing ANY Unready Sets		Containing ONLY Unready Sets	
	#	#	%	#	#	%	#	%
<b>NSI SAMPLE</b>								
ALBUQUERQUE-SANTA FE	888	167	18.81	417	101	24.22	59	14.15
ATLANTA	1709	146	8.54	609	108	17.73	25	4.11
AUSTIN	1066	146	13.70	426	107	25.12	48	11.27
BALTIMORE	1264	185	14.64	420	112	26.67	41	9.76
BIRMINGHAM (ANN AND TUSC)	1264	149	11.79	415	100	24.10	34	8.19
BOSTON (MANCHESTER)	1607	146	9.09	618	114	18.45	28	4.53
BUFFALO	1105	142	12.85	408	84	20.59	37	9.07
CHARLOTTE	1156	114	9.86	412	68	16.50	19	4.61
CHICAGO	2274	367	16.14	812	213	26.23	83	10.22
CINCINNATI	1194	248	20.77	413	146	35.35	62	15.01
CLEVELAND-AKRON (CANTON)	1229	205	16.68	416	110	26.44	43	10.34
COLUMBUS, OH	1434	221	15.41	513	149	29.04	44	8.58
DALLAS-FT. WORTH	1619	336	20.75	620	196	31.61	97	15.65
DAYTON	1192	239	20.05	407	152	37.35	54	13.27
DENVER	987	162	16.41	412	105	25.49	49	11.89
DETROIT	1695	245	14.45	625	154	24.64	55	8.80
FT. MYERS-NAPLES	1197	107	8.94	413	60	14.53	18	4.36
GREENSBORO-H.POINT-W.SALEM	1433	195	13.61	518	118	22.78	44	8.49
GREENVLL-SPART-ASHEVLL-AND	1317	150	11.39	518	100	19.31	52	10.04
HARTFORD & NEW HAVEN	1387	102	7.35	509	74	14.54	16	3.14
HOUSTON	1727	394	22.81	622	231	37.14	106	17.04
INDIANAPOLIS	1208	249	20.61	410	149	36.34	58	14.15
JACKSONVILLE	1187	160	13.48	420	97	23.10	37	8.81
KANSAS CITY	1184	215	18.16	405	131	32.35	44	10.86
KNOXVILLE	1101	133	12.08	417	98	23.50	30	7.19
LAS VEGAS	1221	161	13.19	412	105	25.49	34	8.25
LOS ANGELES	2099	342	16.29	814	203	24.94	108	13.27
LOUISVILLE	1142	192	16.81	414	119	28.74	42	10.14

## Analog-Digital Transition Readiness Report

Market	Television Households							
	Sets			Households				
	Total Sets	Unready Sets		Total	Containing ANY Unready Sets		Containing ONLY Unready Sets	
	#	#	%	#	#	%	#	%
<b>NSI SAMPLE</b>								
MEMPHIS, TN	1217	225	18.49	426	143	33.57	47	11.03
MIAMI-FT. LAUDERDALE	1568	182	11.61	559	116	20.75	42	7.51
MILWAUKEE	1178	272	23.09	411	153	37.23	75	18.25
MINNEAPOLIS-ST. PAUL	1092	281	25.73	420	160	38.10	71	16.90
NASHVILLE	1123	178	15.85	412	110	26.70	45	10.92
NEW ORLEANS	1216	113	9.29	418	72	17.22	23	5.50
NEW YORK	2090	110	5.26	820	80	9.76	31	3.78
NORFOLK-PORTSMTH-NEWPT NWS	1205	134	11.12	410	86	20.98	32	7.80
OKLAHOMA CITY	1056	167	15.81	410	103	25.12	49	11.95
ORLANDO-DAYTONA BCH-MELBRN	1235	131	10.61	428	82	19.16	31	7.24
PHILADELPHIA	2306	255	11.06	820	174	21.22	43	5.24
PHOENIX (PRESCOTT)	1642	314	19.12	613	186	30.34	79	12.89
PITTSBURGH	1418	129	9.10	506	88	17.39	37	7.31
PORTLAND, OR	938	190	20.26	410	119	29.02	71	17.32
PROVIDENCE-NEW BEDFORD	1107	147	13.28	409	98	23.96	28	6.85
RALEIGH-DURHAM (FAYETVLL)	1425	221	15.51	499	135	27.05	40	8.02
RICHMOND-PETERSBURG	1221	192	15.72	419	125	29.83	32	7.64
SACRAMNTO-STKTN-MODESTO	989	172	17.39	417	111	26.62	53	12.71
SALT LAKE CITY	1034	217	20.99	416	128	30.77	75	18.03
SAN ANTONIO	1200	164	13.67	424	102	24.06	38	8.96
SAN DIEGO	1037	129	12.44	416	74	17.79	37	8.89
SAN FRANCISCO-OAK-SAN JOSE	1844	179	9.71	832	117	14.06	60	7.21
SEATTLE-TACOMA	1437	185	12.87	622	131	21.06	58	9.32
ST. LOUIS	1135	228	20.09	409	131	32.03	60	14.67
TAMPA-ST. PETE (SARASOTA)	1715	158	9.21	622	107	17.20	52	8.36
TULSA	1077	221	20.52	401	127	31.67	57	14.21
WASHINGTON, DC(HAGRSTWN)	1705	201	11.79	618	139	22.49	34	5.50
WEST PALM BEACH-FT. PIERCE	1150	78	6.78	419	53	12.65	19	4.53

