

Summary of Findings**Detailed Findings**

How many in each segment have converters?
 Current Pay TV Households - the earliest adopters
 Current Pay TV Customers - the ripest segment?
 Analog TV Converters are not only for seniors
 Analog TV Converters - a Boy Toy?
 TV & Educational Levels
 Success with homemakers & the retired
 Reaching the smaller households
 Analog TV Adopters are not only for low-income
 Children, Pay TV and Analog TV
 Fear, Uncertainty, Doubt and Fear?
 Consumer Electronics in Use
 Planned Consumer Electronics
 Outlets - Retail & Online

Methodology**Tables – Analog TV Converter - Adults (3 pages)**

Analog TV Converter Segments (Behavioral segments based on use of Pay TV, and Usage vs. Plans of Analog TV Converters)
 Gender & Age of Primary Computer User
 Age Category
 Gender
 Employment Status-Detailed
 Employment Status-Summary
 Segment of Respondent
 Age within Gender of Primary Computer User
 Educational Level of Respondent

Tables – Analog TV Converter Segments - Adults (4 pages)

Analog TV Converter Segments (Behavioral segments based on use of Pay TV, and Usage vs. Plans of Analog TV Converters)
 Gender & Age of Primary Computer User
 Age Category
 Gender
 Employment Status-Detailed
 Employment Status-Summary
 Segment of Respondent
 Age within Gender of Primary Computer User
 Educational Level of Respondent

Tables – Analog TV Converter - Households (8 pages)

Analog TV Converter Segments (Behavioral segments based on use of Pay TV, and Usage vs. Plans of Analog TV Converters)
 Size of Household
 Region
 Annual Household Income
 Household Composition
 Presence of Children (<=17)
 Household Composition-Children Age Groups
 Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or

9 on a 9-point agreement scale)
Consumer Electronics/Services/Peripherals Used
Consumer Electronics/Services/Peripherals Plan to Buy
Recently Shopped or Purchased In-Person from (Retail Outlets)
Recently Shopped or Purchased Online from (Online Outlets)
Recently Shopped or Purchased In-Person or Online from (Either Retail or
Online Outlets)

Tables – Analog TV Converter Segments - Households (15 pages)

Analog TV Converter Segments (Behavioral segments based on use of Pay
TV, and Usage vs. Plans of Analog TV Converters)
Size of Household
Region
Annual Household Income
Household Composition
Presence of Children (<=17)
Household Composition-Children Age Groups
Technology Attitudes - % of Households Strongly Agreeing (Answered 7, 8, or
9 on a 9-point agreement scale)
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