

**FCC Consumer Education Campaign:
Benchmark + Post-Phase Consumer Tracking Survey Questionnaire**

n=2,000 with sub-quotas for TV Connectivity [benchmark]

n=8,000 in 8 waves with same quotas [tracking]

Key survey outputs include the following among the general population and the target audiences:

- Awareness of the transition of many TV broadcast stations to new frequencies
- Understanding of how to navigate the changes
- Incidence of actions taken to address the changes among those affected

These outputs will be used to:

- Determine delivery on organizational goal to educate consumers about the transition of nearly 1,000 TV broadcast stations to new frequencies and how to navigate
- Optimize subsequent phases to more effectively deliver on audience outcomes

QUOTAS: MONITOR AND BOOST AS NEEDED TO ENSURE MIN OF N=200 PER SAMPLE GROUP INCLUDING:

NON TECH-SAVVY OTA USERS [Q10=A and q20=D]

TECH-SAVVY OTA USERS [Q10=A and Q 20=A-C]

CABLE/SATELLITE SUBSCRIBERS [Q10 DOES NOT EQUAL A]

1. Which of the following best describes your gender?
 - a. Male
 - b. Female
 - c. Prefer not to answer
2. Which of the following describes your age?
 - a. Under 23 years [CLASSIFY AS GENERATION Z]
 - b. 23-38 years [CLASSIFY AS MILLENNIAL]
 - c. 39-54 years [CLASSIFY AS GENERATION X]
 - d. 55 years or older [CLASSIFY AS BOOMER/SILENT]
3. What is your marital status?
 - a. Single, never married
 - b. Married, or in a domestic partnership
 - c. Widowed
 - d. Divorced
 - e. Separated

4. What is the highest level of education that you have completed?
 - a. Less than high school graduate/some high school
 - b. High school graduate or GED
 - c. Some college or technical school
 - d. Four-year college degree
 - e. Post-graduate studies or advanced degree

5. What is your current employment status?
 - a. Employed full time (40 or more hours per week)
 - b. Employed part time (up to 39 hours per week)
 - c. Unemployed and currently looking for work
 - d. Unemployed and not currently looking for work
 - e. Student
 - f. Retired
 - g. Homemaker
 - h. Self-employed
 - i. Unable to work

6. What was your total household income before taxes during the past 12 months?
 - a. Less than \$25,000
 - b. \$25,000-\$49,999
 - c. \$50,000-\$99,999
 - d. \$100,000-\$149,999
 - e. \$150,000-\$199,999
 - f. \$200,000 or more

7. Do you consider yourself to be Hispanic or Latino?
 - a. Yes
 - b. No

8. Which one or more of the following racial categories describe yourself? *(select all that apply)*
[ROTATE RESPONSE OPTIONS]
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Native Hawaiian or Pacific Islander
 - e. White

9. In what geographic region do you reside?
 - a. Northeast- CT, DC, DE, MA, MD, ME, NJ, NJ, NY, PA, RI, VT
 - b. Southeast- AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV

- c. Southwest- AZ, NM, OK, TX
 - d. Midwest- IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
 - e. West- AK, CA, CO, HI, ID, MT, NV, UT, WA, WY
10. Which of the following best describes how you receive access to broadcasting from your local TV stations? *(select all that apply)*
- a. Use an over-the-air antenna for free access
 - b. Subscribe to cable or satellite TV
 - c. Subscribe to an online streaming service to get local TV (Sling, etc.)
 - d. Other (specify) _____
 - e. None of the above
11. Are you aware that some local TV stations in cities across the U.S. are required to change their over-the-air broadcast frequencies between now and July 2020?
- a. Yes (Continue to Q11a)
 - b. No (Skip to Q12)
 - c. Not Sure (Skip to Q12)
- 11a. If yes what have you heard, read or seen about this change? (open-end)
12. [ASK EVERYONE] Are you aware that in order to continue free access to programming from local TV stations, those who use an over-the-air antenna need to rescan their TV set to update the channels each time a station changes their broadcast frequency?
- a. Yes
 - b. No
 - c. Not sure
13. [ASK EVERYONE] If your TV set needed to be rescanned to update the channels for continued access to broadcasting from local stations, would you...? *(select all that apply)*
- a. Do it yourself
 - b. Seek help from a parent or guardian
 - c. Seek help from a child
 - d. Seek help from a friend
 - e. Other (specify)_____
14. [ASK EVERYONE] Are you aware that subscribers to cable or satellite TV will not need to do anything to continue access to programming from their local TV stations because their providers will take care of it for them?
- a. Yes
 - b. No
 - c. Not sure

15. [ASK EVERYONE] Which of the following have you done related to the changes in access to broadcasting from your local TV stations? *(select all that apply)*
- a. Rescanned my TV set
 - b. Sought more information about the changes
 - c. Talked to friends about it
 - d. Something else (specify) _____
 - e. I haven't done anything to prepare for this change
16. [SKIP TO Q.17 IF "NO" OR "NOT SURE" FOR EACH OF Q.11, Q.12 & Q.14] From which of the following sources, if any, did you learn about changes in access to broadcasting from your local TV stations and what you need to do about them? *(select all that apply)*
- [ROTATE RESPONSE OPTIONS]**
- a. Online advertising
 - b. Advertising in a magazine or newspaper
 - c. Search engine
 - d. Radio
 - e. Outdoor advertising
 - f. News story online
 - g. News story in magazine or newspaper
 - h. News story on a local broadcast TV station
 - i. Social media
 - j. FCC website (FCC.gov/TVRescan)
 - k. FCC call center 1-888-CALLFCC
 - l. NAB website (TVAnswers.org)
 - m. Other (specify) _____

For the following questions, you will see a statement about how you may feel about local TV stations changing their over-the-air broadcast frequencies. For each statement, select whether you strongly agree, agree, neither agree or disagree, disagree, or strongly disagree.

17. The change in over-the-air broadcast frequencies will impact my access to programming from local TV stations.
- a. Strongly disagree
 - b. Disagree
 - c. Neither agree or disagree
 - d. Agree
 - e. Strongly agree
18. I feel prepared for the change in access to broadcasting from local TV stations.
- a. Strongly disagree
 - b. Disagree
 - c. Neither agree or disagree

- d. Agree
 - e. Strongly Agree
19. I know how to maintain free access to broadcasting from local TV stations after they change their over-the-air broadcast frequencies.
- a. Strongly disagree
 - b. Disagree
 - c. Neither agree or disagree
 - d. Agree
 - e. Strongly agree
20. Please select the statement that best describes you. (*select only one*)
- a. Technology plays a critical role in my life. I am very comfortable with technology and love being the first among my friends/family to try out new product features, apps, and/or devices.
 - b. Technology plays a major role in my life. I may not be the first to try something but I usually don't need help using new product features, apps, and/or devices.
 - c. Technology plays a somewhat important role in my life. I know enough about technology to get by but I sometimes need help using new product features, apps, and/or devices.
 - d. Technology plays a minimal role in my life. I am not comfortable with technology and usually need help using new product features, apps, and/or devices.
- [CLASSIFY a-c AS TECH-SAVVY; d as NON TECH-SAVVY]**

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Estimated time per response: 5 minutes per response.