## Analog-Digital Transition Readiness Report

Market	Television Households							
	Sets			Households				
	Total Sets	Unready Sets		Total	Containing ANY Unready Sets		Containing ONLY Unready Sets	
	#	#	%	#	#	%	#	%
<b>NHSI SAMPLE</b>								
CHICAGO	670	187	27.91	239	94	39.33	52	21.76
LOS ANGELES	742	183	24.66	262	95	36.26	50	19.08
MIAMI-FT. LAUDERDALE	747	95	12.72	273	67	24.54	21	7.69
NEW YORK	671	62	9.24	257	43	16.73	13	5.06
SAN ANTONIO	721	113	15.67	247	70	28.34	26	10.53
<b>NSI SAMPLE TOTAL</b>	<b>75246</b>	<b>10791</b>	<b>14.34</b>	<b>27801</b>	<b>6754</b>	<b>24.29</b>	<b>2686</b>	<b>9.66</b>
<b>NPM SAMPLE TOTAL</b>	<b>38182</b>	<b>5042</b>	<b>13.21</b>	<b>14655</b>	<b>3222</b>	<b>21.99</b>	<b>1372</b>	<b>9.36</b>
<b>NHSI SAMPLE TOTAL</b>	<b>3551</b>	<b>640</b>	<b>18.02</b>	<b>1278</b>	<b>369</b>	<b>28.87</b>	<b>162</b>	<b>12.68</b>

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets								
	Race								
	Total	White		Black		Asian		Other	
	#	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>									
ALBUQUERQUE-SANTA FE	167	145	18.81	3	10.71	1	20.00	18	21.43
ATLANTA	146	81	7.37	52	10.16	2	7.69	12	16.67
AUSTIN	146	103	12.00	17	25.00	2	8.00	24	20.87
BALTIMORE	185	101	12.39	80	18.52	2	100.00	2	13.33
BIRMINGHAM (ANN AND TUSC)	149	102	11.41	46	12.57	0	0.00	1	20.00
BOSTON (MANCHESTER)	146	116	8.45	12	12.24	4	12.90	14	13.08
BUFFALO	142	111	11.53	31	22.79	0	0.00	0	0.00
CHARLOTTE	114	77	8.56	33	14.16	3	18.75	1	14.29
CHICAGO	367	202	13.35	91	21.16	13	19.12	61	23.19
CINCINNATI	248	200	19.34	41	29.08	0	0.00	7	35.00
CLEVELAND-AKRON (CANTON)	205	155	14.98	49	26.49	0	0.00	1	20.00
COLUMBUS, OH	221	185	15.31	28	14.07	7	63.64	1	6.25
DALLAS-FT. WORTH	336	214	18.51	61	25.10	5	9.80	56	33.14
DAYTON	239	199	19.30	30	22.22	0	0.00	10	45.45
DENVER	162	132	16.28	2	5.00	0	0.00	28	22.58
DETROIT	245	125	10.29	111	28.24	4	10.81	5	10.00
FT. MYERS-NAPLES	107	88	8.19	8	17.78	0	0.00	11	14.10
GREENSBORO-H.POINT-W.SALEM	195	156	14.12	35	11.36	0	0.00	4	22.22
GREENVLL-SPART-ASHEVLL-AND	150	104	9.79	40	18.10	1	50.00	5	15.63
HARTFORD & NEW HAVEN	102	82	6.94	14	9.52	0	0.00	6	11.11
HOUSTON	394	197	19.03	79	24.31	18	19.78	101	36.59
INDIANAPOLIS	249	193	19.30	48	26.52	1	100.00	7	26.92
JACKSONVILLE	160	93	11.44	52	16.30	6	31.58	8	22.22
KANSAS CITY	215	164	16.32	32	25.60	0	0.00	19	41.30
KNOXVILLE	133	120	11.82	6	18.18	2	33.33	5	10.64
LAS VEGAS	161	115	12.51	16	11.68	6	12.77	24	20.34
LOS ANGELES	342	152	13.60	32	13.56	31	14.35	126	23.82
LOUISVILLE	192	147	15.05	39	28.26	3	20.00	3	27.27

