



IBM Global Business Services

U.S. Department of Commerce

National Telecommunications and  
Information Administration (NTIA)

November 30, 2007

In Response to Contract Number:  
DG-1335-07-CQ-0054

Digital-to-Analog Converter Box  
Coupon Program

# Consumer Testing Results Report



**IBM Global Business Services**



**Deliverable**

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In Response to Contract Number: DG-1335-07-CQ-0054

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## Consumer Testing Results Report

### 1. Introduction and Method

The foundation of the TV Converter Box Coupon Program is an identity and core messages and materials that communicate information about the Program that is both accurate and appropriate. The information must also be clear and easy to understand by the general consumer, as well as our target populations including seniors, minorities, people with disabilities, rural residents and economically disadvantaged populations. To ensure information meets these criteria, the IBM team conducted independent research to identify what consumers felt were important pieces of information, what type of identity attracted their attention and provided some confidence in the information they were reading, and if the coupon application, the document all consumers would use, was understandable and easy to use.

The complete message and material development process includes three broad steps: development of draft messages and materials; testing of the draft messages and materials; and finally refinement of the messages and materials based upon consumer feedback. In addition, formative research was conducted with the coupon application to ensure that piece in particular was clear and easy to use for all consumers. This report provides the details surrounding the testing of draft messages and materials.

The research surrounding the TV Converter Box Coupon Program was conducted between October 16 and 25, 2007 by Alan Newman Research on behalf of the IBM team for the National Telecommunications and Information Administration (NTIA). Formative research regarding the coupon application was also conducted on September 13, 2007.

The overall objective of the research was to explore key target audiences' reactions to communications materials regarding the TV Converter Box Coupon Program. Specific objectives were as follows:

- To identify which of four program identities best represents the TV Converter Box Coupon Program and which is most appealing;
- To explore how effectively the coupon application explains the options that the target audience will have to choose from, as well as its clarity and ease of use;
- To explore how effectively communications messages explain the purpose of the TV Converter Box Coupon Program, the options, and requirements for obtaining and redeeming coupons; and,
- To identify the channels of communication to reach target audiences about the Program.

#### 1.1 Testing Participants

In order to accomplish the objectives, eighteen in-person focus groups, one telephone focus group and two in-depth interviews (IDIs) with key target audiences were conducted between October 16 and 25, 2007. All participants indicated in the screening process that they did not subscribe to either cable or satellite (dish) television; they included a mix of ethnicity, education, and gender.

Participants were recruited in the following target audience segments:

- **General Consumers** represented a mix of participants between the ages of 21 and 65. In order to include feedback from African American and Asian consumers, those populations were included in the general groups. In total 23 African American consumers and 3 Asian consumers participated in the focus groups.
- **Seniors** represented a mix of participants between the ages 65 and 77.
- **Low-Income** groups represented a mix of participants between the ages of 21 and 60 with a household income of less than \$35,000.

- **Spanish-speaking** groups represented a mix of participants between the ages of 21 and 65. They were drawn from nine Hispanic origins; they all spoke Spanish as their primary language.
- **Native American** groups represented a mix of participants between the ages of 21 and 67 from ten tribes.
- **Visually Impaired** groups represented participants between the ages of 35 and 64. All participants were visually disabled, but not sight impaired.
- **Hearing Impaired IDI** was held with one individual 53 years of age. He was hearing disabled, but not deaf.

The following table outlines the cities in which testing occurred, the populations represented in each group, and the number of groups per population in the city.

SEGMENT	FOCUS GROUPS								TELE-CONF/IDI	TOTAL
	Greenville	Fresno	Chicago	Los Angeles	Miami	Phoenix	Tulsa	Phoenix		
<i>Market</i>	Greenville	Fresno	Chicago	Los Angeles	Miami	Phoenix	Tulsa	Phoenix		
	NC	CA	IL	CA	FL	AZ	OK	AZ		
General consumers (age <65)	1		1	1			2			5
Senior ≥ 65		1	1	1						3
Low – Income	1	1		1						3
Spanish speaking					2	2				4
Native American								2		2
Visually Impaired									1 IDI 1 FG	2
Hearing Impaired									1 IDI	1
<b>Total Market</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>20</b>

## 1.2 Testing Discussion Overview

The groups began with a discussion of the two page application form. The discussion focused on whether the purpose of the document was clear, whether it was easy to use, as well as the general reaction to the digital-to-analog conversion that will occur after February 17, 2009. Participants then discussed a series of four communications messages to explore how effectively the messages explained the purpose of the converter box coupon program including, the options, benefits, pricing, and requirements for obtaining and redeeming coupons. Following the discussion on messaging, participants evaluated four logos related to the TV Converter Box Coupon Program to identify which best represented the program and which was most visually appealing. Participants concluded the groups with a discussion of their preferred channels of communication.

Copies of the recruiting screener and the group discussion guide may be found in Appendix A; copies of the materials tested may be found in Appendix B.

This report is intended as a summary of research findings. The groups were audio taped and readers interested in greater detail are strongly encouraged to review the recordings. When reading this report, it is important to remember that focus groups are a qualitative research method. Findings are meant to direct activity and development of messages and materials.

## 2. Coupon Application Evaluation

The coupon application could be considered the most critical piece of information as it the one document every consumer participating in the coupon program will use. Therefore, formative research was conducted in September 2007 to receive initial feedback on the application. This was done through a single focus group. The information gained from that group allowed the IBM team to further refine the coupon application prior to the more in-depth qualitative testing in October 2007.

### 2.1 Formative Research

To gain consumer input into the development of the coupon application, a single focus group was conducted in New York City on September 13, 2007. All participants indicated in the screening process that they did not subscribe to either cable or satellite (dish) television. Ultimately the group was made up of four women and five men, and was comprised of three African Americans, three Caucasians, two Hispanics and one Asian. Six of the participants were over the age of fifty, with the youngest being thirty-five years old.

The group began with the distribution of the two page application form, followed by a ten minute period which allowed for reading and completing the application. Participants were also asked to mark “+” on the form to indicate aspects that they liked, “-” for those that they did not like and “?” on those areas where they were left with a question. The discussion focused on whether the purpose of the document was clear, as well as the general reaction to the digital to analog conversion scheduled for after February 17, 2009. Then participants discussed whether or not they would take part in the coupon program and, if so, what method of submitting the coupon (fax, phone, online, mail) they would use. Participants went on to discuss further questions regarding how the converter box program would work, how they would obtain a converter box, and when the best time would be to submit the coupon. The group concluded with participants listing possible improvements to the application.

#### 2.1.1 Application Appearance

Participants indicated that the first page of the coupon application did not look like it came from a government entity and, in fact, it appeared to be a solicitation from a corporate digital television provider. Reasons cited included the lack of any identifying government logo and the blue television icon at the top of the page which they stated resembled a corporate logo. Since no one in the group was aware of the impending analog to digital changeover, most were skeptical of the information provided and stated that it seemed to be a scam to get them to pay for digital cable. Suggested changes included the following:

- Adding the logo for the Department of Commerce at the top of each page.
- Adding a brief history/explanation of the law that necessitated the changeover.

The second page of the application was better received than the first, as the name and address fields were said to be “easy to read and fill out.”

#### 2.1.2 Timeline for Applying

Overall, participants indicated that they were unsure as to when would be the best time to apply for the coupon/purchase

a converter box. Initially, the majority stated that they would wait as long as they could and, if possible, right up to the February 2009 deadline to apply for the coupon. The reason most often given for waiting was that they did not want to be the first to try something new and that they anticipated that competition among converter box and cable providers would increase the options available to consumers as the deadline approached. When informed that there would be a limited amount of coupons available participants changed their minds and stated that they would send the application in earlier. However, this information generated a negative response from the group, who felt that the government was “forcing” them to choose the converter box option (the slogan “Get The Picture” also reinforced some participants’ feelings that they were being railroaded into making the choice). Participants generally believed that it would take four to six weeks to receive any response once their applications had been submitted. Suggested changes included the following:

- The inclusion of a prepaid envelope with the application (which participants said would make them more willing to submit their coupon applications right away).
- The addition of a detailed timeline to the application; participants stressed that the timeline should include not only the February 17, 2009 changeover deadline and the March 31, 2009 application deadline but also a suggested date to get coupon applications submitted by, as well as the date upon which the individual coupons will expire.
- The addition of a price comparison chart that would detail the costs and advantages/disadvantages of each of the three options (converter, digital TV, cable/satellite).
- The inclusion of the information that the number of coupons will be limited and that once a certain number of requests are processed there will be no more available, at which point individuals will have to pay the full price for a converter box.
- The addition of an expected timeframe in which the coupon can be expected to arrive (i.e., four to six weeks).

### 2.1.3 Procedure

Participants expressed great confusion regarding what would occur once coupon applications were submitted. One participant thought that a converter box would arrive in the mail. Another thought that boxes would be available for pickup in government offices. Very few understood after reading the application that the coupon would arrive in the mail and could be used when purchasing a converter box at any retail electronics outlet. Most also did not understand how the converter would work, or if there would be a monthly charge once it had been installed. Suggested changes included the following:

- A detailed explanation of how the converter box would bridge their existing antenna and analog television set (“the converter box makes it so that your antenna still works”).
- An explanation that converter boxes will be available to purchase in retail electronics outlets that will accept the program coupons and that it is the recipient’s obligation to purchase a converter box.

### 2.1.4 Skepticism about Motive

Participants expressed resentment that the changeover would necessitate the expenditure of purchasing a converter box, a digital television or cable/satellite service and many felt that “the government” would profit from the change. As one participant stated, “So, the government is getting into the cable business.” Some participants believed that, by agreeing to submit the application for a coupon, they were committing themselves to a service that would include a monthly fee. The certification signature requested on page two of the application was also interpreted as a commitment to an ongoing service. For this reason, most participants indicated they would rather apply for the coupon online or by phone rather than sign and mail in or fax the application. Suggested changes to the application in order to address concerns about government motives included the following:

- The addition of an explanation that the Department of Commerce/NTIA is implementing the coupon program to help alleviate any financial hardship brought about by the changeover.



- Eliminating the signature from the second page of the application, or changing the label “Certification” to something less threatening.
- An explanation that after purchasing the converter box consumers will be able to continue watching “free TV” on their analog televisions for no additional charges.

## 2.1.5 Pricing

When asked how much they expected the converter boxes to cost, participants consistently answered with prices around two hundred and fifty dollars. The explanation given was that if the coupon is for forty dollars, then the converter box must cost “a few times that much.” Most were surprised to learn that the boxes would only cost between fifty and seventy dollars.

## 2.2 Qualitative Application Research

Based on the results of the formative research, the coupon application was revised and tested a second time in the subsequent rounds of qualitative research. After brief introductions, participants were asked to complete the coupon application as if they had received it in the mail or picked it up at another location. Following that exercise, the focus groups began with a discussion on whether the purpose of the coupon application was clear, whether the application was easy to use, as well as the general reaction to the digital to analog conversion scheduled for February 17, 2009.

### 2.2.1 Comprehension and Ease of Use

Overall, reactions to the revised coupon application document were positive. The purpose of the document was clear to participants. It was written at an accessible level and was easy to understand.

Across groups, the second page (the application form) was well received; the name and address fields were said to be “easy to read and fill out.” Responses to specific probes were as follows:

- The February 17, 2009 deadline was clear to participants. A few described it by saying that their TV would be black, or without a picture on that date; all understood that their current analog television(s) would not work after that date.
- Those participants who use a different address for receiving mail felt that the instructions about where to fill in an alternate address or P.O. Box number were clear.
- It was generally understood that each household qualifies for two \$40 coupons.
- According to participants, the application clearly provided guidance on what to do if a household had both an analog and a digital television (i.e., if they had at least one analog TV, and they wished to continue receiving broadcasts on it after Feb. 17, 2009, they should apply for a coupon).
- Participants understood they could apply for a coupon in one of four ways—online, by phone, by mail or by fax. The majority said they would apply online or by phone. Those who said they would apply online tended to be the younger individuals in a group. The reason most often given for choosing to apply online was the speed of the transaction and the security of knowing their application was being processed. Many Spanish-speaking participants, seniors and older general population consumers said they would apply by phone because of the immediacy and because they believed they would be able get their questions answered. They liked knowing that the coupon request was complete and that they would not have to worry about their application getting lost in the mail.
- No one expressed resistance to signing the document.

## 2.2.2 Appearance

Overall, reactions to the look of the application were positive. When probed, participants said they liked the government seal (Department of Commerce) included on the documents because it identified the source of the information and represented a legitimate sponsor (the majority did not recognize or note which government agency the seal represented). Focus group participants, including seniors, stated that the font was easy to read. They also liked the layout of the first page. They commented positively that it was broken up into sections and separated by questions in bold followed by brief answers. A few participants, primarily seniors, said the cover page was “too busy,” but they believed all of the information presented was necessary.

## 2.2.3 Suggested Improvements

Across groups, participants offered the following suggestion and raised the following additional questions:

- **Include cost of the converter box:** A number of participants either over-estimated the cost or assumed the coupon would cover the entire cost of the converter box. A few suggested using the language “discount coupon” instead of just “coupon” to clarify that it would only partially cover the cost of a converter box.
- **Questions.** Questions raised during the application discussion were as follows:
  - Where do we buy the converter box?
  - Is there a warranty on the converter box?
  - What is the size of the converter box?
  - Why waste time, paper and money mailing coupons when you could use instant rebates or printable coupons?
  - How do you know if your TV is digital or analog?

## 2.2.4 Skepticism about Motive

As they did in the formative research, across groups participants questioned the motives behind the digital transition and the TV Converter Box Coupon Program. Specifically:

- Among general consumers with no prior knowledge of the analog to digital conversion, the coupon application elicited skepticism and resentment from participants. Tulsa participants were most skeptical about the Program. As one participant stated, “Virtually, I’m getting a free coupon provided by my tax dollars.”
- The reactions of the Native Americans were not as strongly negative; however they too expressed distrust of the Federal government’s motives. “Sounds like (the coupon program) is being pushed by the Federal government... in other words, they’re feeling guilty.”
- Spanish-speaking participants had very high awareness of the analog-to-digital conversion and the Coupon Program from television news stories and were considerably less apprehensive than their English-speaking counterparts. These groups had high acceptance of the coupon program and virtually no distrust of Federal government motives.

