

Harris Corporation DTV Transition Survey
Conducted by Greenfield Online Research Center
June 2009



1. How likely would you be to cancel your cable or satellite subscription if you could get free over-the-air HDTV?

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	Total	MALE	FE-MALE	24 & UN- DER	25-34	35-44	45-54	55+	MAR-RIED	MAR-RIED	YES	NO	UN- DER \$25K	UN- DER \$50K	UN- DER \$75K	UN- DER \$100K & OVER	NORTH EAST	SOU- TH	MID- WEST	WEST	EMPL OYED	NOT EML- OYED	
Base: Total Respondents	1046	502	544	135	200	229	190	292	477	569	338	708	258	339	229	103	117	209	321	254	262	548	498
(4) Very likely Percentage	299	152	147	54	60	67	49	69	133	166	113	186	65	107	68	21	38	60	96	63	80	166	133
(3) Somewhat likely Percentage	274	112	162	37	56	63	40	78	134	140	86	188	57	83	67	38	29	55	75	71	73	135	139
(2) Somewhat unlikely Percentage	153	75	78	19	28	27	29	50	66	87	36	117	41	47	31	11	23	42	43	39	29	76	77
(1) Very unlikely Percentage	207	115	92	12	29	53	52	61	99	108	72	135	51	65	47	25	19	36	67	51	53	110	97
I don't have cable or satellite Percentage	113	48	65	13	27	19	20	34	45	68	31	82	44	37	16	8	8	16	40	30	27	61	52

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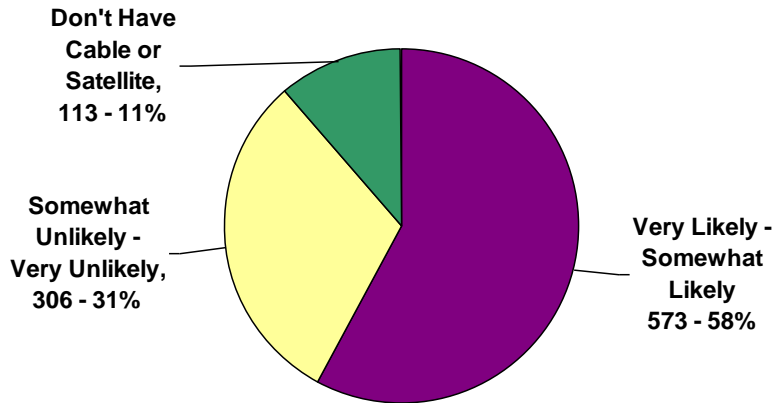
2. Do you think the full transition to digital television from analog will be good for you and your family?

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	MALE	MALE	24 & UN- DER	25-34	35-44	45-54	55+	MAR- RIED	MAR- RIED	YES	NO	\$25K TO \$25K	\$50K TO \$50K	\$75K TO \$75K	\$100K TO \$100K	& OVER	NORTH EAST	SOU- TH	MID- WEST	WEST WEST	EMPL OYED	EMPL- OYED	
Base: Total Respondents	1046	502	544	135	200	229	190	292	477	569	338	708	258	339	229	103	117	209	321	254	262	548	498
Yes Percentage	722 69	342 68	380 70	105 78	146 73	165 72	123 65	183 63	330 69	392 69	247 73	475 67	169 66	233 69	172 75	67 65	81 69	146 70	229 71	169 67	178 68	373 68	349 70
No Percentage	324 31	160 32	164 30	30 22	54 27	64 28	67 35	109 37	147 31	177 31	91 27	233 33	89 340	106 31	57 25	36 350	36 31	63 30	92 29	85 33	84 32	175 32	149 30

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