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets								
	Race								
	Total	White		Black		Asian		Other	
	#	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>									
MEMPHIS, TN	225	100	15.27	116	21.60	2	40.00	7	35.00
MIAMI-FT. LAUDERDALE	182	108	9.47	52	17.16	3	12.00	19	19.19
MILWAUKEE	272	199	19.98	69	45.10	0	0.00	3	15.00
MINNEAPOLIS-ST. PAUL	281	267	25.72	8	30.77	1	16.67	5	23.81
NASHVILLE	178	157	16.47	18	12.24	0	0.00	3	20.00
NEW ORLEANS	113	67	7.77	42	13.86	3	33.33	2	4.88
NEW YORK	110	58	4.18	29	8.50	8	7.41	15	5.95
NORFOLK-PORTSMTH-NEWPT NWS	134	70	9.20	62	15.38	0	0.00	2	5.71
OKLAHOMA CITY	167	134	15.88	9	9.68	0	0.00	24	20.34
ORLANDO-DAYTONA BCH-MELBRN	131	101	10.53	15	9.20	2	15.38	13	13.00
PHILADELPHIA	255	132	8.03	96	19.55	8	19.51	19	14.50
PHOENIX (PRESCOTT)	314	230	17.48	17	33.33	3	9.68	64	26.34
PITTSBURGH	129	111	8.55	16	16.33	0	0.00	2	14.29
PORTLAND, OR	190	177	20.44	3	17.65	3	18.75	7	18.42
PROVIDENCE-NEW BEDFORD	147	139	13.59	2	5.00	1	50.00	5	11.63
RALEIGH-DURHAM (FAYETVLL)	221	146	15.75	66	14.25	0	0.00	9	29.03
RICHMOND-PETERSBURG	192	105	13.03	85	21.91	2	18.18	0	0.00
SACRAMNTO-STKTN-MODESTO	172	111	16.25	5	8.93	22	24.72	33	20.37
SALT LAKE CITY	217	210	21.90	2	11.76	1	14.29	4	7.84
SAN ANTONIO	164	116	12.43	9	15.00	1	14.29	37	18.50
SAN DIEGO	129	75	10.18	14	20.90	13	13.40	28	20.59
SAN FRANCISCO-OAK-SAN JOSE	179	78	8.00	18	10.29	41	10.59	42	13.73
SEATTLE-TACOMA	185	149	12.75	8	11.94	12	12.77	16	15.09
ST. LOUIS	228	183	20.09	45	20.64	0	0.00	0	0.00
TAMPA-ST. PETE (SARASOTA)	158	110	7.51	22	15.49	2	8.00	24	28.57
TULSA	221	143	16.96	30	34.09	0	0.00	48	33.57
WASHINGTON, DC(HAGRSTWN)	201	117	11.72	64	13.03	9	12.33	11	7.69
WEST PALM BEACH-FT. PIERCE	78	65	6.54	12	10.17	0	0.00	2	5.88