## 3. Message Evaluation

Participants evaluated four communications messages to explore how effectively the messages explained the purpose of the TV Converter Box Coupon Program, options, and requirements for obtaining and redeeming coupons. The messages were produced on boards for presentation during the groups as well as provided to participants as handouts. Participants in the telephone focus groups and in-depth interviews were sent messages prior to their interview.

The messages were labeled Q, R, S, and T for purposes of discussion as follows:

- Q**     *“If you have an analog television...”*
- R**     *“The Federal government’s converter box coupon means...”*
- S**     *“There is a limited supply and coupons are available...”*
- T**     *“Apply, Buy, Plug and Play...”*

(See Appendix B, page 104, for complete messages.)

### 3.1 Overall Reaction

Participants generally responded positively to the messages, mainly because they answered many of the questions that they were left with after reading the application. Focus group participants seemed to be less skeptical about the program after reading in the messages the reasons for the switch to digital television reception.

#### 3.1.1 Message Q

The following were tested as Message Q:

- If you have an analog television, your TV will not work after February 17, 2009 unless you take action.
- You can either purchase a converter box, subscribe to cable or satellite service, or purchase a television with a digital tuner to continue to watch TV after that date.
- A converter box connects to any analog TV so it will work after February 17, 2009. A converter box is a one-time cost so there are no monthly charges, and the Federal government is offering all American’s coupons to help pay for converter boxes.
- The transition to digital television does require you to install a converter box if you want to keep using your analog television, but it also provides benefits to you and your community: a clearer picture, more TV programming, and greater protection during an emergency by freeing up the nation’s airwaves for firefighters and police to communicate better.

According to participants, the primary ideas communicated by Message Q were the deadline, “one time cost,” and “clearer picture” benefit of using a converter box. Specific reactions to Message Q were as follows:

- The one-time cost was perceived positively. A few had perceived earlier in the groups (during the application discussion) that using a converter box required paying a monthly fee as with cable or satellite service.
- Participants cited “clearer picture” as the most important benefit to getting a converter box. Some participants, who were skeptical about how much of an increase in clarity a converter box would bring to an analog television, wanted to be able to see the difference either on a news story or at their local electronics retailers.
- A number of participants responded positively to the benefit of receiving more channels, but it elicited more questions than positive responses (“What additional channels will we get?”). Speculation ranged from receiving channels that previously had poor reception to the assumption that the converter box would allow them to receive a few basic cable channels.
- The majority of focus group participants were unclear of the precise meaning of the term “analog.” For most, the definition “any TV that receives a signal from an antenna or ‘rabbit ears’” was sufficient. In the groups, it became apparent that a brief explanation about analog transmission and digital transmission aided understanding and acceptance, particularly when discussing the benefits of the program.

- Disabled, Spanish-speaking and senior participants particularly liked hearing that there would be greater protection during an emergency. However, most general consumers were skeptical of this benefit, mainly because they could not understand exactly how police and other first responders would benefit or how this would be an advantage. It typically led to more questions and required more information than was available in the message.

### 3.1.2 Message R

The following were tested as Message R:

- The Federal government's converter box coupon means every household in the U.S. can fill out an application and get two free coupons worth \$40 each. The converter boxes will cost between \$50 and \$70 so consumers will only pay \$10 to \$30 of their own money.
- Starting January 1, 2008, you can get two \$40 coupons good towards buying a government approved converter box by calling 1-888-DTV-2009, going to [www.myDTV2009.gov](http://www.myDTV2009.gov) or filling out a paper application before March 31, 2009. Coupons are free and will be mailed to you by the Federal government.
- Coupons expire 90 days after the date they are mailed. Protect your coupons because they can not be replaced if they are lost or go unused

According to participants, the primary ideas communicated by Message R were the cost of a converter box (\$50 to \$70 before using a coupon, \$10 to \$30 after using a coupon), that they could receive up to two coupons, applications would begin to be accepted on January 1, 2008, and that the coupons would expire 90 days after they were mailed. Specific reactions to Message R were as follows:

- It is important to note there was some confusion initially about the cost of the converter box. Slightly less than half of participants believed that the coupon worth \$40 would cover the entire cost of the converter box.
- For most, including the low income focus groups, spending \$10-\$30 on a converter box was not perceived to be a financial hardship. However one participant in the visually impaired group stated that \$10 was too much and said she would likely go without television after February 17, 2009 and would have to rely solely on the radio because her vision was so poor. Unaided, most groups were able to conclude that the converter box option was the least expensive of the three options available to them.
- Some participants were apprehensive about receiving the coupons in the mail. They were concerned about the timing ("How long will it take?") and justified their concern by referring to the recent news stories about high demand and subsequent processing delays in applying for a passport. Focus group participants expressed concerns about the coupons getting lost in the mail. In addition, a number expressed concerns about having their coupons stolen because of their dollar value. Individuals living in housing with a shared mailbox were particularly concerned about the possibility of theft. A few participants suggested that they would rather be able to print the coupons online (like concert tickets or airline boarding passes).
- A number of participants responded somewhat negatively to the information and language contained in the last paragraph—specifically the 90-day expiration time period, "protect your coupons," and "they cannot be replaced." They believed the language was threatening ("It feels like a threat") and it was perceived as the Federal government putting unnecessary pressure on individuals.
- Slightly less than half of participants negatively commented on the 90 days expiration. When probed they stated that 6 months or an unlimited time frame would be ideal. The reason most often given for not wanting a 90 day limit was that an emergency financial expense may not allow them to afford to purchase the converter box before the coupon expired.
- There were a number of questions regarding the difference between a \$50 and a \$70 converter box. A few made the assumption that a \$70 converter box would deliver better quality or have some added features.
- Some participants were wary of the life-span of the converter box. One participant said, "If the government is trying to push it on us it better have a warranty."

### 3.1.3 Message S

The following were tested as Message S:

- There is a limited supply and coupons are available on a first come-first served basis.
- Help your friends, your parents or other family members who may have difficulty determining if they need to take action and help them apply for a converter box coupon if they need one.

According to participants, the primary ideas communicated by Message S were that there will be a limited supply of coupons. Specific reactions to Message S were as follows:

- The message that there would be a limited supply elicited some concern and skepticism. A common question was, “Why can’t the government just print more coupons?” For those who already felt that the Federal government was pressuring consumers into applying for the coupons and purchasing the converter boxes as soon as possible, the revelation that there would be a limited supply further fueled those beliefs. When those who were inclined to buy converter boxes were asked when they planned to apply for the coupons the answer was virtually unanimous—“as soon as possible.”
- Participants’ estimates of the number of coupons that will be available ranged from a few thousands to billions. The knowledge that there would be a limited number of coupons did motivate them to act early, but many said there should not be a limited number.
- Most said they would explain the program to friends and relatives and assist anyone who might need help with their application. A number of focus group participants (particularly those in Spanish-speaking groups) said they would apply for two coupons and give one to a friend or family member. Similarly, a subset of participants stated that they may apply for the coupons and get converter boxes that they would not use and only keep “to give to friends who need them, or for backup.”
- The statement about helping friends and family also raised concerns about how indigent and/or reclusive elderly and disabled populations who did not have someone to help them would be affected by this program. Participants voiced concern and urged the government to partner with community organizations (like Meals on Wheels) to make sure that these populations did not lose television service.
- It is notable that some participants in the Spanish-speaking groups said they would attempt to rig multiple feeds from one converter box to other televisions in the household.

### 3.1.4 Message T

The following was tested as Message T:

- Apply, Buy, Plug and Play. 1) **Apply** for your coupons by going to [www.myDTV2009.gov](http://www.myDTV2009.gov) or calling 1-888-DTV-2009. 2) **Buy** a converter box using your coupon at a local electronics store. 3) **Plug** the box into your TV. 4) **Play** your favorite programs on the TV you’re using now, but with a better picture.

According to participants, the primary idea communicated by Message T was the slogan Apply, Buy, Plug and Play. Specific reactions to Message T were as follows:

- Most participants (particularly disabled) said the slogan was simple, easy to remember and encapsulated the point of the TV Converter Box Coupon Program well. Disabled participants indicated that they would require assistance in understanding and filling out the application and appreciated the concise manner in which the overall Program was described in this message. However, a minority in other groups felt that the slogan was too gimmicky and salesman-like for a government program.

- The phrase “Plug and Play” was met with a mixed reaction. While some had no trouble with it, a fair number associated “Plug and Play” with video games or computer hardware. One focus group participant stated, “It sounds childish.” Most of the confusion was clarified after reading the fourth definition which clearly described the meaning of “Play.” “Plug and Watch” was suggested by some participants as a possible replacement.

### 3.2 Differences Per Segment

Across segments, there were very few differences in the overall reactions to the documents and messages tested. For the most part, participants agreed that they were easy to understand and use. Differences according to segments were as follows:

- **Disabled and Spanish-speaking participants** were the least suspicious and most passive regarding the TV Converter Box Coupon Program in general. Spanish speakers were particularly receptive to the “emergency preparedness” benefit of the analog-to-digital conversion. These groups raised very few questions about why this is occurring and there was very little negativity about pricing (except for the one visually disabled participant on a fixed income). In fact, they responded somewhat positively to the fact that they would receive a coupon to offset the price of a converter box.
- **Spanish-speaking** participants had very high awareness of the analog-to-digital conversion and the coupon program. Nearly all had already heard about the TV Converter Box Coupon Program from the national Spanish-language television stations Univision and Telemundo. This prior awareness of the analog-to-digital conversion and the Coupon Program may explain the acceptance and overall positive reaction to the information presented in the focus groups.
- **Seniors** were the only segment that raised strong concerns about ease of installation, and aesthetics (how big will it be, what color, etc). Although initially apprehensive, most believed that the instructions that will come with a converter box would be easy to read and follow.
- **Native American** participants were less negative about the Program than general population participants but still not as accepting as the Disabled and Spanish-speaking participants. Some expressed concern about relatives and friends living on reservations, and whether or not they would be adversely affected by the change.

## 4. Program Identity Evaluation

Participants evaluated and identified their preferences for a series of four logos related to the TV Converter Box Coupon Program. The logos were produced on boards for presentation to the groups and sent to Hearing Disabled participants for the telephone IDIs. Visually Disabled participants did not test the logos due to their disability. The goal of this discussion was to understand which of the logos best represented the TV Converter Box Coupon Program and which one was most appealing. After discussing each logo individually, participants engaged in a voting exercise which indicated their preferred logo.

The logos were labeled J, K, L, and M for purposes of discussion as follows:

Logo	Headline	Image
<b>J</b>	<i>Get the Coupon, Keep Your TV On</i>	Blue television set
<b>K</b>	<i>Keep it on...DTV2009 Coupon Program</i>	Yellow television with blue converter box
<b>L</b>	<i>Keep Your TV On Coupon Program</i>	Red gift card/television set
<b>M</b>	<i>TV Converter Box Coupon Program</i>	Government logo coupon

The actual tally of votes is presented in the table below:

CONVERTER BOX COUPON PROGRAM LOGO VOTING					
SEGMENT	LOGOS				
	J <i>Get the Coupon</i>	K <i>Keep it on...</i>	L <i>Keep Your TV On</i>	M <i>TV Converter Box</i>	Total
<b>Tulsa</b>					
General consumers (age <65)	3		8	7	<b>18</b>
<b>Phoenix</b>					
Spanish speaking	12	2		2	<b>16</b>
Native American	1	1	8	6	<b>16</b>
<b>Fresno</b>					
Senior ≥65	2	7			<b>9</b>
Low income	1	0	0	8	<b>9</b>
<b>Los Angeles</b>					
General consumers (age <65)	1			8	<b>9</b>
Senior ≥ 65	6	2	1	1	<b>10</b>
Low income		1	7	1	<b>9</b>
<b>Greenville</b>					
General pop (age <65)			9		<b>9</b>
Low income		1	6	1	<b>8</b>
<b>Chicago</b>					
General consumers (age <65)			8		<b>8</b>
Senior ≥65	1	1		7	<b>9</b>
<b>Miami</b>					
Spanish speaking		6	9	3	<b>18</b>
<b>Disabled</b>					
Visually Impaired	Not tested in this group				
Hearing Impaired				1	1
<b>Total</b>	<b>27</b>	<b>21</b>	<b>56</b>	<b>45</b>	<b>149</b>

#### 4.1 Most Compelling Identities

There was a clear distinction between the top two most compelling identities and the bottom two. Overall, participants responded most favorably to the identities they felt most explicitly communicated the reason for the TV Converter Box Program and the purpose of the coupon in the slogan, and to the logo they found most visually appealing. Identity L had the highest number of votes with 56 out of 149, with logo M having the second highest number of votes with 45 of 149.

- **L:** Participants responded positively to the slogan and the design.

- **Slogan.** Participants liked the text *Keep Your TV On Coupon Program* because it immediately alerted them to the problem and what would happen if they did not pay attention.
  - **Design.** Participants clearly preferred the design and color of the graphic. The color red caught their attention and signified something that was important (“red alert”). One participant in the Native American groups said, “It’s powerful because it looks like a stop sign.” The design of the graphic reminded them of a modern/digital television set. They liked the idea of an image of a new television and new technology as opposed to the nostalgic television featured in J. Focus group participants also liked the airwaves illustration which conveyed to them successful reception.
- **M:** Participants responded favorably to the Department of Commerce government seal because it looked official. The presence of the seal gave the Program legitimacy as well as identified the organization supporting the Program.
- **Slogan.** Participants responded positively to the slogan *TV Converter Box Coupon Program* as it clearly described the program that had been presented to them throughout the group discussion. Most participants agreed that the text clearly conveyed the purpose of the program and did so better than the text on any of the other three logos. They reasoned that even someone with no prior knowledge of the Program could read this text and figure out what the purpose is.
  - **Design.** Those that liked this graphic most often said it appeared to be the most official looking of the four images. The Federal government logo clearly conveyed the sponsor of the program. They said it was simple and easy to read. Some described it as an identification card, driver’s license or license plate. A few said they could see this logo being used as a stamp on packaging or signage. However, most agreed it was not eye catching enough to appear in ads. Negative remarks about this logo included, “It reminds me of a Medicare card” and “It doesn’t look like something I need to pay attention to.”

## 4.2 Other Identities

Logos J and K did not resonate with a significant portion of participants.

