

**PRELIMINARY SCRIPT FOR CONVERTER BOX COUPON PROGRAM  
CONSUMER PILOT TEST SURVEY**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email Information \_\_\_\_\_

**Question 1: Did you know that TV stations were changing from analog to digital TV broadcasting by February 17, 2009 (The Digital TV Transition) before taking part in this pilot test?** \_\_\_\_\_ Yes \_\_\_\_\_ No.

**If “Yes” how did you hear about it? (Check all that apply)**

- Television (News or Advertising)
- Radio (News or Advertising)
- Internet
- Web site
- Print Media (Newspaper, magazine, etc.)
- Family Member
- Friend
- Workplace
- Social or Community Organization
- Church
- Other \_\_\_\_\_

**Question 2: Did you know about the Digital TV Converter Box Coupon Program before taking part in this pilot test?** \_\_\_\_\_ Yes \_\_\_\_\_ No

**If “Yes” how did you hear about it? (Check all that apply)**

- Television (News or Advertising)
- Radio (News or Advertising)
- Internet
- Web site
- Print Media (Newspaper, magazine, etc.)
- Family Member
- Friend
- Workplace
- Social or Community Organization
- Church
- Other \_\_\_\_\_

## APPLICATION PHASE

### **Question 3: How did you apply for your coupon?**

- Telephone
- Internet/Web site
- U.S. Mail
- Fax

### **Question 3-1: Where did you get your application form?**

- Electronics Retailer
- U.S. Mail
- Library
- Community Center
- U.S. Post Office
- Friend or Colleague
- WWW. DTV2009.Gov Web site
- Other Internet Web site
- Social or Community event
- Other \_\_\_\_\_

### **Question 4: How would you rate your experience with the following coupon application, receipt, redemption and installation phases of the pilot test? [Use the “Poor to Excellent” rating scale of “1-9” for each element below.]**

## APPLICATION PHASE

### **Call Center Experience:**

- a) Use of recorded phone menus (clarity) \_\_\_
- b) Finding supplementary (additional) information \_\_\_
- c) Transferring to live telephone agent if needed \_\_\_
- d) Telephone agent knowledge \_\_\_
- e) Telephone agent courtesy \_\_\_
- f) Waiting period \_\_\_
- g)** Ease of completing of application form \_\_\_
- h) Overall telephone/call center experience \_\_\_

### **Web site Experience**

- a) Understanding of Web site information (clarity) \_\_\_
- b) Use of Web site menu \_\_\_
- c) Navigating (finding information) Web site \_\_\_
- d) Finding supplementary (additional) information \_\_\_
- e)** Ease of completing of application form \_\_\_
- f) Overall Web site experience \_\_\_

**Mail-in Experience**

- a) Clarity of instructions \_\_\_
- b) Ease of completing of application form \_\_\_
- c) [Note: Provide additional elements]

**Fax Experience—Add Elements** \_\_\_

**Overall Coupon Application Experience**

- a) Coupon application method convenience \_\_\_
- b) Ease of use of the process \_\_\_
- c) Clarity of materials included with Coupon Card Mailer \_\_\_
- d) Overall coupon application experience \_\_\_

**RECEIPT OF COUPON PHASE**

**How would you rate the converter box coupon receipt process? (Use “1-9” Scale)**

- Timeliness \_\_\_
- Clarity of materials, e.g., easy to understand instructions \_\_\_
- Instructions on how to use the card \_\_\_
- Information on where to redeem coupons \_\_\_
- What coupon could be used for \_\_\_
- Explanation of expiration date \_\_\_
- Overall coupon receipt process \_\_\_

**REDEMPTION PHASE**

**Question 5: Did you redeem your coupon for the purchase of a TV Converter Box?**

\_\_\_Yes \_\_\_No

**Question 6: If “Yes” Where did you redeem your coupon?**

Retailer Name \_\_\_\_\_

Retailer Location \_\_\_\_\_

Is this a place you normally shop? \_\_\_\_\_Yes \_\_\_\_\_No

**Question 7: If you did not redeem your coupon select the reason(s) why you did not redeem your coupon.**

- Planned to purchase a new digital TV with built-in tuner
- Plan to subscribe to cable, satellite, or other pay TV service
- I ran out of time—coupon expired
- I did not understand my choices
- I did not know where to buy a box
- There was no store/retailer near me
- I did not have transportation
- I lost my coupon
- I did not receive my coupon
- The store did not have any converters
- The store did not have the specific converter brand I wanted
- Other \_\_\_\_\_

**Question 8: How would you rate the coupon redemption process? (Use “1-9” Scale)**

- a) Help given/provided by the retail store \_\_\_
- b) Sales Clerk knowledge of the Coupon Program \_\_\_
- c) Availability/Supply of converter boxes at retail store \_\_\_
- d) Coupon Eligible Boxes were easy to find—Clear signage \_\_\_
- e) Actual use of the coupon—efficient transaction \_\_\_
- f) Retailer customer service \_\_\_
- g) Overall retailer experience \_\_\_

**INSTALLATION PHASE**

**Question 9: Please rate your experience with installation of the box.  
(Use “1-9” Scale)**

- Retailer written installation instructions (if any) \_\_\_
- Sales associate explaining installation in store \_\_\_
- Owners’ Manual or installation instructions from Manufacturer \_\_\_
- Reception of standard channels \_\_\_
- Reception of digital channels \_\_\_

**Question 10: Do you have any feedback, comments, or suggestions for improvement of the TV Converter Box Coupon Program?**

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