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets									
	Race									
	Total	White		Black		Asian		Other		
	#	#	%	#	%	#	%	#	%	
<b>NHSI SAMPLE</b>										
CHICAGO	187	74	26.62	3	60.00	0	0.00	110	28.80	
LOS ANGELES	183	60	24.29	0	0.00	0	0.00	123	25.52	
MIAMI-FT. LAUDERDALE	95	69	11.15	5	15.63	0	0.00	21	22.11	
NEW YORK	62	20	7.69	1	5.26	0	0.00	41	10.57	
SAN ANTONIO	113	71	14.26	0	0.00	0	0.00	42	19.09	
<b>NSI SAMPLE TOTAL</b>	<b>10791</b>	<b>7517</b>	<b>13.16</b>	<b>2022</b>	<b>17.78</b>	<b>248</b>	<b>13.85</b>	<b>1004</b>	<b>20.24</b>	
<b>NPM SAMPLE TOTAL</b>	<b>5042</b>	<b>3210</b>	<b>11.56</b>	<b>968</b>	<b>17.61</b>	<b>183</b>	<b>12.45</b>	<b>681</b>	<b>19.81</b>	
<b>NHSI SAMPLE TOTAL</b>	<b>640</b>	<b>294</b>	<b>15.46</b>	<b>9</b>	<b>14.75</b>	<b>0</b>	<b>0.00</b>	<b>337</b>	<b>21.51</b>	



## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets				
	Ethnicity				
	Total	Hispanic		Non-Hispanic	
	#	#	%	#	%
<b>NSI SAMPLE</b>					
ALBUQUERQUE-SANTA FE	167	64	20.71	103	17.79
ATLANTA	146	24	20.34	123	7.73
AUSTIN	146	41	17.15	105	12.70
BALTIMORE	185	2	10.53	183	14.70
BIRMINGHAM (ANN AND TUSC)	149	1	33.33	148	11.74
BOSTON (MANCHESTER)	146	13	11.61	133	8.90
BUFFALO	142	0	0.00	142	12.89
CHARLOTTE	114	0	0.00	114	10.05
CHICAGO	367	87	24.10	280	14.64
CINCINNATI	248	1	11.11	247	20.84
CLEVELAND-AKRON (CANTON)	205	1	11.11	204	16.72
COLUMBUS, OH	221	2	11.76	219	15.46
DALLAS-FT. WORTH	336	89	29.87	247	18.71
DAYTON	239	7	31.82	232	19.83
DENVER	162	32	19.75	130	15.76
DETROIT	245	4	9.52	241	14.58
FT. MYERS-NAPLES	107	14	11.48	92	8.56
GREENSBORO-H.POINT-W.SALEM	195	2	6.25	193	13.78
GREENVLL-SPART-ASHEVLL-AND	150	1	4.55	149	11.51
HARTFORD & NEW HAVEN	102	13	10.16	88	6.99
HOUSTON	394	165	36.26	229	18.00
INDIANAPOLIS	249	3	13.04	246	20.76
JACKSONVILLE	160	8	18.60	152	13.29
KANSAS CITY	215	15	50.00	200	17.33
KNOXVILLE	133	4	19.05	129	11.94
LAS VEGAS	161	43	19.11	119	11.96
LOS ANGELES	342	183	24.66	158	11.64
LOUISVILLE	192	0	0.00	192	17.01