- **J:** This logo came in third with only 27 votes out of 149. The reason most often cited for not voting for this logo was the graphic.
- **Slogan.** The slogan lacked specificity and emphasized getting a coupon as opposed to the Program. According to participants, “*Get the Coupon*” could be describing a coupon for anything.
  - **Design.** Participants felt the graphic was juvenile (“Looks like something off of Cartoon Network,” “feels childish, simple”, “almost like we’re being talked down to”). The outdated-style television design was also perceived as a negative.
- **K:** This logo had the least number of votes with 21 out of 149. While this logo included the Department of Commerce government insignia, which for many was a positive, participants said it looked too busy.
- **Slogan.** Most participants said they were confused by the slogan, “*Keep it on...DTV2009 coupon program.*” According to participants, the slogan failed to adequately explain the Program. Some felt that, without any prior information, the phrase “Keep It On” would be confusing. “Keep what on?” was the question raised by some. Most said that without prior knowledge they would be confused by the reference to “DTV2009” and would not associate the converter box coupon program with “DTV2009.” Common reactions were, “It looks like a license plate” or “It looks like an ad for a political campaign.” Some participants also confused “DTV2009” with DirectTV, a national subscription satellite service.
  - **Design.** The orange/yellow border was seen as unattractive and the entire design was described as not eye catching and too busy. Responses were mixed as to whether participants liked the graphic of the converter box on top. Some confused the converter box graphic for a VCR or DVD player.



### 4.3 Suggested Improvements

Participants cited specific suggestions to improve the logos as follows:

- Participants repeatedly suggested taking the text from Logo M and putting it into the red television image from Logo L. Participants felt that this would take the most informative message and put it into the most eye-catching graphic.
- Participants also suggested including the Department of Commerce government seal on Logo L to identify the sponsor of the program and to convey the legitimacy of the program. When probed on the best location for the seal, most often participants suggested somewhere in the upper right or upper left hand corner.
- Overwhelmingly, participants did not like the telephone number represented in numbers and letters (i.e., 888-DTV-2009). At first glance it was not clear to some that it was a phone number. Participants suggested using only the numbers, others suggested off-setting the numbers with the word “phone:” to clearly identify that it was a phone number. Another popular suggestion was adding the phone number underneath the 888-DTV-2009.

### 4.4 Differences By Segment

Differences in preferences by segment are noted in the table below:

CONVERTER BOX COUPON PROGRAM LOGO VOTING BY SEGMENT								
	Spanish speaking	Native American	Seniors	Low Income	General	Visually Impaired	Hearing Impaired	Total
<b>J - Get the Coupon</b>	12	1	9	1	4	Not tested		27
<b>K - Keep it on ...</b>	8	1	10	2	0			21
<b>L - Keep Your TV On</b>	9	8	1	13	25			56
<b>M - TV Converter Box</b>	5	6	8	10	15		1	45
<b>Total</b>	<b>34</b>	<b>16</b>	<b>28</b>	<b>26</b>	<b>44</b>		<b>1</b>	<b>149</b>

- Spanish-speaking** participants differed from most in their overall preference for Logo J and a higher than average preference for Logo K and Logo L. Very few liked Logo M because it was “too plain.” In the Phoenix groups, Spanish-speaking participants responded very positively to Logo J because of the graphic and colors.
- Seniors** were split fairly evenly between Logos J, K, and M. However, this segment responded very negatively to Logo L because of the color red. They associated the red color with danger and alarm, which seemed unnecessarily extreme for the subject matter.

## 5. Communications

### 5.1 Channels of Communication

Mass media was the way in which most participants expected to hear about the Digital-to-Analog Television Converter Box Coupon Program. They suggested messaging include both advertisements (to catch a reader's attention) with concise, comprehensive messaging, as well as feature articles that explained the reasons for and benefits of the upcoming changes. Specific channels of communication were mentioned as follows:

- **Television.** Network, public television (e.g., ABC, NBC, CBS, PBS) and Spanish-language stations (e.g., Univision and Telemundo) were mentioned as the best television sources.
- **Radio.** Local talk radio stations, country, pop, oldies music, public radio, and Spanish-speaking radio stations were cited as the best radio sources.
- **Newspapers.** National and local newspapers as well as free local papers (e.g., *LA Times*, *Penny Saver*) were mentioned as their preferred source for print media.
- **Internet.** A number said they may not notice information on the Internet or did not use the Internet. Those who did cited Yahoo, Google and MSN.
- **Billboards.** A few said they would notice billboards located near major freeways, as well as on the sides of buses.
- **Other.** Electronics stores, grocery stores, bus stop, and bus stations were other locations participants said they would notice advertisements for the TV Converter Box Coupon Program.

### 5.2 Recommended Locations to Receive Materials

Most participants suggested sending the information about the TV Converter Box Coupon Program by direct mail to reach every household. A number expressed concern about those with less mobility and those residing in remote areas that may not have easy access to the materials. Other specific locations mentioned where participants would expect to receive the materials were community centers, other community organization headquarters, local diners, government buildings (e.g., police station, court house, libraries, post office, schools), doctors offices, Chambers of Commerce, and community action centers.

# Appendices

## 6.1 Formative Research: Testing Screener

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

**Thursday, September 13, 2007**

**Group I \_\_\_\_\_ TBD p.m.**  
English language general consumers

**Group II \_\_\_\_\_ TBD p.m.**  
Spanish language general consumers

### Alan Newman Research

#### Ketchum NTIA Document Testing Focus Groups – Pr # 664-12 New York, NY – Thursday, September 13, 2007

**RECRUIT FROM DATABASE OR AT RANDOM**  
**RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 8)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

First, do you or does any member of your household or immediate family work for:

- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company \_\_\_\_\_
- [IF YES TO ANY >> TERMINATE]**

Do you currently have a television set in your home?

Yes \_\_\_\_\_  
TERMINATE >> No \_\_\_\_\_

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_

More than a year ago to two years ago \_\_\_\_\_

Longer than two years ago \_\_\_\_\_

**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_

**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_

Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[NEED GOOD MIX OF AGES –SKEW OLDER]

**TERMINATE >> Under 21** \_\_\_\_\_

**21-25** \_\_\_\_\_

**25-34** \_\_\_\_\_

**35-44** \_\_\_\_\_

**45-54** \_\_\_\_\_

**55-64** \_\_\_\_\_

**65-69** \_\_\_\_\_

**TERMINATE >> 70 or older** \_\_\_\_\_

6. **[Record Gender]** [NEED GOOD MIX]

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

**7. What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

**8. What is your current employment status? [ATTEMPT GOOD MIX]**

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**9. What is the highest level of education you have completed? [SKEW LOW]**

**TERMINATE >> Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes? [SKEW LOW]**

**Less than \$25,000** \_\_\_\_\_

**\$25,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

[NEED GOOD MIX >> RECRUIT AT LEAST 4 MINORITIES IN ENGLISH SPEAKING GROUP]

**Caucasian/white** \_\_\_\_\_

**African-American/black** \_\_\_\_\_

ASK Q.10B >> **Hispanic** \_\_\_\_\_

**Asian** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)? [For Hispanic group, attempt good mix]**

**Puerto Rico** \_\_\_\_\_

**Dominican Republic** \_\_\_\_\_

**Cuba** \_\_\_\_\_

**Mexico** \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

**11B. Which language do you consider to be your primary language?**

CHECK QUOTA> RECRUIT FOR ENGLISH SPEAKING GROUP ONLY >> **English** \_\_\_\_\_

RECRUIT FOR SPANISH SPEAKING GROUP ONLY >> **Spanish** \_\_\_\_\_

**Other** (*specify*) \_\_\_\_\_

**12. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?**

ASK A-C >> **Yes** \_\_\_\_\_

INVITE TO GROUP >> **No** \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Thursday, September 13 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for



your help in our research effort, you will receive a [\$85] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?

[If yes, read ..... ]     **If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_

## 6.2 Formative Research: Discussion Guide

### I. Introduction (15 minutes)

- A. Purpose: The overall purpose of our discussion is to get your feedback on a document, part of which is an application form, that I will show you today. I will be interested in how clear it is to understand, how easy or difficult it is to use, what you think of the way it looks. This document is under development, and your input will be used to improve it. Our discussion will last between an hour and an hour and fifteen minutes.
- B. Disclosure
- Observation
  - Audio and video recording
  - Confidentiality assured
- C. Ground Rules
- Need to hear from everyone; one at a time.
  - No right or wrong answers; your personal opinions.
  - Be candid; moderator has no vested interest.
- E. Participant Introductions
- Name, family
  - Occupation (former occupation, if retired)
  - How long you have lived in the NY area

### II. Coupon Application Evaluation (45 minutes)

Moderator distributes copies of *Digital-to-Analog Television to Converter Box Coupon Program* document to participants.

Setup: Take about 10 minutes to read through the *Digital-to-Analog Television to Converter Box Coupon Program* document and fill in the coupon application, as if you were actually applying for the coupon. Assume that the document was mailed to your home. If there is any information requested that you consider to be confidential, just make up the information. We just want you to have the experience of reading the document and filling in the form.

As you go through the document, think about how easy it is to understand, how easy it is to use, how appealing you find the way it looks. As you go through it, put a “+” next to anything that you like, a “-” next to anything that you don’t like, and a “?” next to anything that raises a question or is confusing or unclear. Make any other notes in the margin that you think will be useful to bring up in our discussion. Please put your first name at the top of the page.

When you are done, we will discuss the document as a group.

A. What was your overall reaction to the document?

1. General positives or negatives?

- Was the purpose of the document clear? How would you describe the purpose? (Solicit from one or two participants and probe for similar or different understanding).

2. What are your thoughts about the coupon program description at the top of the page? What do you think about the program itself?

3. Any places on the document that you marked with a "+"? Why?

4. Any places on the document you marked with a "-"? Why?

B. What questions do you have after reviewing the document and filling out the Coupon Application?

C. Is there anything confusing or unclear? Were there any places that you marked with a "?".

1. Are there any terms or words that were unfamiliar to you or that you were uncertain of? Which words were they? Why were they a problem?

- Probe: digital, analog, converter box

D. Does there seem to be anything missing?

E. What are your reactions to the document itself, in terms of visual appeal and design - its overall look? Unaided, then probe specific reactions to the following:

1. Layout and organization
2. Shading
3. Font, size of print
4. Write-in space

G. Specific probes (if not addressed unaided):

1. How would you submit this coupon application? Is it clear what alternative ways you have to submit it? (Probe for understanding that it could be submitted by telephone or online: How do you think the application process would work by phone? On line?) (*Show of hands regarding which method of submission they would use.*)
2. P.O. Box – does anyone in the group have a P.O. Box address? Was it clear on the Coupon Application what you were supposed to do in this case? (Probe a few without P.O. boxes for their understanding of this section, as well).
3. How do you decide whether to ask for 1 or 2 coupons? Is it clear why some would ask for 1 coupon and some for 2? Why?
4. What do you think you would do if you have both digital and analog TVs in your household? Does the coupon give you any guidance about what you should do in this case?
5. As you reviewed the document, was it clear when the conversion to digital broadcast will occur? Was it clear when the deadline is for applying for your converter box coupons?
6. How long do you think it will take to get your coupon or coupons once you have submitted the application? What is a reasonable time period?

F. Do you have any suggestions for improving the document?

### III. Conclusion (5 minutes)

- A. Check with clients for additional questions.
- B. Collect marked-up *Digital-to-Analog Television to Converter Box Coupon Program* document from participants.
- C. Thank and dismiss participants.

### 6.3 Formative Research: Application

## TELEVISION CONVERTER BOX COUPON PROGRAM



### Do you have a television set in your home that works with the help of "rabbit ears" or a rooftop antenna?

If so, you should be aware of an important change in broadcasting coming in February 2009. If you receive free TV using an antenna and your TV is not digital, you will need to take action before February 17, 2009 so that you can continue to receive programs on your TV set after that date. Your options include:

1. Keep your existing TV and buy a converter box.
2. Buy a digital TV, assuming your existing TV is not a digital TV.
3. Hook up your TV to cable, satellite or other pay TV services.

If you choose the first option, your household can request up to two coupons worth \$40 each towards the purchase of certain converter boxes. To request your coupon(s), you need to complete the Application below and return it no later than **March 31, 2009**.

If you receive your programming through cable TV or other pay service, your set will not need a converter box.

## COUPON APPLICATION

All information must be filled out. Please print legibly.

	FIRST	MIDDLE	LAST
<b>NAME</b>			
	STREET ADDRESS	APT #	
<b>HOME ADDRESS</b>			
	CITY	STATE	ZIP

If the US Post Office does not deliver mail to your Home Address, please provide as much information as you can above regarding your home and provide your mailing address to the right.	MAILING ADDRESS	APT #
	CITY	STATE
	STATE	ZIP

**TV SERVICE: please check the statement below that best describes your household.**

- All or some of the TVs in my house subscribe to one or more pay services, such as cable or satellite.
- All of the TVs in my house receive their broadcast over-the-air using "rabbit ears" or an antenna.

	SIGNATURE	DATE
<b># OF COUPONS REQUESTED:</b>		

ONE	TWO
<input type="checkbox"/>	<input type="checkbox"/>

**CERTIFICATION**

<p> <a href="http://www.DTV2009.gov" style="color: white;">www.DTV2009.gov</a> Apply for the Coupon online.</p> <p> <b>PO Box XXXX, Portland, OR 97208</b> Mail in your completed Application.</p>	<p> <b>1-888-DTV-2009</b> Apply for the Coupon by phone.</p> <p> <b>1-8XX-XXX-XXXX</b> Fax in your completed Application.</p>
--	---

Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act (PRA), unless that collection displays a currently valid Office of Management and Budget (OMB) control number.

