Results of SurveyUSA News Poll #15050

Geography: Fresno-Visalia DMA
Data Collected: 01/12/2009
Release Date: 01/12/2009
Percentages

Sponsor:
KFSN-TV (Fresno)

1 Have you heard about the switch from analog TV to digital TV that will take place in February?

1000 Adults	All	Gender		Age			Race			
Credibility Interval: +/-.9 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	98%	98%	97%	97%	99%	98%	99%	**	98%	95%
No	2%	2%	2%	3%	1%	1%	1%	**	2%	5%
Not Sure	0%	0%	0%	0%	0%	0%	0%	**	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	39%	25%	47%	4%	40%	8%

2 Do you own an HDTV set?

1000 Adults	All	Gender		Age			Race			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	55%	58%	53%	50%	60%	56%	57%	**	54%	59%
No	43%	40%	45%	49%	39%	40%	41%	**	45%	40%
Not Sure	2%	2%	2%	1%	1%	4%	2%	**	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	39%	25%	47%	4%	40%	8%

3 Do you plan to buy an HDTV set before the digital transition date in February of 2009?

445 Who Do Not Own HDTV	All	Gender		Age			Race			
Credibility Interval: +/-3.3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	13%	9%	17%	16%	10%	13%	8%	13%	20%	7%
No	85%	89%	82%	81%	90%	86%	90%	76%	80%	93%
Not Sure	1%	2%	1%	2%	0%	2%	2%	11%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Do Not Own HD	100%	47%	53%	41%	35%	24%	46%	5%	41%	8%

4 Do any of the TV sets in your home receive the TV signal from an antenna?

1000 Adults	All	Gender		Age			Race			
Credibility Interval: +/-3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	34%	38%	30%	36%	33%	31%	29%	**	37%	41%
No	66%	62%	70%	62%	67%	68%	69%	**	63%	59%
Not Sure	1%	1%	1%	1%	0%	0%	1%	**	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	39%	25%	47%	4%	40%	8%

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5 Thinking now just about the TV signal that comes through your antenna. Is it an analog signal only? A Digital signal only? Both analog and digital? Or, do you not know?

336 Who Receive Signal From Anten	All	Gender		Age			Race			
Credibility Interval: +/-5.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Analog Only	43%	43%	42%	37%	46%	46%	43%	**	44%	37%
Digital Only	8%	10%	5%	11%	7%	5%	7%	**	9%	6%
Both	21%	23%	19%	24%	19%	19%	24%	**	17%	28%
Not Sure	28%	23%	34%	28%	27%	30%	26%	**	30%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Receive Signal	100%	56%	44%	40%	37%	23%	41%	4%	45%	10%

6 Do you understand how the change from analog TV to digital TV will affect your TV reception?

336 Who Receive Signal From Anten	All	Gender		Age			Race			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	79%	79%	79%	79%	75%	85%	78%	**	81%	81%
No	20%	21%	18%	21%	23%	12%	21%	**	17%	19%
Not Sure	1%	0%	3%	0%	2%	3%	1%	**	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Receive Signal	100%	56%	44%	40%	37%	23%	41%	4%	45%	10%

7 Have you purchased a digital converter box for your analog TV sets?

336 Who Receive Signal From Anten	All	Gender		Age			Race			
Credibility Interval: +/-5.3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	40%	38%	42%	39%	33%	51%	45%	**	36%	25%
No	60%	62%	58%	61%	67%	47%	54%	**	64%	75%
Not Sure	0%	0%	1%	0%	0%	1%	0%	**	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Receive Signal	100%	56%	44%	40%	37%	23%	41%	4%	45%	10%

8 Should the Obama Administration delay the switch to Digital TV in order to give people more time to get ready?

1000 Adults	All	Gender		Age			Race			
Credibility Interval: +/-3.2 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	50%	50%	50%	53%	48%	49%	38%	**	63%	48%
No	46%	46%	46%	42%	49%	48%	57%	**	34%	47%
Not Sure	4%	4%	4%	5%	4%	4%	4%	**	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	50%	50%	37%	39%	25%	47%	4%	40%	8%

** Too few respondents of this type were interviewed for this data to be meaningful.

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Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.