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets				
	Ethnicity				
	Total	Hispanic		Non-Hispanic	
	#	#	%	#	%
<b>NSI SAMPLE</b>					
MEMPHIS, TN	225	3	21.43	222	18.45
MIAMI-FT. LAUDERDALE	182	87	12.87	95	10.65
MILWAUKEE	272	8	16.33	264	23.38
MINNEAPOLIS-ST. PAUL	281	3	25.00	278	25.74
NASHVILLE	178	1	6.25	177	15.99
NEW ORLEANS	113	2	5.88	111	9.39
NEW YORK	110	24	5.77	87	5.20
NORFOLK-PORTSMTH-NEWPT NWS	134	0	0.00	134	11.23
OKLAHOMA CITY	167	4	15.38	163	15.83
ORLANDO-DAYTONA BCH-MELBRN	131	28	15.14	103	9.81
PHILADELPHIA	255	15	10.34	240	11.11
PHOENIX (PRESCOTT)	314	131	38.64	183	14.04
PITTSBURGH	129	2	14.29	127	9.05
PORTLAND, OR	190	5	17.24	185	20.35
PROVIDENCE-NEW BEDFORD	147	2	5.00	145	13.58
RALEIGH-DURHAM (FAYETVLL)	221	6	27.27	215	15.32
RICHMOND-PETERSBURG	192	0	0.00	192	15.95
SACRAMNTO-STKTN-MODESTO	172	40	22.73	132	16.22
SALT LAKE CITY	217	9	10.23	208	21.99
SAN ANTONIO	164	88	14.45	75	12.69
SAN DIEGO	129	55	22.92	74	9.28
SAN FRANCISCO-OAK-SAN JOSE	179	52	15.29	127	8.45
SEATTLE-TACOMA	185	16	18.60	169	12.51
ST. LOUIS	228	0	0.00	228	20.23
TAMPA-ST. PETE (SARASOTA)	158	37	19.17	121	7.95
TULSA	221	3	37.50	218	20.39
WASHINGTON, DC(HAGRSTWN)	201	10	8.13	191	12.07
WEST PALM BEACH-FT. PIERCE	78	13	11.30	66	6.38

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets				
	Ethnicity				
	Total	Hispanic		Non-Hispanic	
	#	#	%	#	%
<b>NHSI SAMPLE</b>					
CHICAGO	187	187	27.91	0	0.00
LOS ANGELES	183	183	24.66	0	0.00
MIAMI-FT. LAUDERDALE	95	95	12.72	0	0.00
NEW YORK	62	62	9.24	0	0.00
SAN ANTONIO	113	113	15.67	0	0.00
<b>NSI SAMPLE TOTAL</b>	<b>10791</b>	<b>1463</b>	<b>19.17</b>	<b>9328</b>	<b>13.80</b>
<b>NPM SAMPLE TOTAL</b>	<b>5042</b>	<b>1002</b>	<b>20.84</b>	<b>4040</b>	<b>12.11</b>
<b>NHSI SAMPLE TOTAL</b>	<b>640</b>	<b>640</b>	<b>18.02</b>	<b>0</b>	<b>0.00</b>

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets						
	Age of Head of House						
	Total	<35		35-54		55+	
	#	#	%	#	%	#	%
<b>NSI SAMPLE</b>							
ALBUQUERQUE-SANTA FE	167	27	19.42	81	20.66	59	16.53
ATLANTA	146	40	12.05	78	9.09	29	5.59
AUSTIN	146	41	17.23	64	13.01	41	12.24
BALTIMORE	185	24	11.16	87	15.18	74	15.55
BIRMINGHAM (ANN AND TUSC)	149	33	13.75	60	10.79	55	11.75
BOSTON (MANCHESTER)	146	28	11.02	76	10.01	41	6.90
BUFFALO	142	27	13.78	62	12.86	53	12.41
CHARLOTTE	114	20	8.55	53	10.19	41	10.22
CHICAGO	367	57	14.39	171	14.96	139	18.91
CINCINNATI	248	34	14.41	120	22.90	94	21.66
CLEVELAND-AKRON (CANTON)	205	26	11.66	94	17.03	85	18.68
COLUMBUS, OH	221	50	16.56	107	16.24	65	13.74
DALLAS-FT. WORTH	336	85	21.41	140	18.11	110	24.55
DAYTON	239	60	29.27	75	14.73	104	21.76
DENVER	162	26	12.09	92	19.91	44	14.15
DETROIT	245	41	15.02	100	13.11	104	15.81
FT. MYERS-NAPLES	107	33	22.15	44	11.06	30	4.61
GREENSBORO-H.POINT-W.SALEM	195	46	15.92	79	13.28	70	12.75
GREENVLL-SPART-ASHEVLL-AND	150	32	13.91	63	11.60	56	10.31
HARTFORD & NEW HAVEN	102	15	6.00	42	6.15	45	9.91
HOUSTON	394	92	27.30	192	23.27	109	19.29
INDIANAPOLIS	249	66	26.83	124	23.85	59	13.35
JACKSONVILLE	160	34	15.60	87	15.73	38	9.16
KANSAS CITY	215	27	11.84	118	19.93	70	19.23
KNOXVILLE	133	33	15.49	55	11.58	45	10.90
LAS VEGAS	161	39	15.54	62	11.36	60	14.18
LOS ANGELES	342	59	14.71	150	14.97	132	18.97
LOUISVILLE	192	30	15.38	94	17.97	68	16.04