## 6.4 Focus Group Screener for Tulsa Groups

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

<b>Group I _____ 6:00 p.m.</b>
<b>General Population</b>
<b>Group II _____ 8:00 p.m.</b>
<b>General Population</b>

Alan Newman Research

### **Ketchum NTIA Document Testing Focus Groups – Pr # 664-13**

**Tulsa, OK – Tuesday, October 16, 2007**

**RECRUIT FROM DATABASE OR AT RANDOM  
RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:
- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company** \_\_\_\_\_
  - A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home? Yes \_\_\_\_\_
- TERMINATE >> No \_\_\_\_\_**

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_

More than a year ago to two years ago \_\_\_\_\_

Longer than two years ago \_\_\_\_\_

**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_

**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_

Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[NEED GOOD MIX OF AGES]

**TERMINATE >> Under 21** \_\_\_\_\_

**21-25** \_\_\_\_\_

**25-34** \_\_\_\_\_

**35-44** \_\_\_\_\_

**45-54** \_\_\_\_\_

**55-64** \_\_\_\_\_

**65-69** \_\_\_\_\_

**70-75** \_\_\_\_\_

**76 or older** \_\_\_\_\_

**6. [Record Gender] [NEED GOOD MIX]**

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

**7. What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**1.1.1.1.1 Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

**8. What is your current employment status? [ATTEMPT GOOD MIX]**

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**9. What is the highest level of education you have completed? [ATTEMPT MIX MAY SKEW LOW]**

**TERMINATE >> Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_



**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes? [ATTEMPT MIX MAY SKEW LOW]**

**Less than \$25,000** \_\_\_\_\_

**\$25,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

**Caucasian/white** \_\_\_\_\_

**African-American/black** \_\_\_\_\_

ASK Q 11A >> **Native American** \_\_\_\_\_

ASK Q 11B-C >> **Hispanic** \_\_\_\_\_

**Asian** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11A. Please tell me from which Native American tribe do you descend?**

---

**11B. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?**

**Puerto Rico** \_\_\_\_\_

**Dominican Republic** \_\_\_\_\_

**Cuba** \_\_\_\_\_

**Mexico** \_\_\_\_\_

**Caribbean** \_\_\_\_\_

**South or Central America** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11C. Which language do you consider to be your primary language?**

**English** \_\_\_\_\_

TERMINATE >> **Spanish** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**1. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?**

ASK A-C >> **Yes** \_\_\_\_\_

INVITE TO GROUP >> **No** \_\_\_\_\_

**D. How many of these groups have you attended?**

\_\_\_\_\_

**E. What was/were the topics discussed?**

\_\_\_\_\_

F. **How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

## INVITE TO APPROPRIATE GROUP

**Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Tuesday, October 16, 2007 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$75] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?**

[If yes, read ..... ] **If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_

## 6.5 Focus Group Screener for Phoenix Groups

Interviewer: _____ Date: _____ Letter sent: _____ Reconfirmation Call: _____	<b>Wednesday, Oct. 17, 2007</b>  Group I _____ 6:00 p.m. <b>Native American consumers</b>  Group II _____ 8:00 p.m. <b>Native American consumers</b>	<b>Thursday, Oct. 18, 2007</b>  Group III _____ 6:00 p.m. <b>Spanish language general consumers</b>  Group IV _____ 8:00 p.m. <b>Spanish language general consumers</b>
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Alan Newman Research

### Ketchum NTIA Document Testing Focus Groups – Pr # 664-13

Phoenix, AZ – Wednesday & Thursday October 17-18, 2007

**RECRUIT FROM DATABASE OR AT RANDOM**

**RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:  
A market research company \_\_\_\_\_  
An advertising agency or public relations firm \_\_\_\_\_  
The media (TV/radio/newspapers/magazines) \_\_\_\_\_  
**A telecommunications company or a cable or satellite TV company** \_\_\_\_\_  
A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home?

Yes \_\_\_\_\_

**TERMINATE >> No** \_\_\_\_\_

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >> A year ago or less** \_\_\_\_\_

More than a year ago to two years ago \_\_\_\_\_

Longer than two years ago \_\_\_\_\_

**TERMINATE >> Do not know/Do not remember** \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >> Cable television** \_\_\_\_\_

**TERMINATE >> Satellite (or dish) television** \_\_\_\_\_

Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[NEED GOOD MIX OF AGES]

**TERMINATE >> Under 21** \_\_\_\_\_

**21-25** \_\_\_\_\_

**25-34** \_\_\_\_\_

**35-44** \_\_\_\_\_

**45-54** \_\_\_\_\_

**55-64** \_\_\_\_\_

**65-69** \_\_\_\_\_

**70-75** \_\_\_\_\_

**76 or older** \_\_\_\_\_

**6. [Record Gender] [NEED GOOD MIX]**

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

**7. What is your current marital status? Are you ..... ?**

Married \_\_\_\_\_

Single \_\_\_\_\_

**Divorced** \_\_\_\_\_

Widowed \_\_\_\_\_

**8. What is your current employment status? [ATTEMPT GOOD MIX]**

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**9. What is the highest level of education you have completed? [ATTEMPT GOOD MIX, MAY SKEW LOW]**

TERMINATE >> **Grade 8 or less** \_\_\_\_\_

Some high school \_\_\_\_\_

High school graduate \_\_\_\_\_

Some college or associate or technical degree \_\_\_\_\_

College graduate \_\_\_\_\_

Post graduate studies or degree \_\_\_\_\_

10. Which of the following categories best describes your total, annual, household income before taxes? [ATTEMPT GOOD MIX, MAY SKEW LOW]

Less than \$25,000 \_\_\_\_\_

\$25,000 - \$34,999 \_\_\_\_\_

\$35,000 - \$49,999 \_\_\_\_\_

\$50,000 - \$74,999 \_\_\_\_\_

\$75,000 - \$100,000 \_\_\_\_\_

Over \$100,000 \_\_\_\_\_

11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?

[FOR GROUPS I&II RECRUIT NATIVE AMERICANS ONLY. FOR GROUPS III & IV RECRUIT HISPANICS ONLY]

TERMINATE >> Caucasian/white \_\_\_\_\_

TERMINATE >> African-American/black \_\_\_\_\_

ASK Q.11C >> Native American \_\_\_\_\_

ASK Q.11A-B >> Hispanic \_\_\_\_\_

TERMINATE >> Asian \_\_\_\_\_

TERMINATE >> (Specify) \_\_\_\_\_ Other \_\_\_\_\_

11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)? [For Hispanic group, attempt good mix]

**Puerto Rico** \_\_\_\_\_

**Dominican Republic** \_\_\_\_\_

**Cuba** \_\_\_\_\_

**Mexico** \_\_\_\_\_

**Caribbean** \_\_\_\_\_

**South or Central America** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11B. Which language do you consider to be your primary language? [FOR HISPANIC GROUPS SPANISH MUST BE RESPONDENT'S PRIMAY LANGUAGE]**

TERMINATE >> **English** \_\_\_\_\_

RECRUIT FOR SPANISH SPEAKING GROUP ONLY >> **Spanish** \_\_\_\_\_

TERMINATE >> **Other (specify)** \_\_\_\_\_

**11C. Please tell me from which Native American tribe do you descend?**

\_\_\_\_\_

**12. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?**

ASK A-C >> **Yes** \_\_\_\_\_

INVITE TO GROUP >> **No** \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_



**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

## INVITE TO APPROPRIATE GROUP

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on [DATE] at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$75] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?

[If yes, read ..... ] **If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_

## 6.6 Focus Group Screener for Phoenix/Spanish Language Groups

Entrevistador:	_____
Fecha:	_____
Carta Enviada:	_____
Carta de Confirmacion:	_____

<b>Jueves, 18 de Octubre del 2007</b>
<b>Group I _____ 6:00 p.m.</b>
<b>En idioma inglés consumidores generales</b>
<b>Group II _____ 8:00 p.m.</b>
<b>En idioma español consumidores generales</b>

Alan Newman Research

### Ketchum NTIA Document Testing Focus Groups – Pr # 664-13

Phoenix, AZ – Thursday, October 18, 2007

#### RECLUTAR 10 POR GRUPO (PARA SENTAR UN MAXIMO DE 8)

Hola, soy \_\_\_\_\_ con \_\_\_\_\_, una firma independiente de estudios de mercado. Nosotros no vendemos ni promovemos ningún producto ni el servicio. Realizamos un estudio de investigación con respecto a servicios de televisión y querríamos incluir sus vistas. Mis preguntas sólo tomarán un par de minutos.

1. Necesitamos saber si Ud o alguna persona en su casa o algun familiar cercano trabaja o ha trabajado para:

Una compania o departamento de una compania que hace estudios de mercadeo \_\_\_\_\_

Una compania de publicidad o relaciones publicas \_\_\_\_\_

Medios de comunicacion(TV/radio/revistas) \_\_\_\_\_

**Una compania de telecomunicaciones o TV cable o satellite \_\_\_\_\_**

Vna compania que vende, distribuje o manufactura productos electronico (como TV, computadoras, etc.) \_\_\_\_\_

**[SI A CUALQUIERA >> TERMINE]**

2. Actualmente tiene Ud conjunto de TV en su casa?

Si \_\_\_\_\_

**TERMINE >> No \_\_\_\_\_**

3. Hace cuanto Ud compro su conjunto de TV? **[SI MENCIONA TENER MAS DE UN TV,  
PREGUNTE HACE CUANTO TIEMPO COMPRO EL TV PRICIPAL]**

**TERMINE >>** Un ano o menos \_\_\_\_\_

Un ano o mas a dos anos \_\_\_\_\_

Mas de dos anos o mas \_\_\_\_\_

**TERMINE >>** No sabe/ No se acuerda \_\_\_\_\_

4. Pensando de su servicio de Television, cuales de las siguientes Ud tiene ?

**TERMINE >>** Televisión por cable \_\_\_\_\_

**TERMINATE >>** satélite (o el plato) la televisión \_\_\_\_\_

La televisión regular de la red con ningún servicio de cable ni antena parabólica \_\_\_\_\_

[DEBE TENER UN TELEVISOR EN EL HOGAR, DEBE HABER SIDO COMPRADO MAS DE UN AÑO HACE Y DEBE TENER LA TELEVISION SOLO REGULAR de la RED –NO SERVICIO DE CABLE NI SATELITE

5. **Favor de decirme su edad exacta.** \_\_\_\_\_ [La EDAD SIN PRECEDENTES Y CATERGORIZE ABAJO}

[NECESITA LA COMBINACION BUENA DE EDADES –SESGA MAS VIEJO]

**TERMINE >> Menor de 21** \_\_\_\_\_

**21-25** \_\_\_\_\_

**25-34** \_\_\_\_\_

**35-44** \_\_\_\_\_

**45-54** \_\_\_\_\_

**55-64** \_\_\_\_\_

**65-69** \_\_\_\_\_

**70-75** \_\_\_\_\_

**76 o Mas** \_\_\_\_\_

6. **[GENERO SIN PRECEDENTES] [NECESITA BUENA MEZCLA]**

**Masculino** \_\_\_\_\_

**Femenina** \_\_\_\_\_

7. **Qué es su estado civil actual? Estas Ud ..... ?**

Casado (a) \_\_\_\_\_

Solero(a) \_\_\_\_\_

**Divorciado(a)** \_\_\_\_\_

Viudo(a) \_\_\_\_\_

8. **Cual es su posición actual del empleo? [BUENA MEZCLA]**

**Trabaje a tiempo completo fuera del hogar** \_\_\_\_\_

**Trabaje a medio tiempo fuera del hogar** \_\_\_\_\_

**Ama de Casa** \_\_\_\_\_

**Jubilado** \_\_\_\_\_

**Estudiante** \_\_\_\_\_

**Desempleado** \_\_\_\_\_

**Other (Especificar)** \_\_\_\_\_

9. **Cual es el nivel más alto de la educación que usted ha completado? [SESGUE BAJO ]**

**TERMINE >> El grado 8 o menos** \_\_\_\_\_

**Aldo de la Secundaria** \_\_\_\_\_

**Termino la secundaria** \_\_\_\_\_

**Termino el colegio, la Universidad, escuela Tecnica** \_\_\_\_\_

**Graduado de Universidad** \_\_\_\_\_

**Recibio un titulo de postgrado** \_\_\_\_\_

**10. Cuál de las categorías siguientes describe mejor su suma, anual, los ingresos de la casa antes de impuestos? [SESGUE BAJO]**

**Menos de \$25,000** \_\_\_\_\_

**\$25,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Sobre \$100,000** \_\_\_\_\_

**11. Para que podamos estar seguros que todas las nacionalidades de nuestro estudio, por favor me dices su origen étnico. ES Ud ...?**

[NECESITA RECLUTAR BUENA DE COMBINACION POR LO MENOS 4 MINORIAS HABLANDO EN INGLES EL GRUPO]

TERMINE >> **Caucásico** \_\_\_\_\_

TERMINE >> **Afroamericano** \_\_\_\_\_

PREGUNTAR, PREGUNTA 11A-B >> **Hispano** \_\_\_\_\_

TERMINE >> **Asiático** \_\_\_\_\_

TERMINE >> **(Especificar)** \_\_\_\_\_ **Otro** \_\_\_\_\_

**11A. Qué es su país de origen (o, si usted nació en los EE.UU., cual es el el país de origen sus padres)? [Para el grupo hispano, procure la combinación buena ]**

**Puerto Rico** \_\_\_\_\_  
**Republica Dominicana** \_\_\_\_\_  
**Cuba** \_\_\_\_\_  
**Mexico** \_\_\_\_\_  
**Caribeno** \_\_\_\_\_  
**Sur America o America Central** \_\_\_\_\_  
**(Especificar)** \_\_\_\_\_ **Otro** \_\_\_\_\_

**11B. Cuál idioma considera Ud que es su idioma primario?**

VERIFIQUE la CUOTA > ALISTE PARA INGLES QUE HABLA el GRUPO SOLO >>

TERMINE >> **Inglés** \_\_\_\_\_

ALISTE PARA ESPANOL QUE HABLA el GRUPO SOLO >> **Español** \_\_\_\_\_

TERMINE >> **Otro (especificar)** \_\_\_\_\_

**12. ¿Ha asistido usted un debate en grupo de focus? ¿ significamos un informal de discusión en una mesa redonda, realizado por un mediador profesional, en que usted fue preguntado sus opiniones con respecto a un producto, un servicio, o la publicidad?**

PREGUNTE A-C >> **Yes** \_\_\_\_\_

INVITE A GRUPO >> **No** \_\_\_\_\_

**A. Cuántos de estos grupos Ud asistió?**

\_\_\_\_\_

**B. ¿Cual fueron los temas que discutieron?**

\_\_\_\_\_

**C. ¿ Hacen cuanto fue la ultima vez que Ud asistio a unos de estos grupos?**

\_\_\_\_\_ [DEBE SER POR LO MENOS HACEN 3 MESES O MAS ]

**INVITE AL GRUPO**

Gracias para contestar todas mis preguntas. Como mencioné más temprano, realizamos un estudio de investigación con respecto a asuntos de consumo de televisión y queríamos oír sus vistas. Para oírlos de primera mano, nosotros realizamos un informal, la discusión de la mesa redonda ser tenida el jueves, Octubre 18 en [TIEMPO]. La discusión durará acerca de una hora y media y será ambos divertido e informativo. Nadie procurará venderle algo y nadie le visitarán a consecuencia de su participación. Cuando una muestra de nuestra apreciación para su ayuda en nuestro esfuerzo de investigación, usted recibirá un honorarios del dinero efectivo [\$75] en el tiempo de la sesión. Esto es un esfuerzo importante de investigación y nosotros esperamos que usted será la parte de ello. Nosotros sólo podemos invitar acerca de diez personas a tomar la parte. ¿Podemos planificar nosotros a su asistencia?

[si sí, leyó .....] Si usted necesita gafas para leer o para mirar la televisión, está por favor seguro traerlos con usted al grupo.

**NOMBRE:** \_\_\_\_\_

**DIRECCION:** \_\_\_\_\_

**CIUDAD:** \_\_\_\_\_

**CODIGO POSTAL:** \_\_\_\_\_

**TELEFONO: (DIA)** \_\_\_\_\_

**(NOCHE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(CORREO ELECTRONICO)** \_\_\_\_\_

**Entrevistador:** \_\_\_\_\_

El supervisor Confirma: \_\_\_\_\_

## 6.7 Focus Group Screener for Los Angeles Groups

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

<b>Group I</b>	_____	<b>12:00 p.m.</b>
<b>Seniors</b>		
<b>Group II</b>	_____	<b>6:00 p.m.</b>
<b>Low Income</b>		
<b>Group III</b>	_____	<b>8:00 p.m.</b>
<b>General Population</b>		

Alan Newman Research

### **Ketchum NTIA Document Testing Focus Groups – Pr # 664-13**

**Los Angeles, CA – Wednesday, October 17, 2007**

**RECRUIT FROM DATABASE OR AT RANDOM  
RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:
- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company** \_\_\_\_\_
  - A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home?
- Yes \_\_\_\_\_
- TERMINATE >> No** \_\_\_\_\_



3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_  
More than a year ago to two years ago \_\_\_\_\_  
Longer than two years ago \_\_\_\_\_  
**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_  
**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_  
Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[FOR GROUP I RESPONDENTS MUST BE AGE 65+. FOR GROUPS II & III RESPONDENTS MUST BE AGE 21-64 >> RECRUIT A GOOD MIX OF AGES]

**TERMINATE >> Under 21** \_\_\_\_\_  
**21-25** \_\_\_\_\_  
**25-34** \_\_\_\_\_  
**35-44** \_\_\_\_\_  
**45-54** \_\_\_\_\_  
**55-64** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **65-69** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **70-75** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **76 or older** \_\_\_\_\_

6. **[Record Gender]** [NEED GOOD MIX]

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

7. **What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

8. **What is your current employment status?** [ATTEMPT GOOD MIX]

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

9. **What is the highest level of education you have completed?** [ATTEMPT GOOD MIX, MAY SKEW LOW]

TERMINATE >> **Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes? [CHECK QUOTAS]**

**Less than \$10,000** \_\_\_\_\_

**\$10,000 - \$14,999** \_\_\_\_\_

**\$15,000 - \$19,999** \_\_\_\_\_

**\$20,000 - \$29,999** \_\_\_\_\_

**\$30,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

QUOTA:

GROUP I >> ATTEMPT GOOD MIX OF INCOME, MAY SKEW LOW

GROUP II >> INCOME MUST BE LESS THAN \$35K

GROUP III >> INCOME MUST BE \$35K OR HIGHER

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

[NEED GOOD MIX >> RECRUIT MIX BASED ON TARGET AUDIENCE OF FOCUS GROUP]

**Caucasian/white** \_\_\_\_\_

**African-American/black** \_\_\_\_\_

**Native American** \_\_\_\_\_

ASK Q.11A-B >> **Hispanic** \_\_\_\_\_

**Asian** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?**

**Puerto Rico** \_\_\_\_\_

**Dominican Republic** \_\_\_\_\_

**Cuba** \_\_\_\_\_

**Mexico** \_\_\_\_\_

**Caribbean** \_\_\_\_\_

**South or Central America** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11B. Which language do you consider to be your primary language?**

**English** \_\_\_\_\_

TERMINATE>> **Spanish** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**12. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?**

ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

### INVITE TO APPROPRIATE GROUP

**Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Wednesday, October 17, 2007 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$85] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?**

[If yes, read ..... ] **If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

***Interviewer:*** \_\_\_\_\_

**Supervisor Confirm:** \_\_\_\_\_

## 6.8 Focus Group Screener for Fresno Groups

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

<b>Group I</b>	_____	<b>4:30 p.m.</b>
<b>Seniors</b>		
<b>Group II</b>	_____	<b>7:00 p.m.</b>
<b>Low Income</b>		

Alan Newman Research

### Ketchum NTIA Document Testing Focus Groups – Pr # 664-13

Fresno, CA – Thursday, October 18, 2007

**RECRUIT FROM DATABASE OR AT RANDOM**  
**RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:
- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company** \_\_\_\_\_
  - A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home? Yes \_\_\_\_\_
- TERMINATE >> No** \_\_\_\_\_

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_

More than a year ago to two years ago \_\_\_\_\_

Longer than two years ago \_\_\_\_\_

**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_

**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_

Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[FOR GROUP I RESPONDENTS MUST BE AGE 65+. FOR GROUP II RESPONDENTS MUST BE AGE 21-64 >> NEED GOOD MIX OF AGES]

**TERMINATE >> Under 21** \_\_\_\_\_

RECRUIT FOR GROUP II ONLY >> **21-25** \_\_\_\_\_

RECRUIT FOR GROUP II ONLY >> **25-34** \_\_\_\_\_

RECRUIT FOR GROUP II ONLY >> **35-44** \_\_\_\_\_

RECRUIT FOR GROUP II ONLY >> **45-54** \_\_\_\_\_

RECRUIT FOR GROUP II ONLY >> **55-64** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **65-69** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **70-75** \_\_\_\_\_



RECRUIT FOR GROUP I ONLY >> **76 or older** \_\_\_\_\_

6. **[Record Gender]** [NEED GOOD MIX]

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

7. **What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

8. **What is your current employment status?** [ATTEMPT GOOD MIX]

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

9. **What is the highest level of education you have completed?** [ATTEMPT GOOD MIX, MAY SKEW LOW]

TERMINATE >> **Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes?** [FOR GROUP I ATTEMPT GOOD MIX, MAY SKEW LOW. FOR GROUP II INCOME MUST BE LESS THAN \$35K]

**Less than \$10,000** \_\_\_\_\_

**\$10,000 - \$14,999** \_\_\_\_\_

**\$15,000 - \$19,999** \_\_\_\_\_

**\$20,000 - \$29,999** \_\_\_\_\_

**\$30,000 - \$34,999** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$35,000 - \$49,999** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$50,000 - \$74,999** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$75,000 - \$100,000** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **Over \$100,000** \_\_\_\_\_

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

[NEED GOOD MARKET MIX]

**Caucasian/white** \_\_\_\_\_

**African-American/black** \_\_\_\_\_

**Native American** \_\_\_\_\_

ASK Q.11A-B >> **Hispanic** \_\_\_\_\_

**Asian** \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?

Puerto Rico \_\_\_\_\_

Dominican Republic \_\_\_\_\_

Cuba \_\_\_\_\_

Mexico \_\_\_\_\_

Caribbean \_\_\_\_\_

South or Central America \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11B. Which language do you consider to be your primary language?

English \_\_\_\_\_

TERMINATE >> Spanish \_\_\_\_\_

Other (specify) \_\_\_\_\_

12. Do you consider the area you live in to be .....

Urban \_\_\_\_\_

Suburban \_\_\_\_\_

RECRUIT A MINIMUM OF 5 PER GROUP >> Rural \_\_\_\_\_

13. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?

ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

A. How many of these groups have you attended?

\_\_\_\_\_

B. What was/were the topics discussed?

\_\_\_\_\_

C. How long ago was the last one of these groups you attended?

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

## INVITE TO APPROPRIATE GROUP

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Thursday, October 18, 2007 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$75] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?

[If yes, read ..... ] If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

***Interviewer:*** \_\_\_\_\_

**Supervisor Confirm:** \_\_\_\_\_

## 6.9 Focus Group Screener for Greenville Groups

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

**Group I \_\_\_\_\_ 5:30 p.m.**  
**Low Income**

**Group II \_\_\_\_\_ 7:30 p.m.**  
**General Population**

Alan Newman Research

### **Ketchum NTIA Document Testing Focus Groups – Pr # 664-13**

**Greenville, NC – Tuesday, October 23, 2007**

#### **RECRUIT FROM DATABASE OR AT RANDOM**

#### **RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:

A market research company \_\_\_\_\_

An advertising agency or public relations firm \_\_\_\_\_

The media (TV/radio/newspapers/magazines) \_\_\_\_\_

**A telecommunications company or a cable or satellite TV company \_\_\_\_\_**

A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home?

Yes \_\_\_\_\_

**TERMINATE >> No \_\_\_\_\_**

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_  
More than a year ago to two years ago \_\_\_\_\_  
Longer than two years ago \_\_\_\_\_  
**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_  
**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_  
Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[NEED GOOD MIX OF AGES 21-64]

**TERMINATE >> Under 21** \_\_\_\_\_  
**21-25** \_\_\_\_\_  
**25-34** \_\_\_\_\_  
**35-44** \_\_\_\_\_  
**45-54** \_\_\_\_\_  
**55-64** \_\_\_\_\_  
**TERMINATE >> 65 or older** \_\_\_\_\_

6. **[Record Gender]** [NEED GOOD MIX]

Male \_\_\_\_\_

Female \_\_\_\_\_

7. **What is your current marital status? Are you ..... ?**

Married \_\_\_\_\_

Single \_\_\_\_\_

Divorced \_\_\_\_\_

Widowed \_\_\_\_\_

8. **What is your current employment status?** [ATTEMPT GOOD MIX]

Work Full-Time outside the home \_\_\_\_\_

Work Part-Time outside the home \_\_\_\_\_

Homemaker \_\_\_\_\_

Retired \_\_\_\_\_

Student \_\_\_\_\_

Unemployed \_\_\_\_\_

Other (*specify*) \_\_\_\_\_

9. **What is the highest level of education you have completed?** [ATTEMPT GOOD MIX, MAY SKEW LOW]

TERMINATE >> Grade 8 or less \_\_\_\_\_

Some high school \_\_\_\_\_

High school graduate \_\_\_\_\_

Some college or associate or technical degree \_\_\_\_\_



College graduate \_\_\_\_\_

Post graduate studies or degree \_\_\_\_\_

10. Which of the following categories best describes your total, annual, household income before taxes? [GROUP I MUST HAVE INCOME OF LESS THAN \$35K. GROUP II MUST HAVE INCOME OF \$35K OR HIGHER. ]

TERMINATE FOR GROUP II ONLY >>Less than \$10,000 \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >>\$10,000 - \$14,999 \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >>\$15,000 - \$19,999 \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >>\$20,000 - \$29,999 \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >>\$30,000 - \$34,999 \_\_\_\_\_

TERMINATE FOR GROUP I ONLY >> \$35,000 - \$49,999 \_\_\_\_\_

TERMINATE FOR GROUP I ONLY >> \$50,000 - \$74,999 \_\_\_\_\_

TERMINATE FOR GROUP I ONLY >> \$75,000 - \$100,000 \_\_\_\_\_

TERMINATE FOR GROUP I ONLY >> Over \$100,000 \_\_\_\_\_

11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?

[NEED GOOD MARKET MIX]

Caucasian/white \_\_\_\_\_

African-American/black \_\_\_\_\_

Native American \_\_\_\_\_

ASK Q.11A-B >> Hispanic \_\_\_\_\_

Asian \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?

Puerto Rico \_\_\_\_\_

Dominican Republic \_\_\_\_\_

Cuba \_\_\_\_\_

Mexico \_\_\_\_\_

Caribbean \_\_\_\_\_

South or Central America \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11B. Which language do you consider to be your primary language?

English \_\_\_\_\_

TERMINATE >> Spanish \_\_\_\_\_

Other (specify) \_\_\_\_\_

12. Do you consider the area you live in to be .....

Urban \_\_\_\_\_

Suburban \_\_\_\_\_

RECRUIT A MINIMUM OF 5 PER GROUP >> Rural \_\_\_\_\_

13. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?

ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

### INVITE TO APPROPRIATE GROUP

**Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Tuesday, October 23, 2007 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$75] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?**

[If yes, read ..... ] **If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_

## 6.10 Focus Group Screener for Miami Groups

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

**Group I \_\_\_\_\_ 6:00 p.m.**  
**Spanish language general consumers**

**Group II \_\_\_\_\_ 8:00 p.m.**  
**Spanish language general consumers**

Alan Newman Research

### **Ketchum NTIA Document Testing Focus Groups – Pr # 664-13**

**Miami, FL – Wednesday, October 24, 2007**

**RECRUIT FROM DATABASE OR AT RANDOM**

**RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:
- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company** \_\_\_\_\_
  - A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home? Yes \_\_\_\_\_
- TERMINATE >> No** \_\_\_\_\_

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_  
More than a year ago to two years ago \_\_\_\_\_  
Longer than two years ago \_\_\_\_\_  
**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_  
**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_  
Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[NEED GOOD MIX OF AGES]

**TERMINATE >> Under 21** \_\_\_\_\_  
**21-25** \_\_\_\_\_  
**25-34** \_\_\_\_\_  
**35-44** \_\_\_\_\_  
**45-54** \_\_\_\_\_  
**55-64** \_\_\_\_\_  
**65-69** \_\_\_\_\_  
**70-75** \_\_\_\_\_

**76 or older** \_\_\_\_\_

6. **[Record Gender]** [NEED GOOD MIX]

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

7. **What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

8. **What is your current employment status? [ATTEMPT GOOD MIX]**

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

9. **What is the highest level of education you have completed? [ATTEMPT GOOD MIX, MAY SKEW LOW]**

**TERMINATE >> Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes?** [ATTEMPT GOOD MIX, MAY SKEW LOW]

**Less than \$25,000** \_\_\_\_\_

**\$25,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

[FOR MIAMI RECRUIT HISPANICS ONLY]

TERMINATE >> **Caucasian/white** \_\_\_\_\_

TERMINATE >> **African-American/black** \_\_\_\_\_

TERMINATE >> **Native American** \_\_\_\_\_

ASK Q.11A-B >> **Hispanic** \_\_\_\_\_

TERMINATE >> **Asian** \_\_\_\_\_

TERMINATE >> **(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_



**11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?** [For Hispanic group, attempt good mix]

**Puerto Rico** \_\_\_\_\_

**Dominican Republic** \_\_\_\_\_

**Cuba** \_\_\_\_\_

**Mexico** \_\_\_\_\_

**Caribbean** \_\_\_\_\_

**South or Central America** \_\_\_\_\_

**(Specify)** \_\_\_\_\_ **Other** \_\_\_\_\_

**11B. Which language do you consider to be your primary language?** [FOR HISPANIC GROUPS SPANISH MUST BE RESPONDENT'S PRIMAY LANGUAGE]

TERMINATE >> **English** \_\_\_\_\_

**Spanish** \_\_\_\_\_

TERMINATE >> **Other (specify)** \_\_\_\_\_

**12. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?**

ASK A-C >> **Yes** \_\_\_\_\_

INVITE TO GROUP >> **No** \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

### INVITE TO APPROPRIATE GROUP

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Wednesday, October 24, 2007 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$75] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?