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets						
	Age of Head of House						
	Total	<35		35-54		55+	
	#	#	%	#	%	#	%
<b>NSI SAMPLE</b>							
MEMPHIS, TN	225	53	20.70	92	17.69	80	18.14
MIAMI-FT. LAUDERDALE	182	36	14.63	74	9.88	72	12.59
MILWAUKEE	272	57	24.89	133	25.05	81	19.38
MINNEAPOLIS-ST. PAUL	281	55	25.46	150	30.00	76	20.21
NASHVILLE	178	29	12.83	94	18.36	55	14.29
NEW ORLEANS	113	17	8.37	52	9.29	44	9.71
NEW YORK	110	20	6.51	44	4.46	46	5.78
NORFOLK-PORTSMTH-NEWPT NWS	134	27	11.95	58	10.55	49	11.42
OKLAHOMA CITY	167	33	14.16	76	16.93	58	15.51
ORLANDO-DAYTONA BCH-MELBRN	131	29	13.36	55	10.50	47	9.51
PHILADELPHIA	255	38	10.13	116	10.48	101	12.27
PHOENIX (PRESCOTT)	314	96	28.32	149	20.24	69	12.19
PITTSBURGH	129	19	8.05	55	9.14	55	9.48
PORTLAND, OR	190	36	24.00	77	18.25	78	21.31
PROVIDENCE-NEW BEDFORD	147	22	12.02	62	11.55	62	15.98
RALEIGH-DURHAM (FAYETVLLE)	221	59	16.71	88	14.64	74	15.74
RICHMOND-PETERSBURG	192	29	15.43	72	12.57	91	19.74
SACRAMNTO-STKTN-MODESTO	172	40	23.95	72	16.11	60	16.00
SALT LAKE CITY	217	51	22.17	99	21.66	67	19.31
SAN ANTONIO	164	28	9.72	75	15.24	60	14.29
SAN DIEGO	129	39	18.93	61	13.01	30	8.29
SAN FRANCISCO-OAK-SAN JOSE	179	32	11.23	84	9.91	63	8.86
SEATTLE-TACOMA	185	46	17.90	93	13.74	45	8.93
ST. LOUIS	228	32	17.58	114	22.01	82	18.85
TAMPA-ST. PETE (SARASOTA)	158	26	10.40	78	11.57	54	6.83
TULSA	221	60	29.41	80	18.52	80	18.14
WASHINGTON, DC(HAGRSTWN)	201	26	8.97	99	12.06	75	12.63
WEST PALM BEACH-FT. PIERCE	78	16	12.03	29	6.22	34	6.16

## Analog-Digital Transition Readiness Report

Market	Characteristics of HH with Unready Sets						
	Age of Head of House						
	Total	<35		35-54		55+	
	#	#	%	#	%	#	%
<b>NHSI SAMPLE</b>							
CHICAGO	187	70	33.49	80	23.05	36	31.58
LOS ANGELES	183	43	21.18	84	23.53	56	30.77
MIAMI-FT. LAUDERDALE	95	18	12.24	43	11.94	35	14.58
NEW YORK	62	20	11.70	21	6.14	21	13.21
SAN ANTONIO	113	33	16.67	44	14.38	36	16.59
<b>NSI SAMPLE TOTAL</b>	<b>10791</b>	<b>2176</b>	<b>15.79</b>	<b>4901</b>	<b>14.40</b>	<b>3708</b>	<b>13.52</b>
<b>NPM SAMPLE TOTAL</b>	<b>5042</b>	<b>1012</b>	<b>14.70</b>	<b>2326</b>	<b>13.34</b>	<b>1704</b>	<b>12.29</b>
<b>NHSI SAMPLE TOTAL</b>	<b>640</b>	<b>184</b>	<b>19.83</b>	<b>272</b>	<b>15.89</b>	<b>184</b>	<b>20.18</b>