[If yes, read ..... ] **If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_

## 6.11 Focus Group Screener for Chicago Groups

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

<b>Group I</b>	_____	<b>3:00 p.m.</b>
<b>Seniors</b>		
<b>Group II</b>	_____	<b>6:00 p.m.</b>
<b>General Population</b>		

Alan Newman Research

### **Ketchum NTIA Document Testing Focus Groups – Pr # 664-13**

**Chicago, IL – Thursday, October 25, 2007**

#### **RECRUIT FROM DATABASE OR AT RANDOM**

#### **RECRUIT 10 PER GROUP (TO SEAT MAXIMUM OF 7-9)**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:

A market research company \_\_\_\_\_

An advertising agency or public relations firm \_\_\_\_\_

The media (TV/radio/newspapers/magazines) \_\_\_\_\_

**A telecommunications company or a cable or satellite TV company** \_\_\_\_\_

A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home?

Yes \_\_\_\_\_

**TERMINATE >> No** \_\_\_\_\_

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_  
More than a year ago to two years ago \_\_\_\_\_  
Longer than two years ago \_\_\_\_\_  
**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_  
**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_  
Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[GROUP I RESPONDENTS MUST BE AGE 65+. GROUP II RESPONDENTS MUST BE AGE 21-64 >> NEED GOOD MIX OF AGES]

**TERMINATE >> Under 21** \_\_\_\_\_  
RECRUIT FOR GROUP II ONLY >> **21-25** \_\_\_\_\_  
RECRUIT FOR GROUP II ONLY >> **25-34** \_\_\_\_\_  
RECRUIT FOR GROUP II ONLY >> **35-44** \_\_\_\_\_  
RECRUIT FOR GROUP II ONLY >> **45-54** \_\_\_\_\_  
RECRUIT FOR GROUP II ONLY >> **55-64** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **65-69** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **70-75** \_\_\_\_\_

RECRUIT FOR GROUP I ONLY >> **76 or older** \_\_\_\_\_

6. **[Record Gender]** [NEED GOOD MIX]

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

7. **What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

8. **What is your current employment status?** [ATTEMPT GOOD MIX]

**Work Full-Time outside the home** \_\_\_\_\_

**Work Part-Time outside the home** \_\_\_\_\_

**Homemaker** \_\_\_\_\_

**Retired** \_\_\_\_\_

**Student** \_\_\_\_\_

**Unemployed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

9. **What is the highest level of education you have completed?** [ATTEMPT GOOD MIX, MAY SKEW LOW]

**TERMINATE >> Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes?** [FOR GROUP I ATTEMPT GOOD MIX OF INCOME, MAY SKEW LOW. FOR GROUP II INCOME MUST BE \$35K OR HIGHER]

TERMINATE FOR GROUP II ONLY >> **Less than \$10,000** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$10,000 - \$14,999** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$15,000 - \$19,999** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$20,000 - \$29,999** \_\_\_\_\_

TERMINATE FOR GROUP II ONLY >> **\$30,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

[NEED GOOD MARKET MIX]

**Caucasian/white** \_\_\_\_\_

**African-American/black** \_\_\_\_\_

**Native American** \_\_\_\_\_

ASK Q.11A-B >> **Hispanic** \_\_\_\_\_

Asian \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?

Puerto Rico \_\_\_\_\_

Dominican Republic \_\_\_\_\_

Cuba \_\_\_\_\_

Mexico \_\_\_\_\_

Caribbean \_\_\_\_\_

South or Central America \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11B. Which language do you consider to be your primary language?

English \_\_\_\_\_

TERMINATE >> Spanish \_\_\_\_\_

Other (specify) \_\_\_\_\_

12. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?

ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

### INVITE TO APPROPRIATE GROUP

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views. In order to hear them first-hand, we are conducting an informal, round-table discussion to be held on Thursday, October 25, 2007 at [TIME]. The discussion will last about an hour and a half and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a [\$100 / \$85] cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about ten people to take part. Can we schedule your attendance?

[If yes, read ..... ] If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_



## 6.12 Focus Group Hearing Impaired Screener

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

<b>Wednesday, October 24, 2007</b>
<b>Interview Time _____ am/pm</b>

Alan Newman Research

**Ketchum NTIA Document Testing Focus Groups – Pr # 664-13**  
**Tuesday, October 23, 2007**

**HEARING IMPAIRED SCREENER**

**RECRUIT FROM DATABASE OR AT RANDOM**  
**RECRUIT 7 INDIVIDUAL INTERVIEWS**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:
- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company** \_\_\_\_\_
  - A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home? Yes \_\_\_\_\_
- TERMINATE >> No** \_\_\_\_\_

3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_  
More than a year ago to two years ago \_\_\_\_\_  
Longer than two years ago \_\_\_\_\_  
**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_  
**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_  
Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Have you been declared disabled for the purposes of receiving Medicare, Medicaid, or Social Security benefits?**

**Yes** \_\_\_\_\_  
**TERMINATE >> No** \_\_\_\_\_

5A. Could you please tell me the nature of your disability? **[DO NOT READ LIST]**

Hearing loss \_\_\_\_\_  
**SWITCH TO VISION IMPAIRED SCREENER >>** Blind/visual impairment \_\_\_\_\_  
**TERMINATE >>** Other \_\_\_\_\_  
**TERMINATE >>** Refused \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**[NOTE TO INTERVIEWER: PLEASE PROBE AND RECORD THE NATURE OF THEIR HEARING IMPAIRMENT]**

**5B. Do you have TTY services that would allow you to participate in a telephone interview?**

Yes \_\_\_\_\_

TERMINATE >> No \_\_\_\_\_

**6. Please tell me your exact age.** \_\_\_\_\_ [RECORD AGE AND CATERGORIZE BELOW]

[NEED GOOD MIX OF AGES]

TERMINATE >> **Under 21** \_\_\_\_\_

**21-25** \_\_\_\_\_

**25-34** \_\_\_\_\_

**35-44** \_\_\_\_\_

**45-54** \_\_\_\_\_

**55-64** \_\_\_\_\_

TERMINATE >> **65 or older** \_\_\_\_\_

**7. [Record Gender] [NEED GOOD MIX]**

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

**8. What is your current marital status? Are you ..... ?**

**Married** \_\_\_\_\_

**Single** \_\_\_\_\_

**1.1.1.1.2 Divorced** \_\_\_\_\_

**Widowed** \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**9. What is the highest level of education you have completed? [MAY SKEW LOW]**

TERMINATE >> **Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes? [ATTEMPT GOOD MIX, MAY SKEW LOW]**

**Less than \$25,000** \_\_\_\_\_

**\$25,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

**11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?**

[ATTEMPT GOOD MIX]

**Caucasian/white** \_\_\_\_\_

**African-American/black** \_\_\_\_\_

**Native American** \_\_\_\_\_

ASK Q.11B >> **Hispanic** \_\_\_\_\_

Asian \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?

Puerto Rico \_\_\_\_\_

Dominican Republic \_\_\_\_\_

Cuba \_\_\_\_\_

Mexico \_\_\_\_\_

Caribbean \_\_\_\_\_

South or Central America \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11B. Which language do you consider to be your primary language?

English \_\_\_\_\_

TERMINATE >> Spanish \_\_\_\_\_

Other (specify) \_\_\_\_\_

12. Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?

ASK A-C >> Yes \_\_\_\_\_

INVITE TO GROUP >> No \_\_\_\_\_

A. How many of these groups have you attended?

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

**INVITE TO APPROPRIATE GROUP**

**Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views** In order to hear them first hand, we are conducting individual interviews to be held on **Wednesday, October 24, 2007 at [TIME]. (Eastern Time)**. The discussion will last about **60 minutes** and will be both interesting and beneficial. We have elected to do this by phone so that you need not travel anywhere. Also, our professional moderator will call you so you will not incur any long distance charges. Please make sure the number you choose for us to call you on is accommodating to your hearing disability. As a token of our appreciation for your help in our research effort, a **\$75** honorarium will be mailed to you shortly after the session takes place. This is not a sales effort of any kind and no one will contact you as a result of your participation. We can only a few people to take part. Can we schedule your participation?

IDI SCHEDULE: (all times are Eastern Time)

Wednesday, Oct. 24, 2007: 10:00 a.m. / 12:00 p.m. / 2:00 p.m. / 4:00 p.m.

Thursday, Oct. 25, 2007: 10:00 a.m. / 12:00 p.m.

Friday, Oct. 26, 2007: 10:00 a.m./ 12:00 p.m. / 2:00 p.m.

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**NUMBER FOR TELECONFERENCE:** \_\_\_\_\_

***Interviewer:*** \_\_\_\_\_

***Supervisor Confirm:*** \_\_\_\_\_

### 6.13 Focus Group Vision Impaired Screener

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

<b>Tuesday, October 23, 2007</b>
<b>Group I _____ 12:00 p.m. ET</b>
<b>Visual Impairment Group</b>

Alan Newman Research

### Ketchum NTIA Document Testing Focus Groups – Pr # 664-13

Tuesday, October 23, 2007

#### VISION IMPAIRED SCREENER

**RECRUIT FROM DATABASE OR AT RANDOM**  
**RECRUIT 10 PER GROUP**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study regarding television services and would like to include your views. My questions will only take a couple of minutes.

1. First, do you or does any member of your household or immediate family work for:
- A market research company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_
  - A telecommunications company or a cable or satellite TV company** \_\_\_\_\_
  - A company that sells, distributes or manufactures consumer electronics (TVs, computers, etc.) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Do you currently have a television set in your home? Yes \_\_\_\_\_
- TERMINATE >> No** \_\_\_\_\_



3. How long ago did you purchase your TV set? **[If more than one TV mentioned, ask how long ago they purchased the main TV used in the home]**

**TERMINATE >>** A year ago or less \_\_\_\_\_

More than a year ago to two years ago \_\_\_\_\_

Longer than two years ago \_\_\_\_\_

**TERMINATE >>** Do not know/Do not remember \_\_\_\_\_

4. Thinking about your television service, which of the following do you currently have?

**TERMINATE >>** Cable television \_\_\_\_\_

**TERMINATE >>** Satellite (or dish) television \_\_\_\_\_

Regular network television with no cable or satellite dish service \_\_\_\_\_

[MUST HAVE A TV SET IN THE HOME, MUST HAVE BEEN PURCHASED MORE THAN ONE YEAR AGO AND MUST HAVE ONLY REGULAR NETWORK TV –NO CABLE OR SATELLITE SERVICE]

5. **Have you been declared disabled for the purposes of receiving Medicare, Medicaid, or Social Security benefits?**

**Yes** \_\_\_\_\_

**TERMINATE >> No** \_\_\_\_\_

5A. Could you please tell me the nature of your disability? **[DO NOT READ LIST]**

**SWITCH TO HEARING IMPAIRMENT IDI SCREENER >> Hearing loss** \_\_\_\_\_

Blind/visual impairment \_\_\_\_\_

**TERMINATE >> Other** \_\_\_\_\_

**TERMINATE >> Refused** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**[NOTE TO INTERVIEWER: PLEASE PROBE AND RECORD THE NATURE OF THEIR VISUAL IMPAIRMENT]**

6. Please tell me your exact age. \_\_\_\_\_ **[RECORD AGE AND CATERGORIZE BELOW]**

**[NEED GOOD MIX OF AGES]**

**TERMINATE >> Under 21** \_\_\_\_\_

**21-25** \_\_\_\_\_

**25-34** \_\_\_\_\_

**35-44** \_\_\_\_\_

**45-54** \_\_\_\_\_

**55-64** \_\_\_\_\_

**TERMINATE >> 65 or older** \_\_\_\_\_

7. **[Record Gender]** **[NEED GOOD MIX]**

**Male** \_\_\_\_\_

**Female** \_\_\_\_\_

**8. What is your current marital status? Are you ..... ?**

Married \_\_\_\_\_  
Single \_\_\_\_\_  
**Divorced** \_\_\_\_\_  
Widowed \_\_\_\_\_

**Other (specify)** \_\_\_\_\_

**9. What is the highest level of education you have completed? [MAY SKEW LOW]**

TERMINATE >> **Grade 8 or less** \_\_\_\_\_

**Some high school** \_\_\_\_\_

**High school graduate** \_\_\_\_\_

**Some college or associate or technical degree** \_\_\_\_\_

**College graduate** \_\_\_\_\_

**Post graduate studies or degree** \_\_\_\_\_

**10. Which of the following categories best describes your total, annual, household income before taxes? [ATTEMPT GOOD MIX, MAY SKEW LOW]**

**Less than \$25,000** \_\_\_\_\_

**\$25,000 - \$34,999** \_\_\_\_\_

**\$35,000 - \$49,999** \_\_\_\_\_

**\$50,000 - \$74,999** \_\_\_\_\_

**\$75,000 - \$100,000** \_\_\_\_\_

**Over \$100,000** \_\_\_\_\_

11. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic origin. Would you say that you are... ?

[ATTEMPT GOOD MIX]

Caucasian/white \_\_\_\_\_

African-American/black \_\_\_\_\_

Native American \_\_\_\_\_

ASK Q.11B >> Hispanic \_\_\_\_\_

Asian \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11A. What is your country of origin (or, if you were born in the U.S., what is your parents' country of origin)?

Puerto Rico \_\_\_\_\_

Dominican Republic \_\_\_\_\_

Cuba \_\_\_\_\_

Mexico \_\_\_\_\_

Caribbean \_\_\_\_\_

South or Central America \_\_\_\_\_

(Specify) \_\_\_\_\_ Other \_\_\_\_\_

11B. Which language do you consider to be your primary language?