## Analog-Digital Transition Readiness Report

Market	Language Spoken in Households with Unready Sets										
	Language										
	Total	Spanish Only		Mostly Spanish/Some		Both Equally		Mainly English/Some		English Only	
	#	#	%	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>											
ALBUQUERQUE-SANTA FE	167	6	20.00	5	16.13	2	25.00	33	22.76	121	17.93
ATLANTA	146	12	26.67	4	10.53	0	0.00	3	13.64	128	7.98
AUSTIN	146	13	27.08	4	10.26	6	54.55	15	16.30	108	12.33
BALTIMORE	185	2	100.00	1	50.00	0	0.00	0	0.00	182	14.64
BIRMINGHAM (ANN AND TUSC)	149	1	25.00	0	0.00	0	0.00	0	0.00	148	11.75
BOSTON (MANCHESTER)	146	2	6.25	4	11.76	0	0.00	7	17.50	133	8.88
BUFFALO	142	0	0.00	0	0.00	0	0.00	0	0.00	142	12.93
CHARLOTTE	114	0	0.00	0	0.00	0	0.00	1	16.67	113	9.87
CHICAGO	367	37	37.00	32	24.81	4	50.00	12	16.22	282	14.36
CINCINNATI	248	0	0.00	0	0.00	0	0.00	0	0.00	248	20.84
CLEVELAND-AKRON (CANTON)	205	0	0.00	0	0.00	0	0.00	1	16.67	204	16.72
COLUMBUS, OH	221	0	0.00	0	0.00	0	0.00	0	0.00	221	15.48
DALLAS-FT. WORTH	336	49	37.69	23	36.51	0	0.00	13	21.31	251	18.39
DAYTON	239	0	0.00	0	0.00	1	50.00	3	30.00	235	19.92
DENVER	162	16	31.37	4	18.18	1	12.50	7	13.73	134	15.67
DETROIT	245	0	0.00	0	0.00	3	100.00	0	0.00	242	14.56
FT. MYERS-NAPLES	107	8	28.57	0	0.00	1	12.50	4	14.81	93	8.36
GREENSBORO-H.POINT-W.SALEM	195	0	0.00	1	9.09	1	50.00	0	0.00	193	13.78
GREENVLL-SPART-ASHEVLL-AND	150	0	0.00	1	10.00	0	0.00	1	20.00	148	11.40
HARTFORD & NEW HAVEN	102	3	15.00	1	5.88	0	0.00	4	8.51	93	7.22
HOUSTON	394	77	50.99	49	37.69	3	100.00	19	17.92	245	18.34
INDIANAPOLIS	249	1	33.33	0	0.00	0	0.00	1	9.09	247	20.69
JACKSONVILLE	160	1	16.67	2	16.67	0	0.00	4	30.77	153	13.24
KANSAS CITY	215	4	66.67	0	0.00	0	0.00	7	58.33	204	17.50
KNOXVILLE	133	0	0.00	0	0.00	0	0.00	3	50.00	130	11.90
LAS VEGAS	161	14	42.42	16	26.67	1	12.50	5	8.77	125	11.76
LOS ANGELES	342	92	33.33	62	29.81	6	28.57	14	12.39	167	11.28
LOUISVILLE	192	0	0.00	0	0.00	0	0.00	0	0.00	192	16.92