English \_\_\_\_\_

TERMINATE >> Spanish \_\_\_\_\_

Other (specify) \_\_\_\_\_

12. **Have you ever attended a focus group discussion? By that we mean an informal, round-table discussion, conducted by a professional moderator, in which you were asked your opinions regarding a product, a service, or advertising?**

ASK A-C >> **Yes** \_\_\_\_\_

INVITE TO GROUP >> **No** \_\_\_\_\_

**A. How many of these groups have you attended?**

\_\_\_\_\_

**B. What was/were the topics discussed?**

\_\_\_\_\_

**C. How long ago was the last one of these groups you attended?**

\_\_\_\_\_ [MUST BE AT LEAST 3 MONTHS AGO]

INVITE TO APPROPRIATE GROUP

**Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding consumer television issues and would like to hear your views** In order to hear them first hand, we are inviting several people to take part in an informal teleconference to be held on **Tuesday, October 23, 2007 at [TIME]. (Eastern Time)**. The discussion will last about **60 minutes** and will be both interesting and beneficial. We have elected to do this by phone so that you need not travel anywhere and can speak with others who have a similar lifestyle and interests to you. You may be called at any number you choose, as long as it is not a mobile or cellular phone. Also, you will be called by our teleconferencing service, so you will not incur any long distance charges. As a token of our appreciation for your help in our research effort, a **\$75** honorarium will be mailed to you shortly after the session takes place. This is not a sales effort of any kind and no one will contact you as a result of your participation. We can only invite about 10 people to take part. Can we schedule your participation?

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE: (DAY)** \_\_\_\_\_

**(EVE)** \_\_\_\_\_

**(FAX)** \_\_\_\_\_

**(EMAIL)** \_\_\_\_\_

**NUMBER FOR TELECONFERENCE:** \_\_\_\_\_

***Interviewer:*** \_\_\_\_\_

***Supervisor Confirm:*** \_\_\_\_\_

## 6.14 Focus Group Discussion Guide



# Alan Newman Research

MARKET RESEARCH CONSULTANTS

## Ketchum NTIA Document Logo and Message Testing Focus Groups

### Discussion Outline – *FINAL*

#### I. Introduction (15 minutes)

- A. Purpose: The overall purpose of our discussion is to get your feedback on several communications items that I will show you today. I'm interested in how clear the information I show you is to understand, how easy or difficult it is to use, and what you think of the way it looks. This information is under development, and your input will be used to improve it. Our discussion will last two hours or less.
- B. Disclosure
- Observation
  - Audio and video recording
  - Confidentiality assured
- C. Ground Rules
- Need to hear from everyone; one at a time.
  - No right or wrong answers; your personal opinions.
  - Be candid; moderator has no vested interest.
- E. Participant Introductions
- Name, family
  - Occupation (former occupation, if retired)
  - How long you have lived in the area

## II. Coupon Application Evaluation (25 minutes)

Moderator distributes copies of *Digital-to-Analog Television Converter Box Coupon Program* document to participants.

Setup: Take about 5-10 minutes to read through the *Digital-to-Analog Television to Converter Box Coupon Program* document and fill in the coupon application, as if you were actually applying for the coupon. If there is any information requested that you consider to be confidential, just make up the information. We just want you to have the experience of reading the document and filling in the form.

When you are done, we will discuss the document as a group.

A. What was your overall reaction to the document?

1. General positives or negatives?

➤ Was the purpose of the document clear? How would you describe the purpose? (Solicit from one or two participants and probe for similar or different understanding).

2. What are your thoughts about the coupon program description at the top of the page? What do you think about the program itself?

B. What questions do you have after reviewing the document and filling out the Coupon Application?

C. Is there anything confusing or unclear?

1. Are there any terms or words that were unfamiliar to you or that you were uncertain of? Which words were they? Why were they a problem?



D. Does there seem to be anything missing?

E. What are your reactions to the document itself, in terms of visual appeal and design - its overall look?

F. Specific probes (if not addressed unaided):

1. Is it clear that your TV will not work after February 17, 2009?
2. How would you submit this coupon application? Is it clear what alternative ways you have to submit it?
3. P.O. Box – does anyone in the group have a P.O. Box address? Was it clear on the Coupon Application what you were supposed to do in this case? (Probe a few without P.O. boxes for their understanding of this section, as well).
4. What do you think you would do if you have both digital and analog TVs in your household? Does the coupon give you any guidance about what you should do in this case?
5. Ask, "Do you know where to go for more information on this topic?"
6. Probe - Is the deadline so far out that you would not worry about it?
7. Signature - PROBE - Does it bother you to sign this form?
8. Would you feel uncomfortable signing, and if so, why? Are you concerned about data sharing with other Federal government agencies?
9. Would you prefer to register online or by phone so you don't have to sign this form?
10. Self-fulfillment - Are you likely to request this coupon or would some other family or friend help to handle this request?
11. Do you have any suggestions for improving the document?

### III. Message Testing (30 minutes)

Moderator hands out four individual messages one at a time about the converter box coupon program.

**Setup:** *This page contains information about the converter box coupon program. Take a few minutes and read through the message. Underline information that is important to you and put a question mark next to anything that is confusing.*

A. Individual Message Discussion

1. What is your overall response to this message?

---

2. What was positive/negative?

3. What questions do you have?

4. Is there anything confusing/unclear? Explain.

Probe on the following if not mentioned:

**B. Message Q.** Specifics probes as follows:

1. How would you describe the term *analog*? Is it clear to you what that is?

2. What are the options for receiving digital television?

3. What are the benefits to digital television?

➤ Probe: “...freeing up the nation’s airwaves for firefighters and police to communicate better.” Is that important to you? Do you believe it?

4. Was it clear that there was a one time fee?

**C. Message R.** Specific probes as follows:

1. What is the cost to consumers for a converter box?

2. What do you think of the cost of the converter box?

3. What is a coupon worth?

4. Is there a fee for the coupons?

5. How can you receive answers to your questions? (Note: there will be an option to speak to a live operator, currently available in **six** languages).

6. When do the coupons expire? What happens after expiration? (Probe for negative response to expiration date.)

**D. Message S.** Specific probes as follows:

1. How many coupons do you think will be available? Is that message motivating to you or not?

2. What do you think of the idea of helping friends or family to take action?

**E. Message T.** Specific probes as follows:

1. What do you think of the *Apply, Buy, Plug and Play* reference? Is it relevant? Is it memorable? Do you associate it with the *Converter Box Coupon Program*? Why/Why not?

**F.** Overall, which message or facts are most important? Why?

- Looking at all the messages combined, is there anything missing?
- Are there any messages about the converter box coupon program that should have been included here but were not?

#### IV. Logo/Identity Evaluation (25 minutes)

Moderator will show 4 versions of the converter box coupon program logo (labeled **J**, **K**, **L**, and **M**) on boards provided by the client to participants one at a time. Each version will have a different logo and slogan on the front.

For each logo, moderator will ask selected participants:

- A. What does this logo communicate? What message, if any, does it send?
  - 1. How well does the logo communicate the program you have just read about?
- B. What does the logo communicate about the sponsoring organization?
  - If not mentioned, probe for reactions to Department of Commerce Insignia (when included on the logo).
- C. Look and feel.
  - 1. What do you think of the graphic? (Probe on shape of design—do they see that one is a TV and one is a gift/credit card?)
  - 2. What do you think of the slogan?
  - 3. What do you think of the colors? Font?
- D. Participants will choose their favorite logo and note it on a piece of paper. Moderator will poll the group and then discuss each logo from most frequent favorite to least frequent favorite.

Setup: *Please take a few moments and identify the logo and slogan that you think is the best and note it on a sheet of paper. By the best, we mean the logo and slogan that is 1) the most appealing to you, 2) represents the converter box coupon program the best (i.e. it fits the best with the program).*

  - 1. For those of you who chose this logo as the best, why did you choose it? What did you think was good about it? Was there anything you did not like about it?
  - 2. For those of you who did not choose it as best, why not? Was there anything you did not like about it?
- E. Which was your favorite visual? Which was your favorite slogan? (Probe for whether they prefer the graphic on one and the slogan on another and why.)

**V. Communications (5 minutes)**

A. How would you expect to hear about the **Digital-to-Analog Television Converter Box Coupon Program**?

1. Which communications sources are best to get the message out to you?

- Radio (Which stations?)
- Internet (Which sites?)
- TV (Which stations?)
- Newspaper (What papers?)
- Billboards (Location?)
- Other

B. Where would you want or like to receive materials on this program? Specify locations.

**VI. Conclusion (5 minutes)**

A. Check with clients for additional questions.

B. Collect marked-up documents and questionnaires from participants.

C. Thank and dismiss participants.

## 6.15 Discussion Guide for Telephone Focus Groups



Alan Newman Research  
MARKET RESEARCH CONSULTANTS

### Ketchum NTIA Document Logo and Message Testing Focus Groups

#### Discussion Outline – *FINAL Vision Impaired Telephone Focus Group*

#### I. Introduction (15 minutes)

- A. Purpose: The overall purpose of our discussion is to get your feedback on a communications effort that will be rolled out soon. I will be reading a few messages to you today. I'm interested in how clear the information is to understand, how easy or difficult it might be for you use, and what assistance you might need. This information is under development, and your input will be used to improve it. Our discussion will last about an hour or less.
- B. Disclosure
- Moderator has no vested interest
  - Peers listening
  - Audio taping for record keeping purposes
  - Confidentiality assured
- C. Tips for Participants
- Please use a handset, if you notice a problem with your speakerphone or if there is noise in the background.
  - When you have something to say, don't wait for me to call on you. You know when you have something to say; I don't.
  - When you do speak, please say your name in the first sentence, so that others can respond to you.

- Feel free to talk to each other as if we were all in the same room.
- I can't see you nodding or shaking your heads, so please chime in verbally when you have a comment.

D. Participant Introductions

- Name, family
- Occupation (former occupation, if retired)
- City/state residence/how long

III. **Coupon Application Evaluation (25 minutes)**

I'm going to begin by reading to you a document for a ***Digital-to-Analog Television to Converter Box Coupon Program*** which would explain an accompanying coupon application. I just want you to have the experience of hearing the information included in the document and understand how you interpret what is required in filling out the application.

Read document.

A. What was your overall reaction to the document?

1. General positives or negatives?

- Was the purpose of the document clear? How would you describe the purpose? (Solicit from one or two participants and probe for similar or different understanding).

2. What are your thoughts about the coupon program description at the top of the page? What do you think about the program itself?

B. What questions do you have about the document and filling out the Coupon Application?

C. Is there anything confusing or unclear?

1. Are there any terms or words that were unfamiliar to you or that you were uncertain of? Which words were they? Why were they a problem?

D. Does there seem to be anything missing?

E. Specific probes (if not addressed unaided):

1. Is it clear when your TV will not work?
2. How would you submit this coupon application? Is it clear what alternative ways you have to submit it?
3. What do you think you would do if you have both digital and analog TVs in your household? Does the coupon give you any guidance about what you should do in this case?
4. Ask, "Do you know where to go for more information on this topic?"
5. Probe - Is the deadline so far out that you would not worry about it?
6. Signature - PROBE - Does it bother you to sign this form?
7. Would you feel uncomfortable signing, and if so, why? Are you concerned about data sharing with other Federal government agencies?
8. Would you prefer to register online or by phone so you don't have to sign this form?
9. Self-fulfillment – Who would help to fill out the application and handle this request?
10. Do you have any suggestions for improving the document?

**III. Message Testing (30 minutes)**

Moderator will read four individual messages one at a time about the converter box coupon program.

Setup: *This page contains information about the converter box coupon program. Listen carefully to the messages, then we will discuss.*

A. Individual Message Discussion. For all messages ask the following:

1. What is your overall response to this message?
- 
2. What was positive/negative?
  3. What questions do you have?
  4. Is there anything confusing/unclear? Explain.

Probe on the following if not mentioned:

B. **Message Q.** Specifics probes as follows:

1. How would you describe the term *analog*? Is it clear to you what that is?

2. What are the options for receiving digital television?
3. What are the benefits to digital television?
  - Probe: "...freeing up the nation's airwaves for firefighters and police to communicate better." Is that important to you? Do you believe it?
4. Was it clear that there was a one time fee?

C. **Message R.** Specific probes as follows:

1. What is the cost to consumers for a converter box?
2. What do you think of the cost of the converter box?
3. What is a coupon worth?
4. Is there a fee for the coupons?
5. How can you receive answers to your questions? (Note: there will be an option to speak to a live operator, currently available in **six** languages).
6. When do the coupons expire? What happens after expiration? (Probe for negative response to expiration date.)

D. **Message S.** Specific probes as follows:

1. How many coupons do you think will be available? Is that message motivating to you or not?
2. What do you think of the idea of helping friends or family to take action?

E. **Message T.** Specific probes as follows:

1. What do you think of the *Apply, Buy, Plug and Play* reference? Is it relevant? Is it memorable? Do you associate it with the *Converter Box Coupon Program*? Why/Why not?

F. Overall, which message or facts are most important? Why?

- Looking at all the messages combined, is there anything missing?
- Are there any messages about the converter box coupon program that should have been included here but were not?

#### IV. Communications (5 minutes)



A. How would you expect to hear about the **Digital-to-Analog Television Converter Box Coupon Program**?

1. Which communications sources are best to get the message out to you?

- Radio (Which stations?)
- Internet (Which sites?)
- TV (Which stations?)
- Newspaper (What papers?)
- Billboards (Location?)
- Other

B. Where would you want or like to receive materials on this program? Specify locations.

**V. Conclusion (5 minutes)**

A. Check with clients for additional questions.

B. Thank and dismiss participants.

## 6.16 Testing Materials: Coupon Application - English



### DIGITAL-TO-ANALOG TELEVISION CONVERTER BOX COUPON PROGRAM

Do you have a TV in your home that works with  
the help of "rabbit ears" or a rooftop antenna?

Form Approved  
OMB No. 30001-0001  
Department of Commerce

If so, you should be aware of an important change in broadcasting coming in **February 2009**.

If you receive free TV using an antenna and your TV is not digital, you need to take action sometime before **February 17, 2009** so you can continue to receive programs after that date.

**What's this about?** The Digital Television Transition and Public Safety Act of 2005 requires TV stations to stop broadcasting in analog and to broadcast only in digital after **February 17, 2009**. The digital transition will provide a better viewing experience for consumers and help emergency responders protect your community.

The Act created the digital-to-analog converter box coupon program for households wishing to use their analog TVs after the transition. This Program allows US households to obtain up to two coupons, each worth \$40, that can be applied towards the cost of certain converter boxes. TVs connected to cable, satellite, or other pay services do not need a converter box to receive programs after February 17, 2009.

**What do I need to do?** For each analog TV you own, you need to decide before **February 17, 2009** how you would like to get programming after the change to digital.

#### What are my options?

1. Keep your TV and buy a converter box with coupons available from the US Government, or
2. Keep your TV and get cable, satellite or other paid TV services, or
3. Replace your TV with a digital TV.

**How do I get a coupon?** Apply online or by phone. You may also mail in or fax a Coupon Application. You may request one coupon now and one later, but no more than two coupons per household are allowed. Supplies are limited. Requests must be received by March 31, 2009. Contact information is listed below.



**ONLINE**  
[www.DTV2009.gov](http://www.DTV2009.gov)



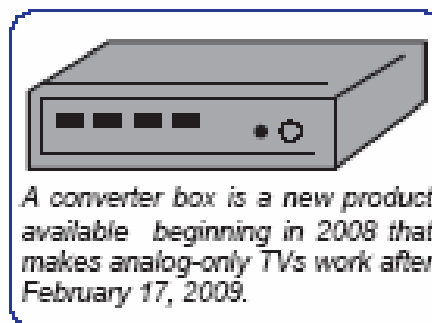
**BY PHONE**  
1-888-DTV-2009  
TDD/TTY: 1-8XX-XXX-XXXX



**BY MAIL**  
PO Box 2000  
Portland, OR 97208



**BY FAX**  
1-877-DTV-4ME2



*A converter box is a new product available beginning in 2008 that makes analog-only TVs work after February 17, 2009.*

Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act (PRA), unless that collection displays a currently valid Office of Management and Budget (OMB) control number.



**DIGITAL-TO-ANALOG  
TELEVISION CONVERTER BOX  
COUPON PROGRAM**

PO Box 2000, Portland, OR 97208-2000

SALLY B. SAMPLE  
1234 SW ANY ST  
ANY CITY, ST 00000-0000

Form Approved  
OMB No. XXXXX-XXXX  
Department of Commerce

Apply online:  
[www.MyDTV2009.gov](http://www.MyDTV2009.gov)

Apply by phone:  
1-888-DTV-2009

Mail applications to:  
PO Box 2000, Portland, OR 97208

Fax applications to:  
1-877-DTV-4ME2

**ALL APPLICATIONS MUST BE  
SUBMITTED BY MARCH 31, 2009.**

Expect to receive coupon(s) within 2 - 3  
weeks of when you submit this Application.

**COUPON APPLICATION** All information must be filled out. Please type or print clearly.

**1. Your Name and Address.**

NAME			
First	Middle	Last	
HOME ADDRESS			
Street Address			Apt #
City		State	Zip

If the US Post Office does not deliver mail to your Home Address, provide as much information as you can above regarding your Home Address and provide your Mailing Address below.

MAILING ADDRESS			
If different than above			
Street Address - or - P.O. Box #			Apt #
City		State	Zip

**2. TV Service:** Check the statement below that best describes your household.

- All or some of the TVs in my house subscribe to one or more pay services, such as cable or satellite.  
 None of the TVs in my house subscribe to one or more pay services, such as cable or satellite.

**3. Coupons Requested:** How many coupons do you want?  ONE - OR -  TWO

**4. Signature:** By signing below, you declare that the above is true and correct.

Signature	Date
-----------	------

Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act (PRA), unless that collection displays a currently valid Office of Management and Budget (OMB) control number.

## 6.17 Testing Materials: Coupon Application - Spanish



## EL PROGRAMA DEL CUPÓN PARA LA CAJA DIGITAL-A-ANÁLOGO DEL CONVERTIDORA DE LA TELEVISIÓN

¿Tiene una televisión en su hogar que funciona con la ayuda de la antena o una antena del techo?

Si es así, usted debe estar enterado de un cambio importante de la transmisión que viene en Febrero del 2009. Si usted recibe programación utilizando una antena y su televisión no es digital, usted necesita actuar antes del 17 de Febrero del 2009 para que usted pueda continuar recibiendo programas después de esa fecha.

**¿De que se trata esto?** La Ley de la Transición de la Televisión a Digital y de la Seguridad del Público del 2005 requiere que las estaciones de televisión dejen de transmitir en analógico y que solamente transmitan en digital después del 17 de Febrero del 2009. La transición digital proporcionará una experiencia mejor de ver la televisión para los consumidores y dará a los respondedores de emergencia ayuda para proteger a su comunidad.

La Ley formó el programa del cupón para la caja digital-a-analogo del convertidor de la televisión para los hogares que desean utilizar sus televisiones analógicas después de la transición. Este programa permite que los hogares en los Estados Unidos obtengan hasta dos cupones, cada uno con el valor de \$40, que pueden ser aplicados hacia el precio de ciertas cajas del convertidor. Las televisiones que se conectan con el cable, el satélite, y otros servicios pagados no necesitan una caja del convertidor para recibir programas después del 17 de Febrero del 2009.

**¿Qué necesito hacer?** Para cada televisión analoga que usted posee, necesita decidir antes del 17 de Febrero del 2009 cómo desea recibir la transmisión de programación después de la transición a digital.

**¿Qué son mis opciones?**

1. Guarde su televisión y compre una caja del convertidor con los cupones disponibles del gobierno de los Estados Unidos, o
2. Guarde su televisión y obtenga el cable, el satélite, y otros servicios pagados de la televisión, o
3. Cambie su televisión con una televisión digital.

**¿Cómo obtengo un cupón?** Solicite en el sitio web o por el teléfono. También puede enviar o mandar por fax una Solicitud del Cupón. Usted puede solicitar un cupón ahora y otro más adelante, pero no se permiten más de dos cupones por hogar. Las provisiones son limitadas. Las solicitudes se deben recibir antes del 31 de Marzo del 2009. La información de contacto se encuentra abajo.



**EL SITIO WEB**  
[www.MyDTV2009.gov](http://www.MyDTV2009.gov)



**POR TELÉFONO**  
1-888-DTV-2009  
TDD/TTY: 711



**POR CORREO**  
PO Box 2000  
Portland, OR 97208



**POR FAX**  
1-877-DTV-4ME2



Una caja del convertidor es un producto nuevo disponible a principios de 2008 que hace que las televisiones que son solamente analógicas funcionen después del 17 de febrero, 2009.

A pesar de cualquier otra disposición de la ley, no se requiere a ninguna persona responder a, ni cualquier persona estará sujeta a una pena para no conseguir cumplir con, una colección de información sujeta a los requisitos del Ley de la Reducción del Papelero (PRA), a menos que esa colección exhiba un número de control de la Oficina de Gerencia y Presupuesto (OMB) actualmente válido.

## 6.15s

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Formulario Aprobado  
OMB No. 30101-0010

Departamento de Comercio



EL PROGRAMA DEL CUPÓN  
PARA LA CAJA DIGITAL-A-ANÁLOGO  
DEL CONVERTIDORA DE LA TELEVISIÓN  
PO Box 2000, Portland, OR 97208-2000

SALLY B. SAMPLE  
1234 SW ANY ST  
ANY CITY, ST 00000-0000

Solicite en el sitio web:  
[www.MyDTV2009.gov](http://www.MyDTV2009.gov)

Solicite por teléfono:  
1-888-DTV-2009

Envíe Solicitudes a:  
PO Box 2000, Portland, OR 97208

Envíe Solicitudes por Fax a:  
1-877-DTV-4ME2

**TODAS LAS SOLICITUDES DEBEN  
SER SOMETIDAS EN O ANTES DEL  
31 DE MARZO DEL 2009.**

Esperen recibir los cupones dentro de 2-3  
semanas después de someter esta solicitud.

## SOLICITUD DEL CUPÓN

Toda la información se debe llenar.  
Favor de escribir a máquina o usar mayúsculas claramente.

### 1. Su Nombre y Dirección.

NOMBRE			
DIRECCIÓN DE DOMICILIO	Nombre	Segundo Nombre	Apellido
	Dirección de la Calle		Núm. del Apartamento
	Ciudad	Estado	Código Postal

Si la oficina de correos de los Estados Unidos no reparte el correo a su dirección de domicilio, proporcione toda la información que usted pueda arriba en cuanto a su dirección de domicilio y proporcione su dirección postal abajo.

DIRECCIÓN POSTAL			
	Dir. de la calle - o - Núm. de Apartado Postal	Núm. del Apartamento	
	Ciudad	Estado	Código Postal
Si es diferente de la de arriba			

### 2. Servicio de la televisión: Marque la frase abajo que mejor describa su hogar.

- Todas o algunas televisiones en mi casa se suscriben a uno o más servicios pagados, como el cable o el satélite.  
 Ningunas de las televisiones en mi casa se suscriben a uno o más servicios pagados, como el cable o el satélite.

### 3. Cupones Pedidos: ¿Cuántos cupones quiere usted? UNO - O - DOS

### 4. Firma: Firmando abajo, usted declara que lo que declara arriba es cierto y correcto.

Firma	Fecha

A pesar de cualquier otra disposición de la ley, no se requiere a ninguna persona responder a, ni cualquier persona estará sujeta a una pena para no conseguir cumplir con, una colección de información sujeta a los requisitos del Ley de la Reducción del Papelero (PRA), a menos que esa colección exhiba un número de control de la Oficina de Gerencia y Presupuesto (OMB) actualmente válido.

## 6.18 Tested Program Identities - English

**J**



**K**



L



M





## 6.19 Tested Program Identities - Spanish

**J**



**K**



L



888-DTV-2009    [WWW.MYDTV2009.GOV](http://WWW.MYDTV2009.GOV)

M



## 6.20 Messages - English

### **Q**

If you have an analog television, your TV will not work after February 17, 2009 unless you take action.

You can either purchase a converter box, subscribe to cable or satellite service, or purchase a television with a digital tuner to continue to watch TV after that date.

A converter box connects to any analog TV so it will work after February 17, 2009. A converter box is a one-time cost so there are no monthly charges, and the Federal government is offering all American's coupons to help pay for converter boxes.

The transition to digital television does require you to install a converter box if you want to keep using your analog television, but it also provides benefits to you and your community: a clearer picture, more TV programming, and greater protection during an emergency by freeing up the nation's airwaves for firefighters and police to communicate better.

## R

The Federal government's converter box coupon means every household in the U.S. can fill out an application and get two free coupons worth \$40 each. The converter boxes will cost between \$50 and \$70 so consumers will only pay \$10 to \$30 of their own money.

Starting January 1, 2008, you can get two \$40 coupons good towards buying a government approved converter box by calling 1-888-DTV-2009, going to [www.myDTV2009.gov](http://www.myDTV2009.gov) or filling out a paper application before March 31, 2009. Coupons are free and will be mailed to you by the Federal government.

Coupons expire 90 days after the date they are mailed. Protect your coupons because they can not be replaced if they are lost or go unused

## **S**

There is a limited supply and coupons are available on a first come-first served basis.

Help your friends, your parents or other family members who may have difficulty determining if they need to take action and help them apply for a converter box coupon if they need one.

# I

Apply, Buy, Plug and Play. 1) **Apply** for your coupons by going to [www.myDTV2009.gov](http://www.myDTV2009.gov) or calling 1-888-DTV-2009. 2) **Buy** a converter box using your coupon at a local electronics store. 3) **Plug** the box into your TV. 4) **Play** your favorite programs on the TV you're using now, but with a better picture.

## 6.21 Messages - Spanish

### **Q**

Si usted tiene un televisor analógico, a partir del 17 de febrero del 2009 su televisor dejará de recibir las transmisiones habituales, a menos de que tome las medidas adecuadas.

Usted puede adquirir un conversor, suscribirse al servicio de televisión por cable o satélite, o comprar un televisor digital para seguir viendo la programación después de la fecha mencionada.

La caja convertidora se puede conectar a cualquier televisor analógico, para seguir viendo la programación después del 17 de febrero del 2009. La caja convertidora es una inversión que se hace una sola vez, y el gobierno federal está ofreciéndole cupones a toda la población como ayuda para la compra de las cajas convertidoras.

La transición a la televisión digital requiere la instalación de una caja convertidora si usted desea seguir usando su televisor analógico, pero también les proporciona otros beneficios a usted y a su comunidad: mayor claridad de imagen, más programación, y más protección en caso de emergencia, pues se libera el espectro de ondas de transmisión de la nación, para garantizarles una mejor comunicación a los departamentos de bomberos y de policía.

## R

El cupón para cajas convertidoras que ofrece el gobierno federal significa que cada hogar en los Estados Unidos puede llenar un formulario y obtener dos cupones gratuitos de \$40 cada uno. Las cajas convertidoras tendrán un costo entre los \$50 y \$70, de manera que los consumidores sólo tendrán que desembolsar entre \$10 y \$30 de sus propios fondos.

A partir del 1ro. de enero del 2008, usted podrá solicitar dos cupones de \$40 válidos para la compra de una caja convertidora aprobado por el gobierno, llamando al número telefónico 1-888-DTV-2009, visitando el sitio Web [www.myDTV2009.gov](http://www.myDTV2009.gov) o llenando un formulario de solicitud impreso y presentándolo antes del 31 de marzo del 2009. Los cupones son totalmente gratuitos, y el gobierno federal se los enviará por correo postal.

Los cupones expiran a los 90 días posteriores a la fecha en la que se enviaron. Guarde sus cupones en sitio seguro, ya que no podrá obtener otros si se extravían o no los usa.



## **S**

La cantidad de cupones es limitada, y estarán disponibles por orden de solicitud.

Ayude a sus amigos, padres u otros miembros de la familia que pudieran confrontar dificultades para determinar si les hace falta una caja convertidora, y asístalos en la solicitud del mismo, si necesitan alguna.

# I

Solicítelo, Cómprelo, Conéctelo, y Úselo.

- 1) **Solicite** sus cupones visitando el sitio Web [www.myDTV2009.gov](http://www.myDTV2009.gov) o llamando al número telefónico 1-888-DTV-2009.
- 2) **Compre** la caja convertidora usando su cupón en una tienda local de artículos electrónicos.
- 3) **Conecte** la caja convertidora a su televisor.
- 4) **Use** la caja convertidora para ver sus programas favoritos en el televisor que está usando actualmente, pero con una mejor calidad de imagen.