## Analog-Digital Transition Readiness Report

Market	Language Spoken in Households with Unready Sets										
	Language										
	Total	Spanish Only		Mostly Spanish/Some		Both Equally		Mainly English/Some		English Only	
	#	#	%	#	%	#	%	#	%	#	%
<b>NSI SAMPLE</b>											
MEMPHIS, TN	225	1	25.00	0	0.00	0	0.00	5	50.00	219	18.20
MIAMI-FT. LAUDERDALE	182	34	17.71	35	14.77	6	9.52	15	7.46	92	10.51
MILWAUKEE	272	0	0.00	2	15.38	0	0.00	5	31.25	265	23.14
MINNEAPOLIS-ST. PAUL	281	3	42.86	2	100.00	0	0.00	0	0.00	276	25.48
NASHVILLE	178	0	0.00	0	0.00	0	0.00	1	12.50	177	15.87
NEW ORLEANS	113	2	25.00	0	0.00	0	0.00	0	0.00	111	9.34
NEW YORK	110	8	5.41	8	6.72	1	4.17	5	5.95	89	5.19
NORFOLK-PORTSMTH-NEWPT NWS	134	0	0.00	0	0.00	1	25.00	1	8.33	132	11.10
OKLAHOMA CITY	167	0	0.00	2	100.00	0	0.00	1	20.00	164	15.77
ORLANDO-DAYTONA BCH-MELBRN	131	2	18.18	7	14.29	1	9.09	12	17.65	109	9.95
PHILADELPHIA	255	2	4.26	3	7.14	0	0.00	9	21.95	241	11.09
PHOENIX (PRESCOTT)	314	56	58.33	44	42.72	0	0.00	20	21.28	194	14.39
PITTSBURGH	129	0	0.00	0	0.00	0	0.00	0	0.00	129	9.14
PORTLAND, OR	190	1	100.00	0	0.00	0	0.00	1	14.29	188	20.28
PROVIDENCE-NEW BEDFORD	147	0	0.00	3	21.43	0	0.00	1	11.11	143	13.41
RALEIGH-DURHAM (FAYETVLE)	221	3	37.50	0	0.00	0	0.00	2	16.67	216	15.37
RICHMOND-PETERSBURG	192	0	0.00	0	0.00	0	0.00	2	22.22	190	15.82
SACRAMNTO-STKTN-MODESTO	172	19	33.93	6	18.18	0	0.00	9	20.93	138	16.10
SALT LAKE CITY	217	0	0.00	0	0.00	2	50.00	2	8.00	213	21.58
SAN ANTONIO	164	23	33.33	11	10.58	4	21.05	40	13.65	85	11.89
SAN DIEGO	129	27	39.71	19	35.85	0	0.00	5	11.63	78	9.04
SAN FRANCISCO-OAK-SAN JOSE	179	22	17.89	18	26.47	0	0.00	6	8.11	133	8.44
SEATTLE-TACOMA	185	2	11.76	3	18.75	0	0.00	3	14.29	177	12.80
ST. LOUIS	228	0	0.00	0	0.00	0	0.00	0	0.00	228	20.14
TAMPA-ST. PETE (SARASOTA)	158	16	41.03	17	19.32	0	0.00	4	8.16	121	7.86
TULSA	221	0	0.00	0	0.00	0	0.00	1	100.00	220	20.47
WASHINGTON, DC(HAGRSTWN)	201	3	8.11	5	10.64	0	0.00	2	6.25	191	12.02
WEST PALM BEACH-FT. PIERCE	78	3	11.54	5	17.86	0	0.00	7	16.67	64	6.12



## Analog-Digital Transition Readiness Report

Market	Language Spoken in Households with Unready Sets										
	Language										
	Total	Spanish Only		Mostly Spanish/Some		Both Equally		Mainly English/Some		English Only	
	#	#	%	#	%	#	%	#	%	#	%
<b>NHSI SAMPLE</b>											
CHICAGO	187	68	34.17	87	34.66	5	20.00	22	18.97	5	6.41
LOS ANGELES	183	92	33.33	62	29.81	6	28.57	14	12.39	9	7.32
MIAMI-FT. LAUDERDALE	95	36	15.32	35	14.23	7	11.48	17	8.99	1	6.25
NEW YORK	62	16	7.62	29	13.62	1	2.38	13	8.84	3	5.08
SAN ANTONIO	113	29	36.71	15	12.00	4	21.05	54	15.79	11	7.05
<b>NSI SAMPLE TOTAL</b>	<b>10791</b>	<b>565</b>	<b>28.51</b>	<b>399</b>	<b>21.07</b>	<b>44</b>	<b>16.18</b>	<b>316</b>	<b>14.57</b>	<b>9465</b>	<b>13.73</b>
<b>NPM SAMPLE TOTAL</b>	<b>5042</b>	<b>455</b>	<b>28.93</b>	<b>299</b>	<b>22.33</b>	<b>18</b>	<b>22.50</b>	<b>151</b>	<b>13.73</b>	<b>4119</b>	<b>12.08</b>
<b>NHSI SAMPLE TOTAL</b>	<b>640</b>	<b>241</b>	<b>24.12</b>	<b>228</b>	<b>21.86</b>	<b>23</b>	<b>13.69</b>	<b>120</b>	<b>13.23</b>	<b>29</b>	<b>6.71</b>